

# Visual Development Guide



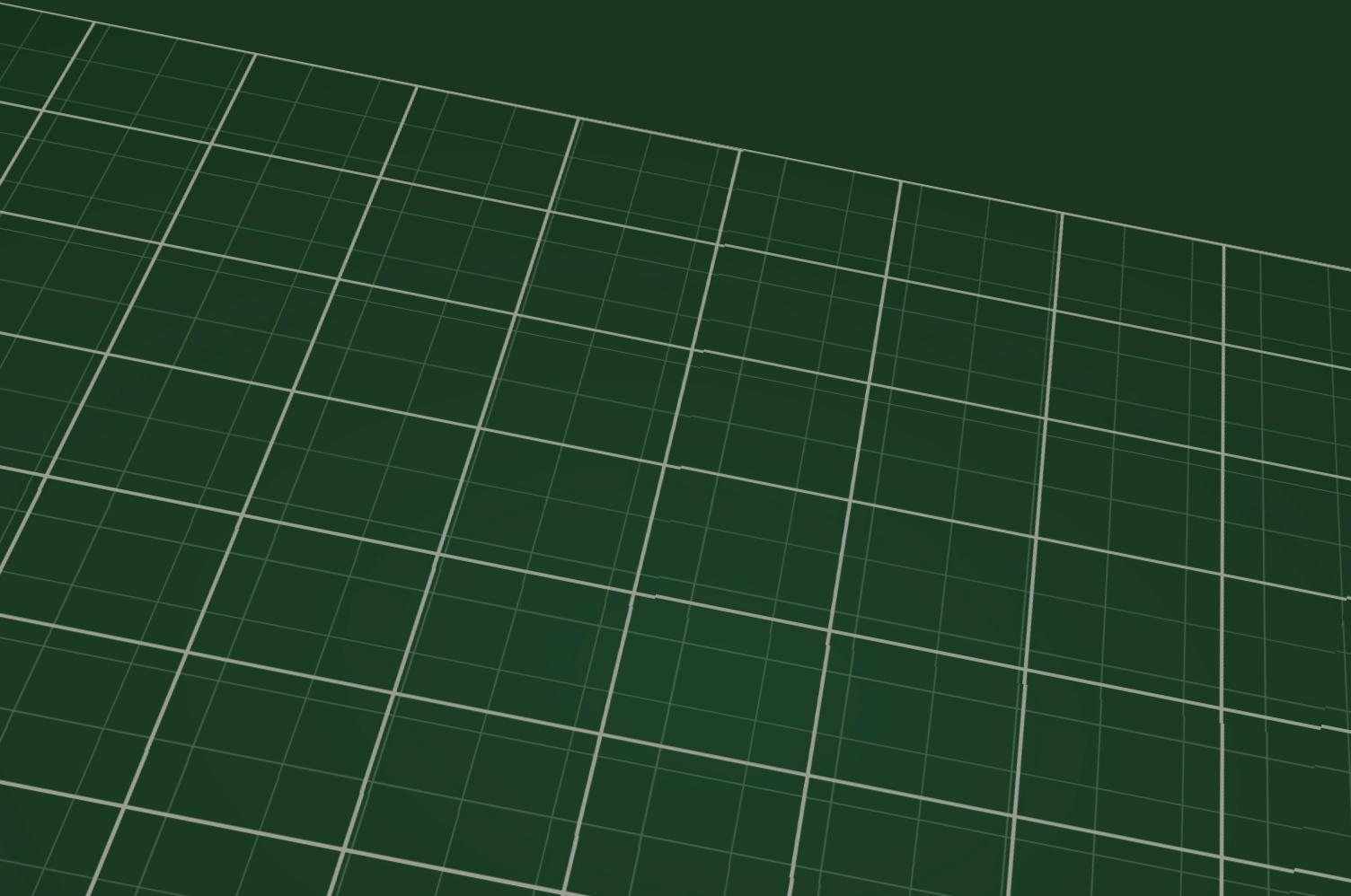
Disclaimer: This guide is a student project created for academic purposes and is not affiliated with, endorsed by, or representative of Joann, its products, or its business practices in any way.

**It's not just  
a hobby, but acts of  
creativity that shapes  
tomorrow.**

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# What's Inside



## 1 Defining the Brand Foundation

Visual Development Guide  
Brief History  
Mission Statement  
Key Phrases

## 2 Logo Development

Round 1  
Round 2  
Round 3

## 3 Look-alike Logos

## 4 Leverage and Annotate Inspiration

New Identity Introduction  
Logo Anatomy  
Type Specs  
Main ID colors (logo colors)  
Logo Don'ts  
Alternate versions of the logo

# Defining the Brand Foundation

1

**In light of Joann's closure in 2025, this rebrand represents more than a redesign—it's a reimagining of what Joann stands for.**

Once known primarily as a fabric and craft retailer, Joann is being redefined as a modern, purpose-driven creative hub: a place where inspiration begins and makers come together to build community through creativity.

This section establishes the foundation of that vision. It introduces the Visual Development Guide, which defines the look and feel of the new brand, along with a brief history that honors Joann's legacy. The mission statement reaffirms the brand's purpose—to empower makers with the resources they need and the key phrases express its emotional core: community, inspiration, and empowerment. Together, these elements form the blueprint for a brand that transforms Joann from a store into a movement—one that celebrates the spark of creativity in everyone.



# Visual Development Guide

**A visual development guide is a document or system that defines the look, feel, and style of a brand, project, or design campaign.**

**It serves as a roadmap for maintaining visual consistency and clarity across all creative outputs. In essence, it's both a creative blueprint and teaching tool, helping designers, marketers, and collaborators produce cohesive, recognizable, and meaningful visual work.**



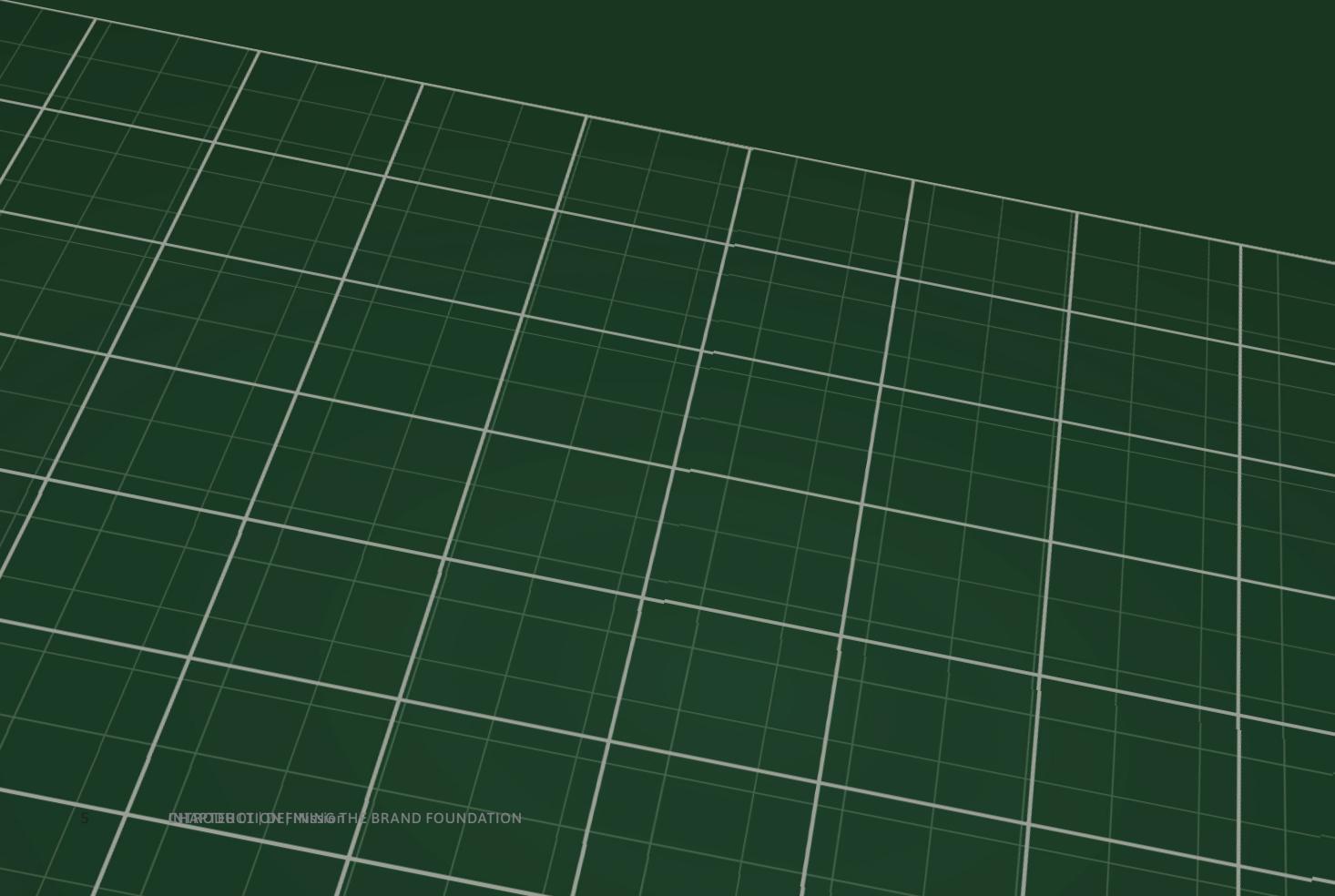
## Brief History

**Joann fosters creativity, community, and connection, helping generations turn ideas into handmade expression.**

Founded in 1943 as a small fabric shop in Cleveland, Ohio, Joann grew into the nation's largest fabric and craft retailer with over 900 stores and a thriving online presence. Evolving beyond fabric and patterns, it became a one-stop destination for sewing, crafting, floral design, home décor, and more. Guided by its mission to "serve and inspire creativity," Joann has continually adapted to changing times—transforming from a postwar homemaker resource into a creative hub for hobbyists, families, and makers alike.

# Mission Statement

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Our mission is to empower makers with the resources they need, ensuring their creative drive never falters because **every act of creation sparks the innovation that shapes tomorrow.**

# Key Words

**Key words are the core ideas or themes that define what a brand stands for. They serve as foundational pillars, guiding tone, messaging, visuals, and overall identity.**

## Community

Joann's is not just a place to buy resources, but a hub where makers connect and share knowledge. The brand fosters belonging by linking customers with skilled artisans, companies, and like-minded creators. This turns Joann into a supportive network—more than a store, it's a place where creativity is nurtured through relationships and shared passions.

## Inspired

Inspiration fuels creativity, and Joann emphasizes that crafting is more than just a hobby—it's a path to endless possibilities.

## Empowered

Joann's mission emphasizes empowerment by ensuring makers have the resources they need to keep creating. Empowerment here means giving makers confidence, tools, and support to innovate freely, turning ideas into tangible achievements that enrich both personal expression and the wider community.

# Key Phrases

**Key phrases function as emotional and conceptual anchors, bridging the brand's purpose with the audience's experience. The phrase reflects not just what the brand does, but what it means to people.**

## Together, we create.

The phrase is short, memorable, and emotionally resonant. It conveys both action and togetherness, transforming a simple retail experience into a shared creative journey — exactly what Joann's community represents.

## Vision ignited, creativity unleashed.

Altogether, it positions Joann not just as a supplier of craft goods but as a catalyst for inspiration — the place where imagination sparks and creativity flows freely.

## Bold creation, unstoppable imagination.

This phrase positions Joann as more than a supplier — as an enabler of fearless creativity, helping makers transform empowerment into action and imagination into reality.

## Together, we create.

The key phrase “Together, we create.” captures the essence of community in just three words:

**Together** emphasizes connection, collaboration, and belonging — the heart of Joann’s brand identity as a hub for makers who share ideas and support one another.

**We** reinforces inclusivity and unity, positioning Joann not as a separate entity but as part of the same creative community as its customers.

**Create** embodies the brand’s purpose by inspiring and enabling people to make things, whether through sewing, crafting, or design.

## Vision ignited, creativity unleashed.

The key phrase “Vision ignited, creativity unleashed.” captures the emotional and energetic essence of the keyword **Inspired**:

**Vision ignited** conveys the spark of inspiration, that moment when an idea takes shape and passion comes alive. It ties directly to Joann’s role in helping people see what’s possible through their materials, classes, and creative community.

**Creativity unleashed** expresses freedom and empowerment, the idea that once inspired, makers can fully express themselves without limits. It suggests momentum, energy, and transformation.

## Bold creation, unstoppable imagination.

The key phrase “Bold creation, unstoppable imagination.” embodies the spirit of empowerment—confidence, capability, and creative freedom:

**Bold creation** speaks to confidence and courage, the idea that empowered makers take risks, experiment, and express themselves fearlessly. It aligns with Joann’s mission to give people the tools and encouragement to bring their visions to life.

**Unstoppable imagination** conveys momentum and limitless potential. It suggests that once creators feel supported and equipped, their ideas can flow without barriers.



# Logo Development

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## Sketching Drafts

Sketching multiple logo concepts is an essential step in the rebranding process because it allows designers to explore a wide range of visual possibilities before refining a final direction.

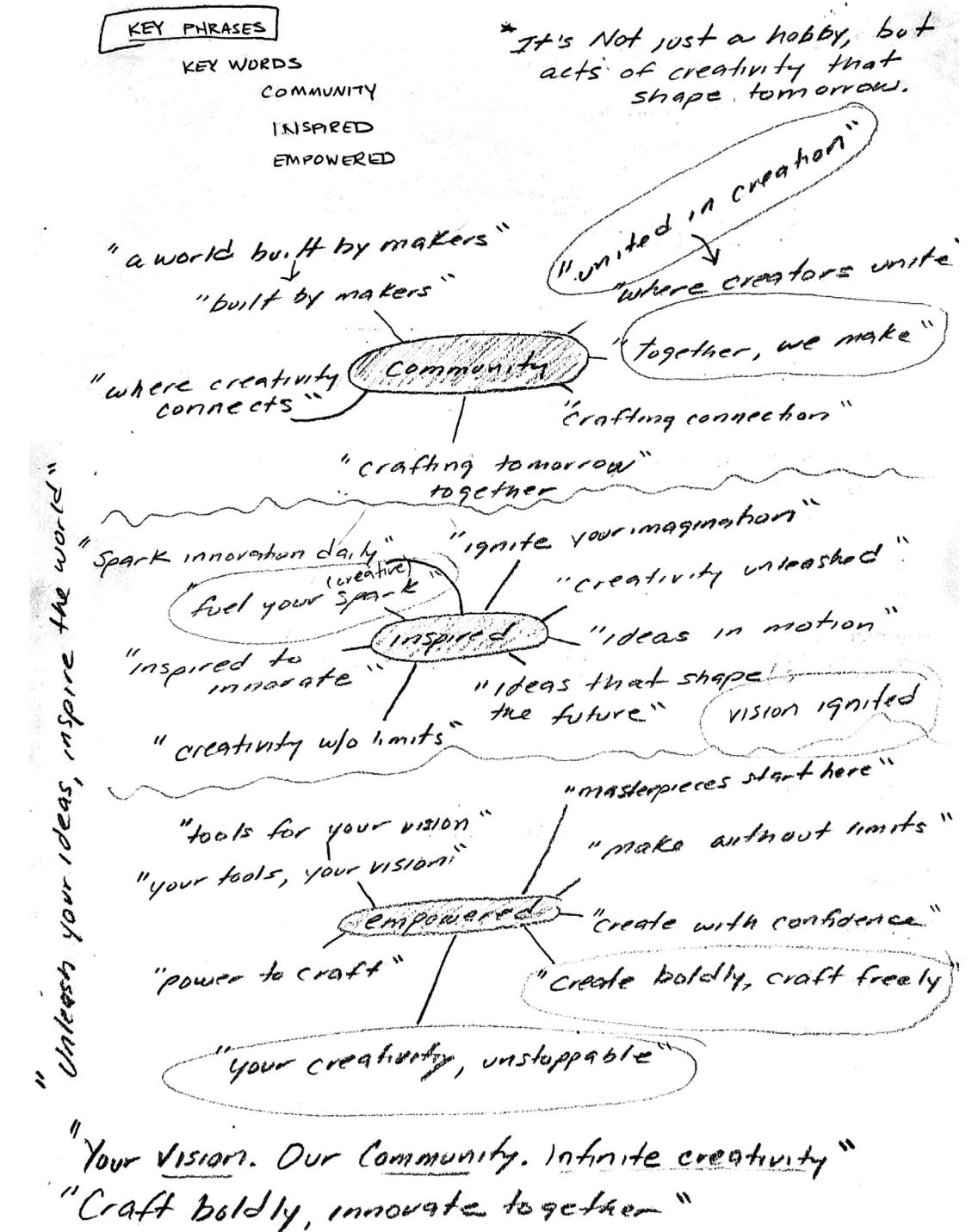
Sketching transforms ideas into tangible forms, allowing designers to explore shapes, symbols, and layouts that connect a brand's past with its future. By generating many variations, they discover what feels most authentic and enduring. The process also encourages early collaboration and feedback, leading to a unified, purposeful logo that clearly reflects the essence of the brand.

# Round One

## Brainstorming

Sketching multiple logo concepts is an essential step in the rebranding process because it allows designers to explore a wide range of visual possibilities before refining a final direction.

Explanation of how or what is going on in the sketch above



Mindmapping from the three key words listing as many ideas for key phrases as I could think of.

(cont)

Community

- collaboration sparks innovation
- united by imagination
- stronger through creation
- unbound by creativity

"United in creation"  
 \* "together, we ~~make~~"  
 1 create  
TOGETHER, WE CREATE

inspired

- dream it, make it
- infinite ideas, endless possibilities
- ignite vision
- inspired to shape tomorrow
- fuel your creative fire
- unleash your creative spark

"fuel the spark  
 that lights your  
 vision"

"fuel your creative SPARK"  
 "VISION IGNITED"

"VISION  
 ignited,  
 creativity  
 unleashed"

2 VISION IGNITED, CREATIVITY UNLEASHED

empowered

- your vision, your power
- make boldly, craft freely
- confidence in every creation
- create without limits

1. "Together" sounded more community friendly.
2. Combined the two choices into one phrase.

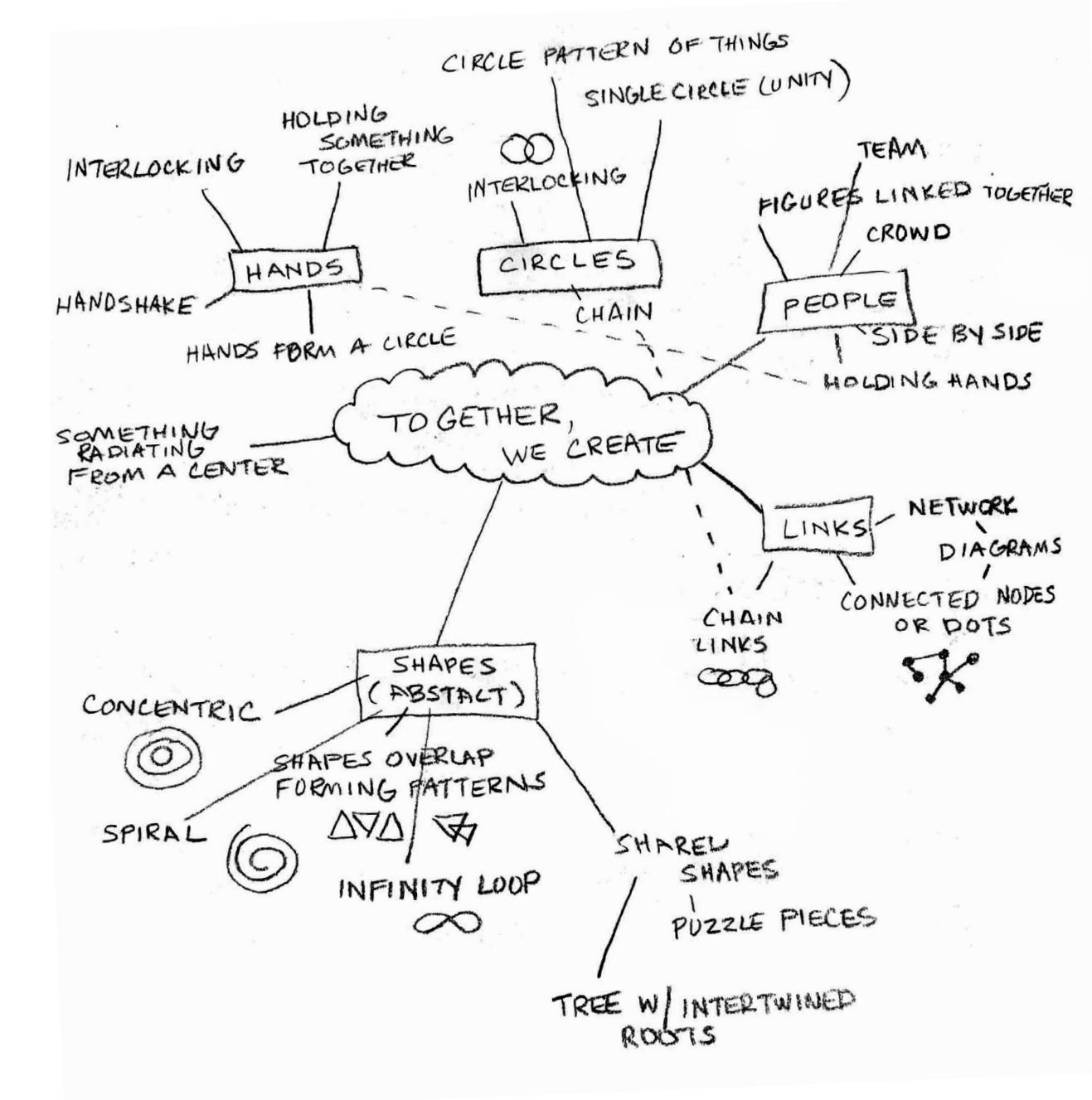
\* "Bold creation.  
 Unstoppable imagination"

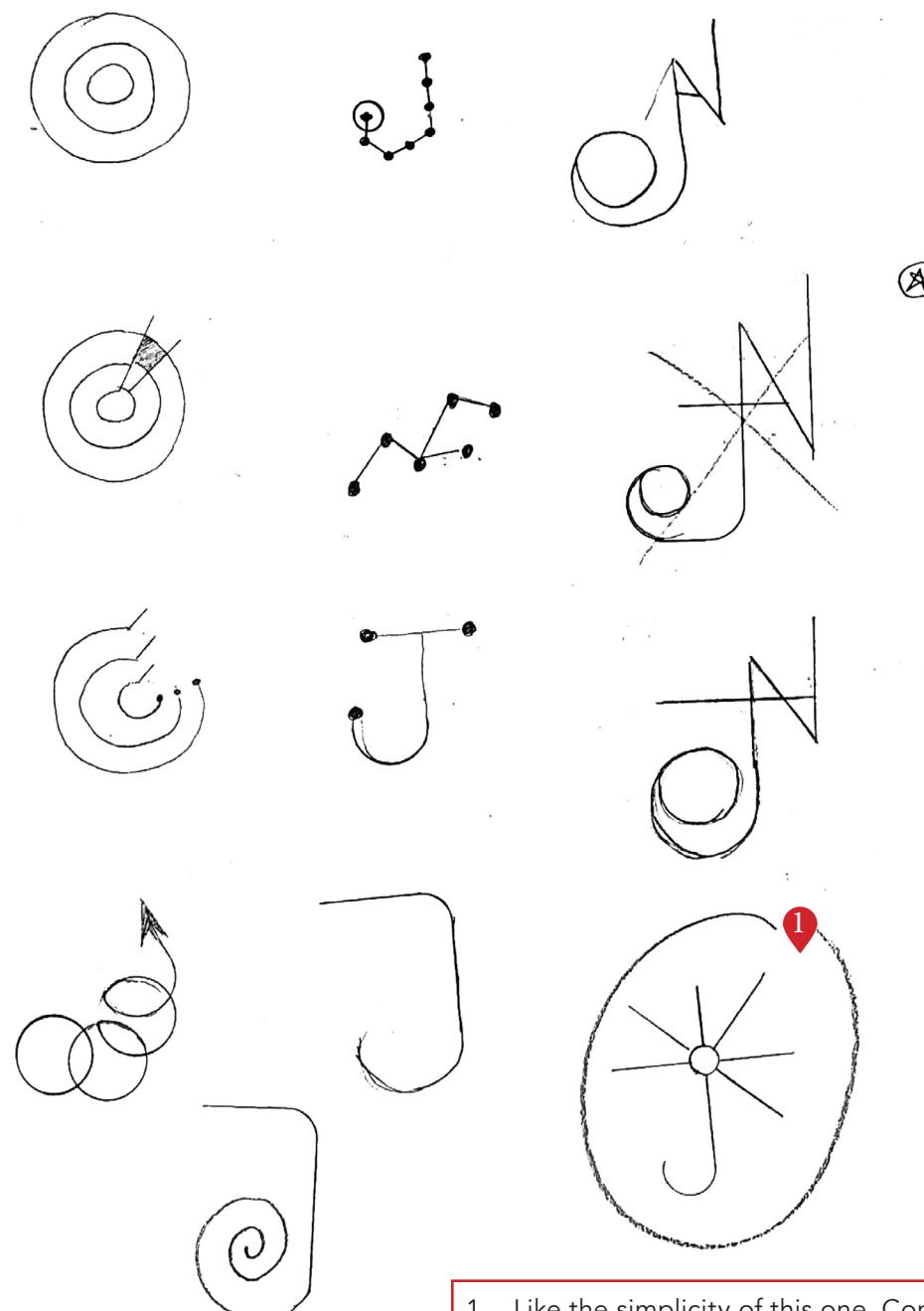
"create boldly, craft freely"  
 "your creativity, unstoppable"

2 "BOLD CREATION, UNSTOPPABLE IMAGINATION."



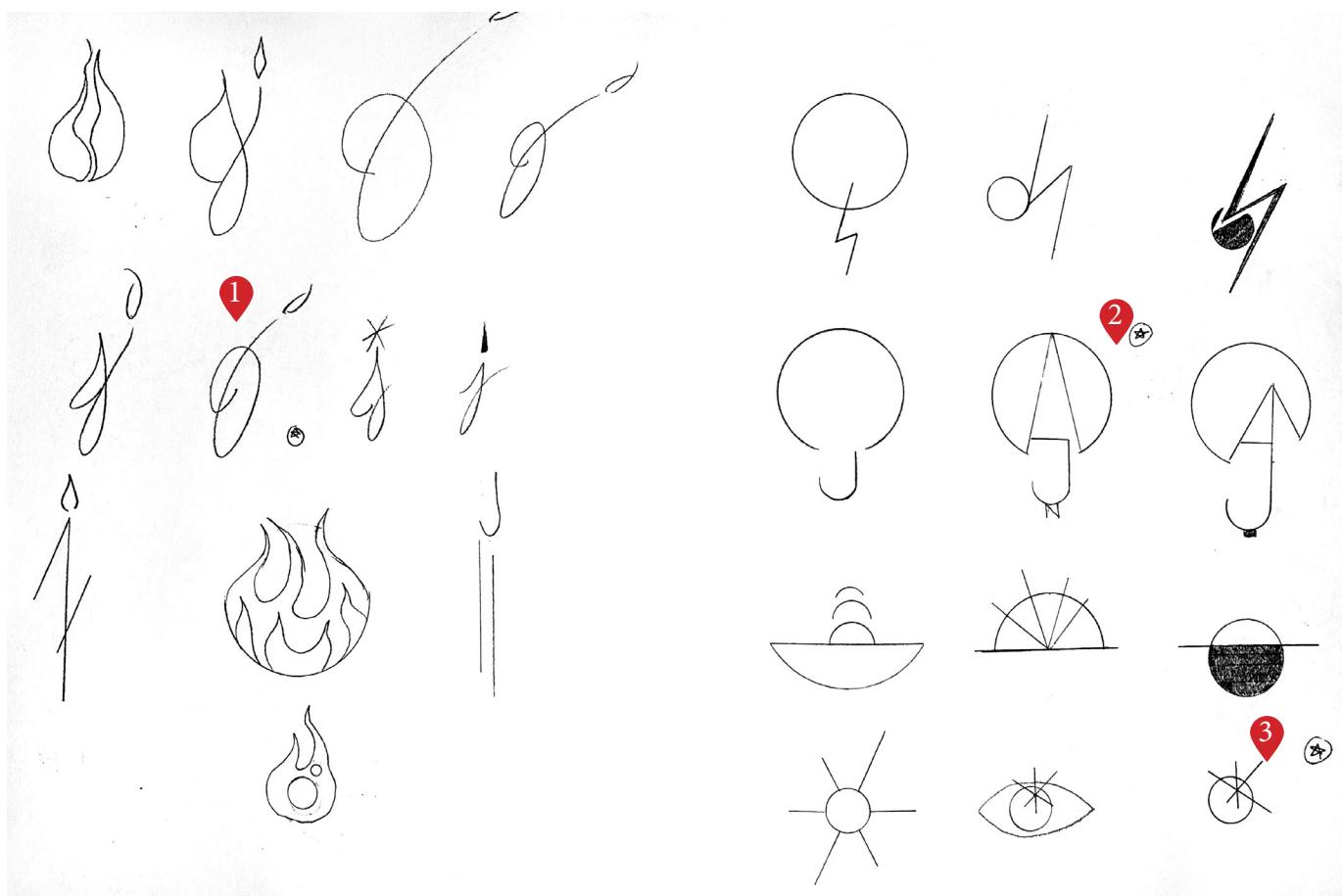
# Together, we create.



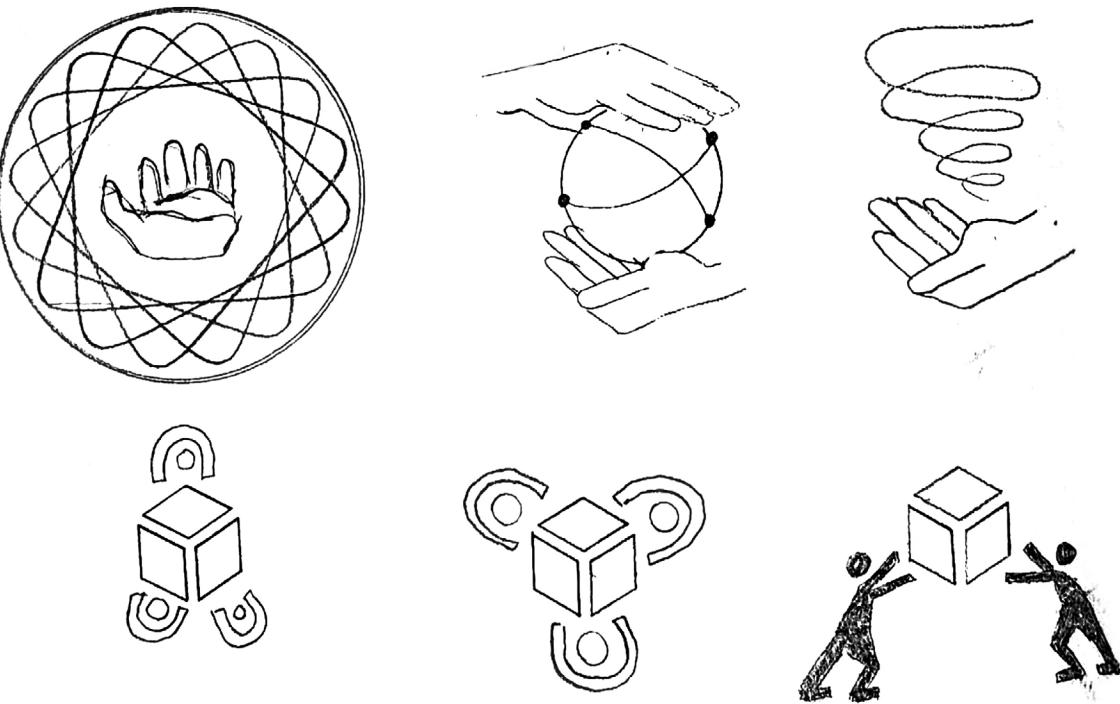
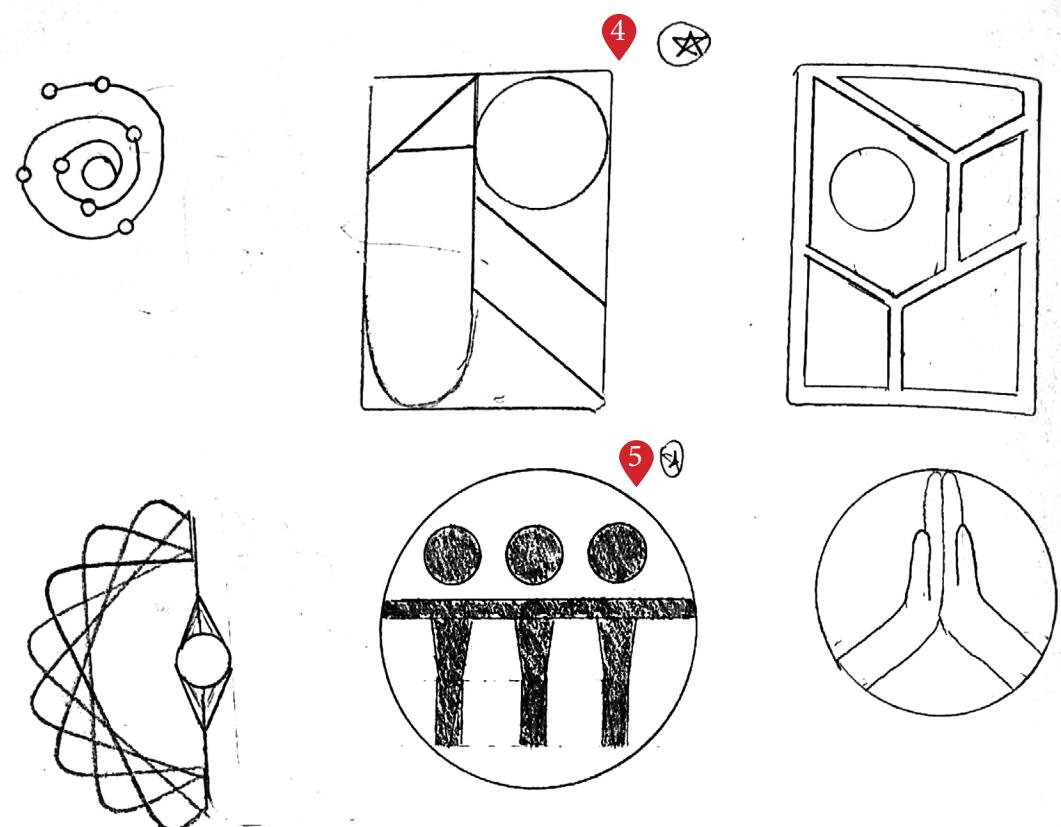


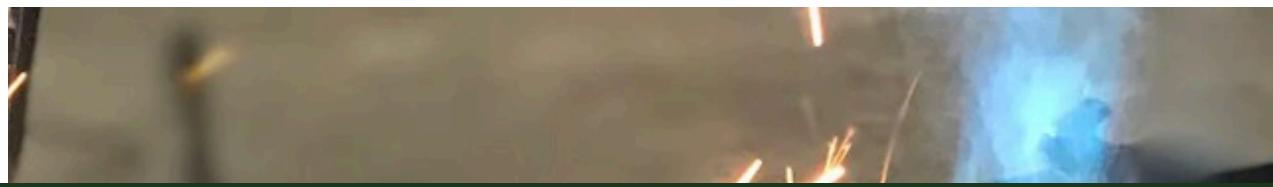
1. Like the simplicity of this one. Combining a "j" and a spark.
2. A circle symbolizing community and points of creation with a line of creativity leading from it.
3. Symbolically representing the idea of community.
4. Layered the letters of Joann to create a symbol.



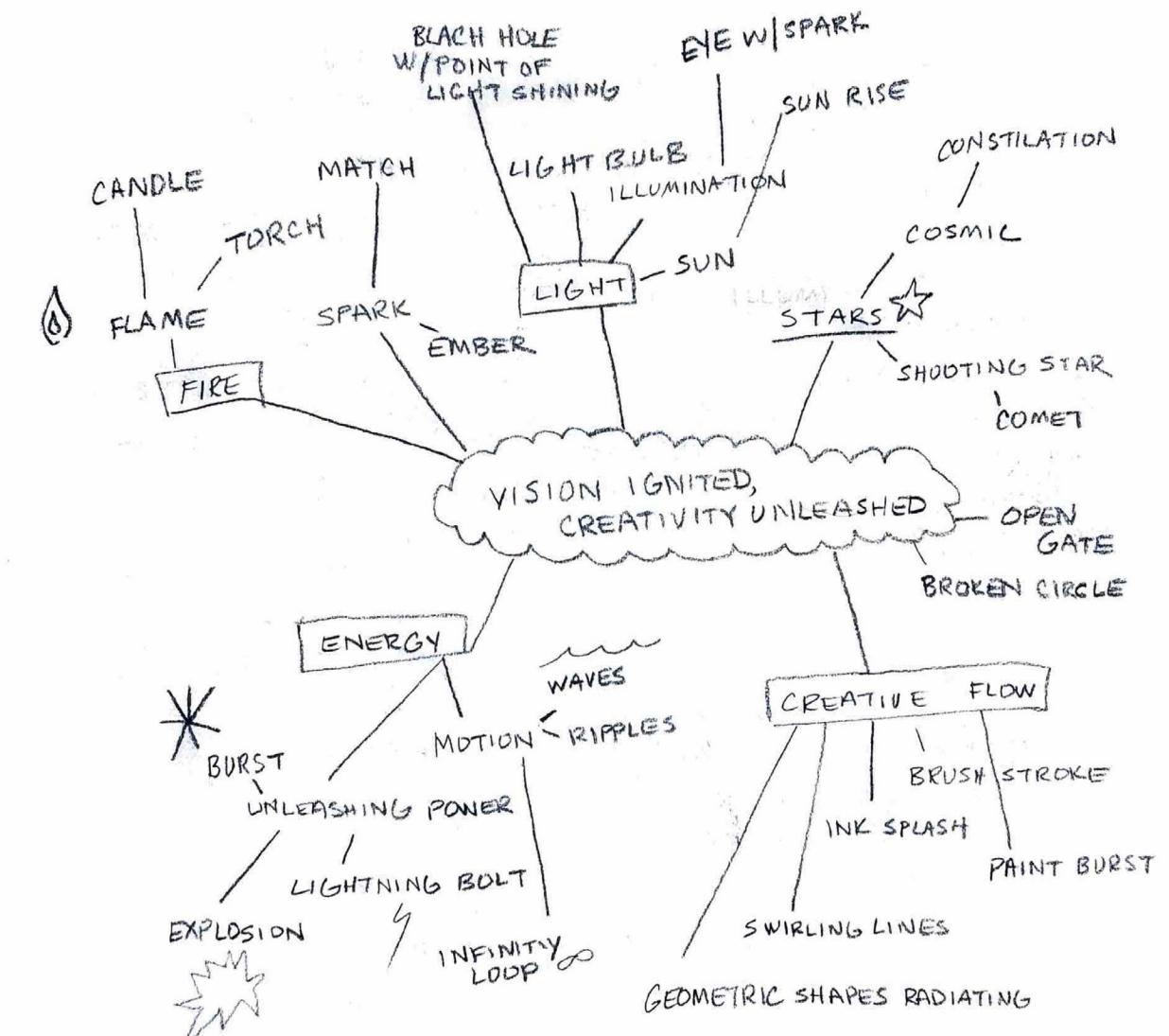


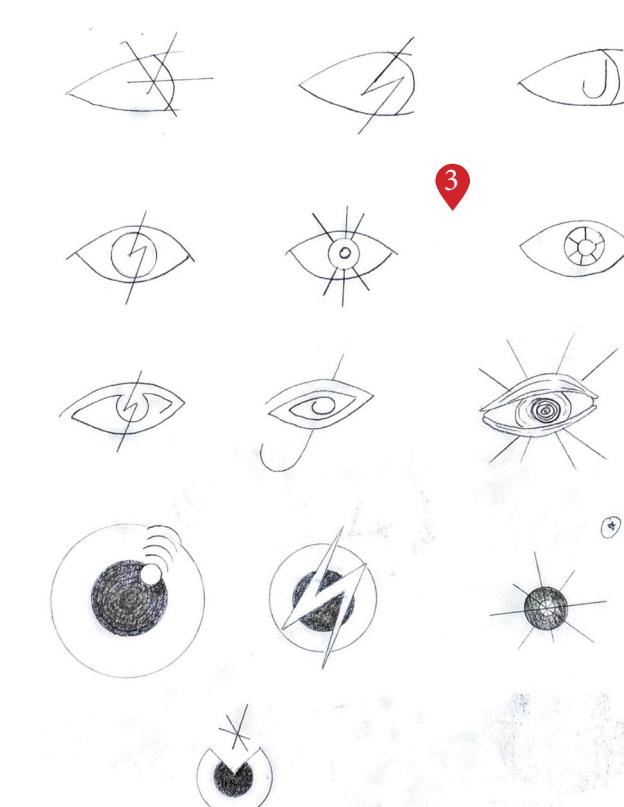
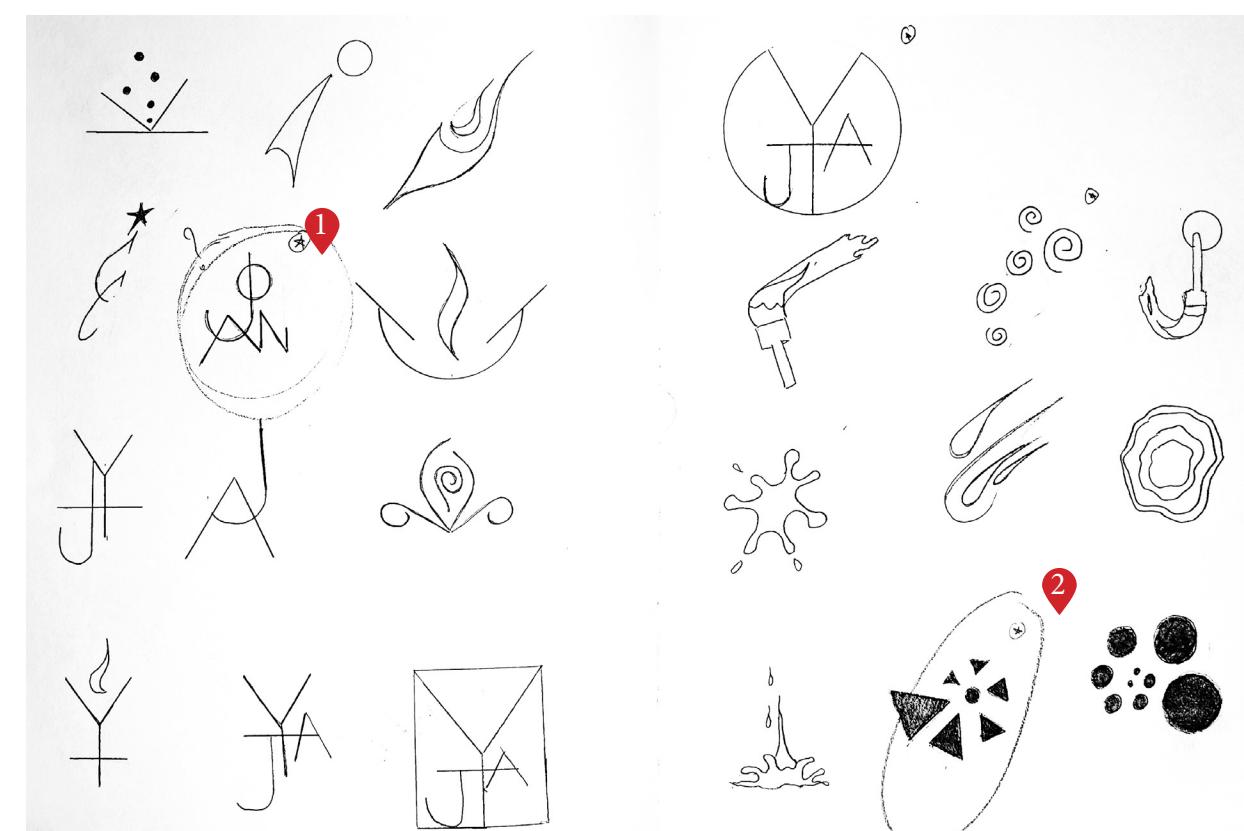
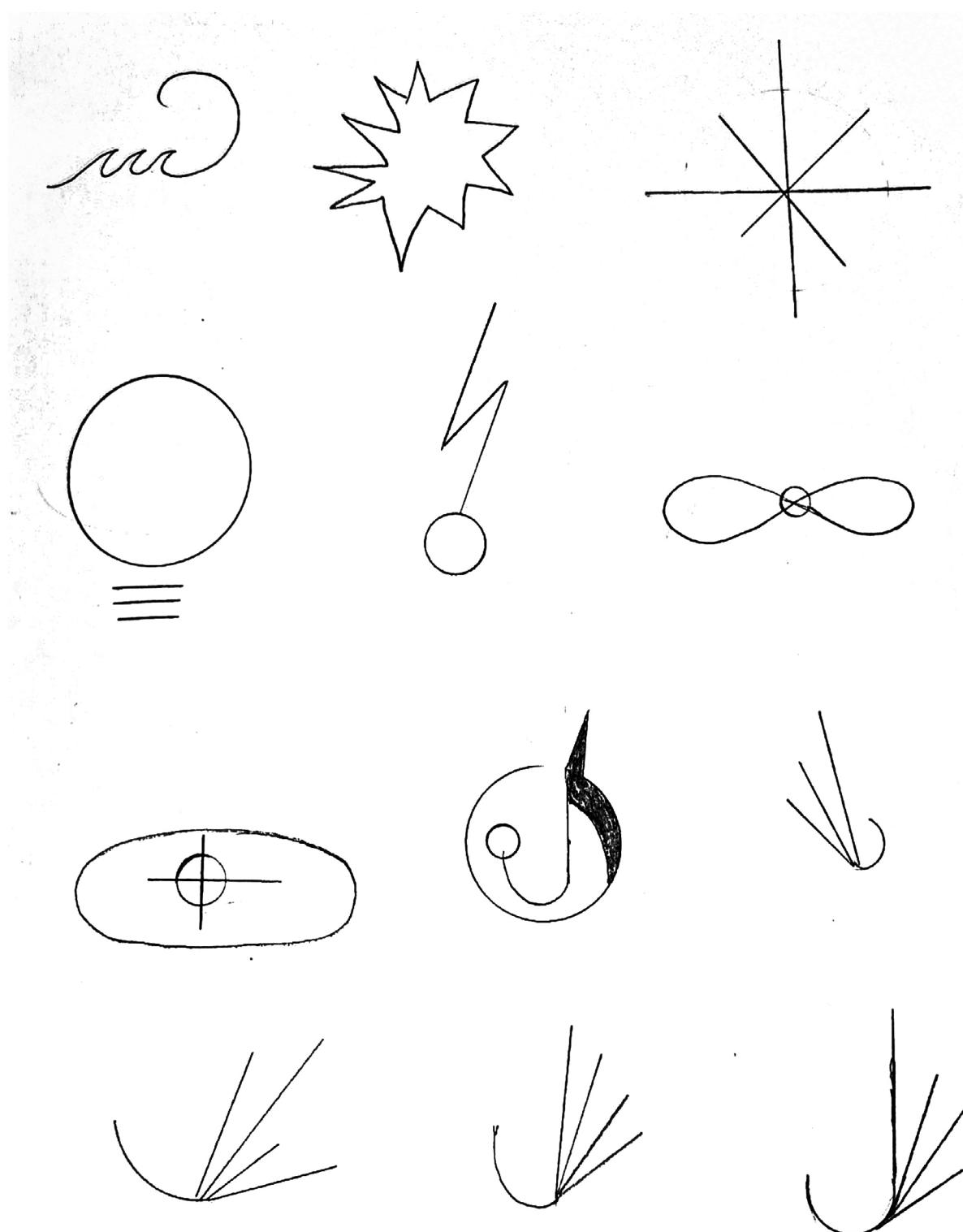
1. Like the free flow cursive J with a flame of creative passion at the end.
2. A light bulb made out of the letters of Joann.
3. A spark of inspiration I think can incorporate with something else.
4. Letters of Joann artistically laid out in a box to highlight creativity.
5. Shows a community of creative people.





# Vision ignited, creativity unleashed.

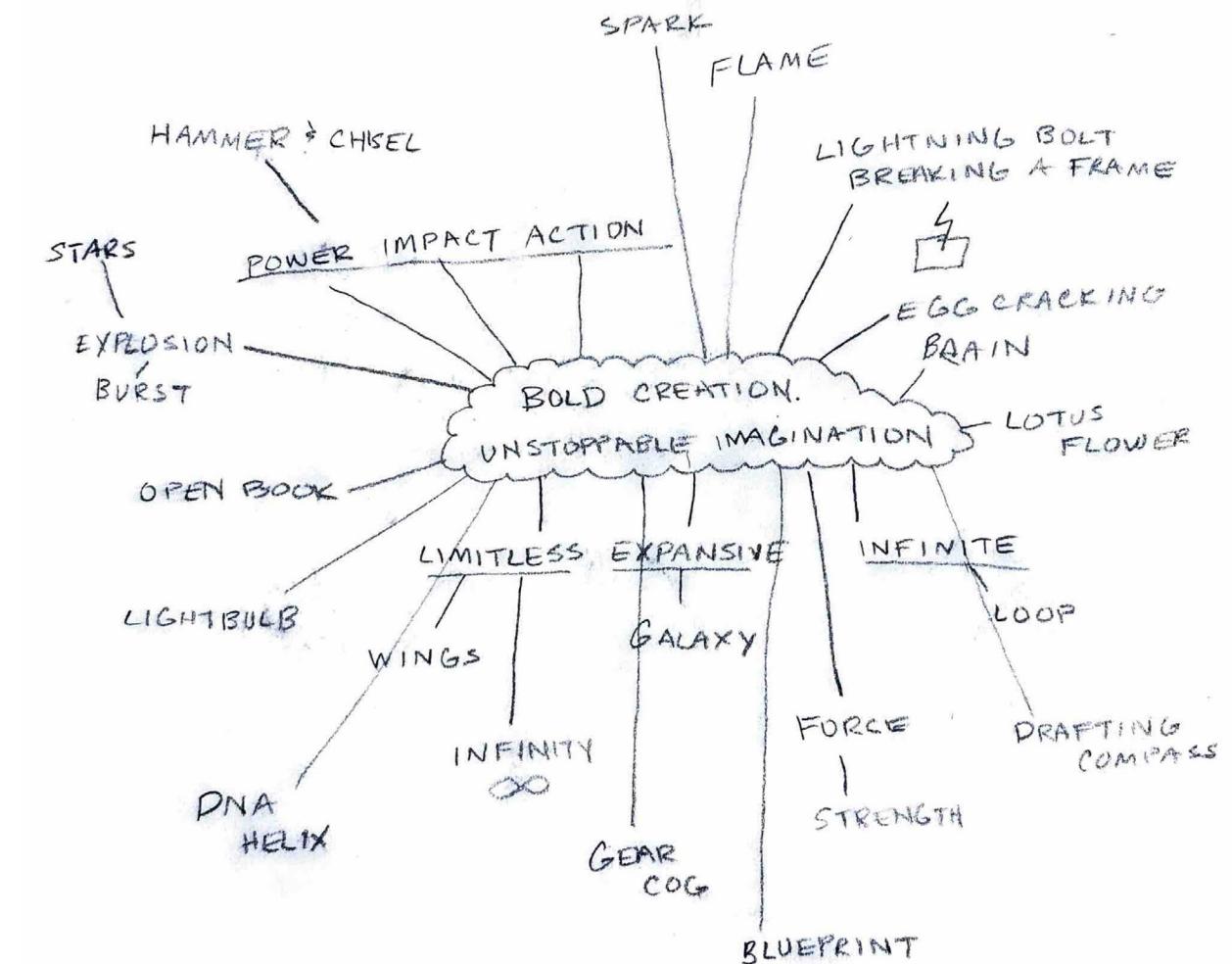


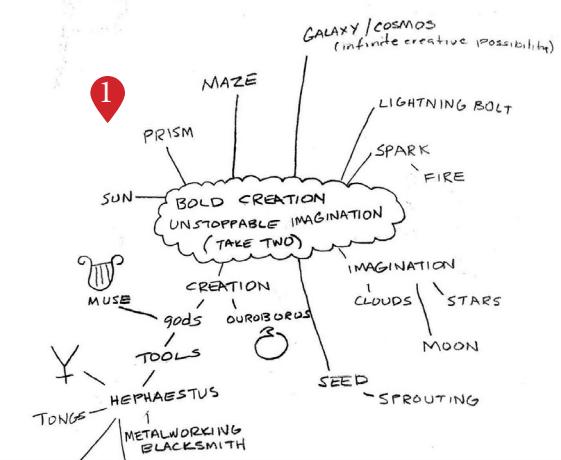
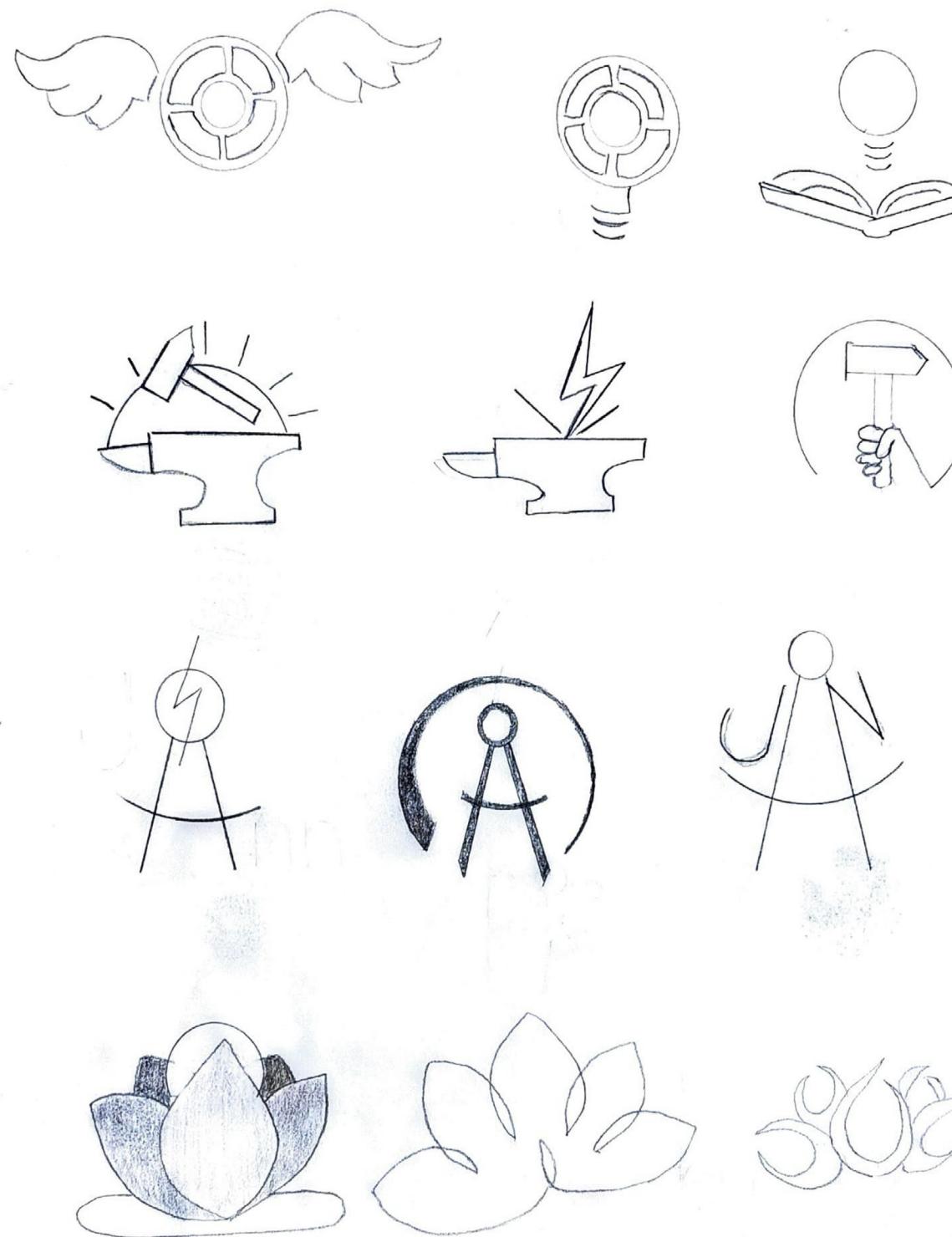


1. I like how the letter of Joann come together, looks like a brand as well as a mountain scene with a sun overhead. Creative advisor was sure about this but said there might be promise.
2. Interesting take on the spark coming out of the negative space created by the spiraling triangles.
3. NO, the eye would just look creepy and not fit very well with the brand.

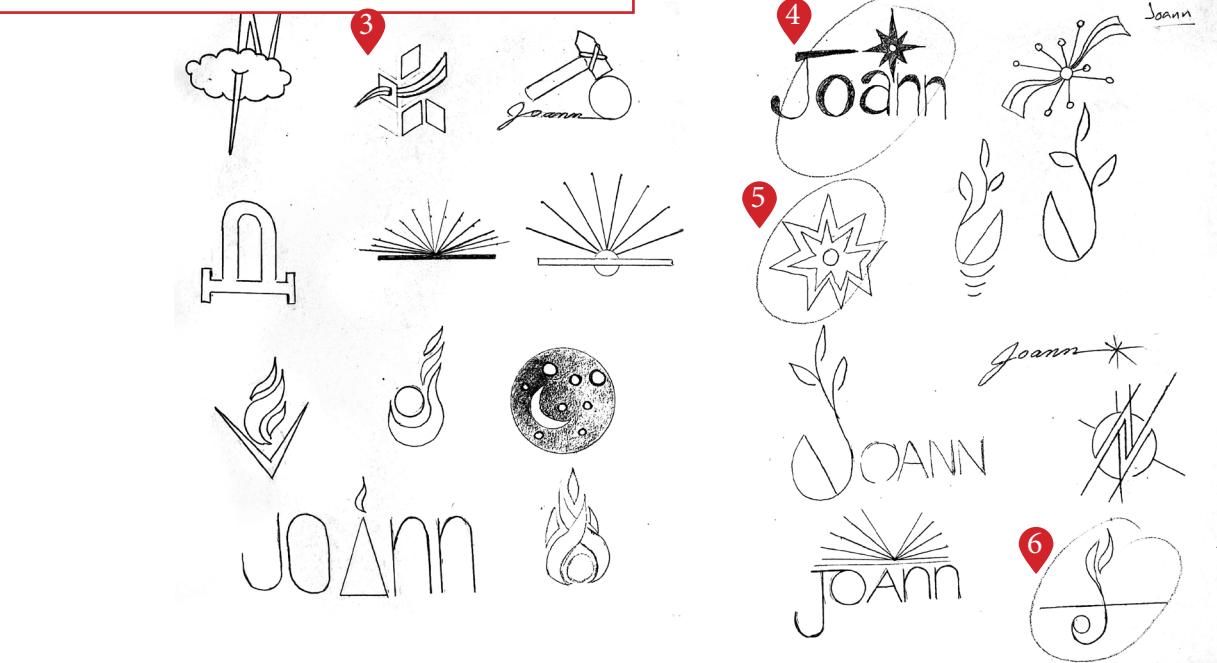


**Bold creation, unstoppable imagination.**

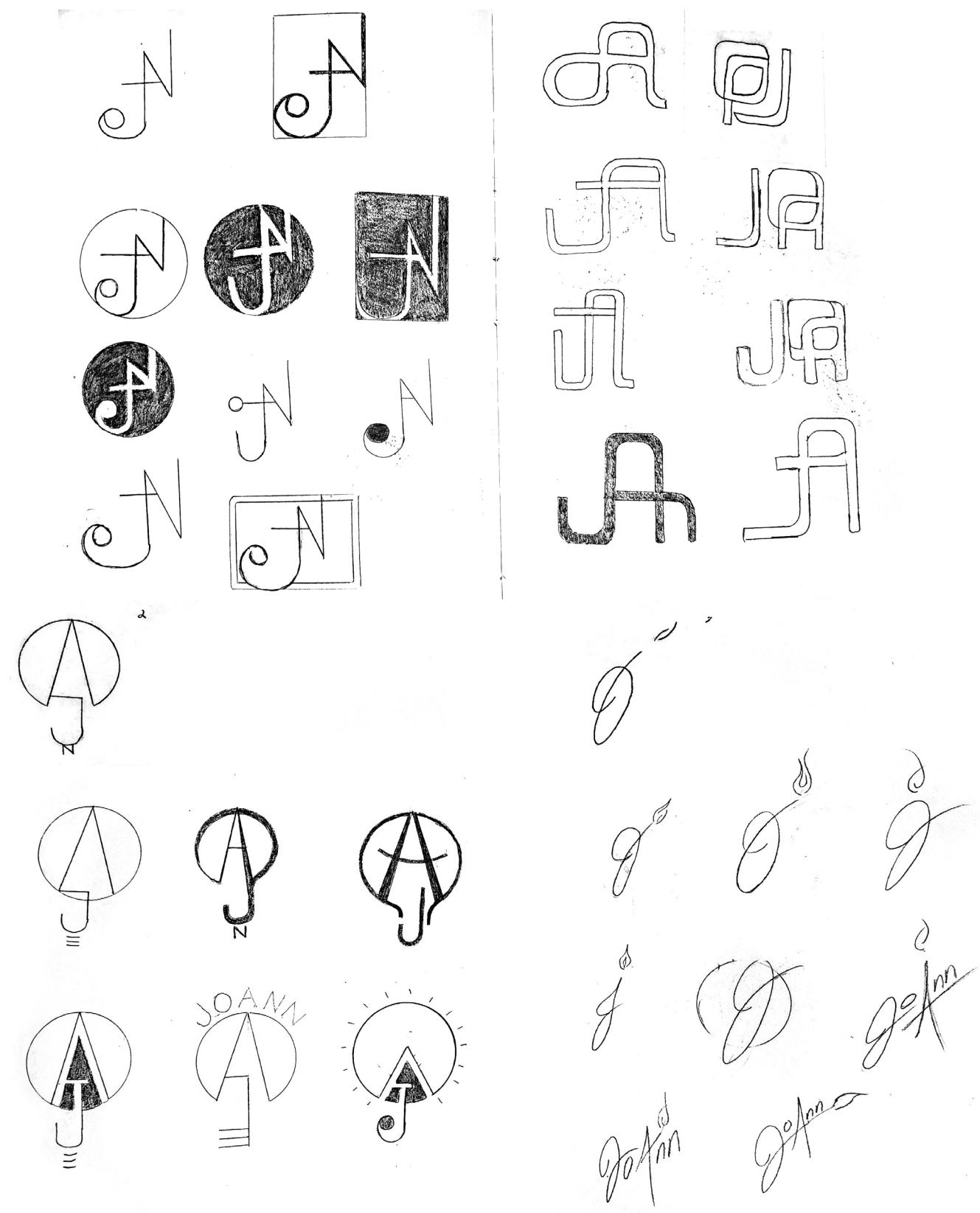


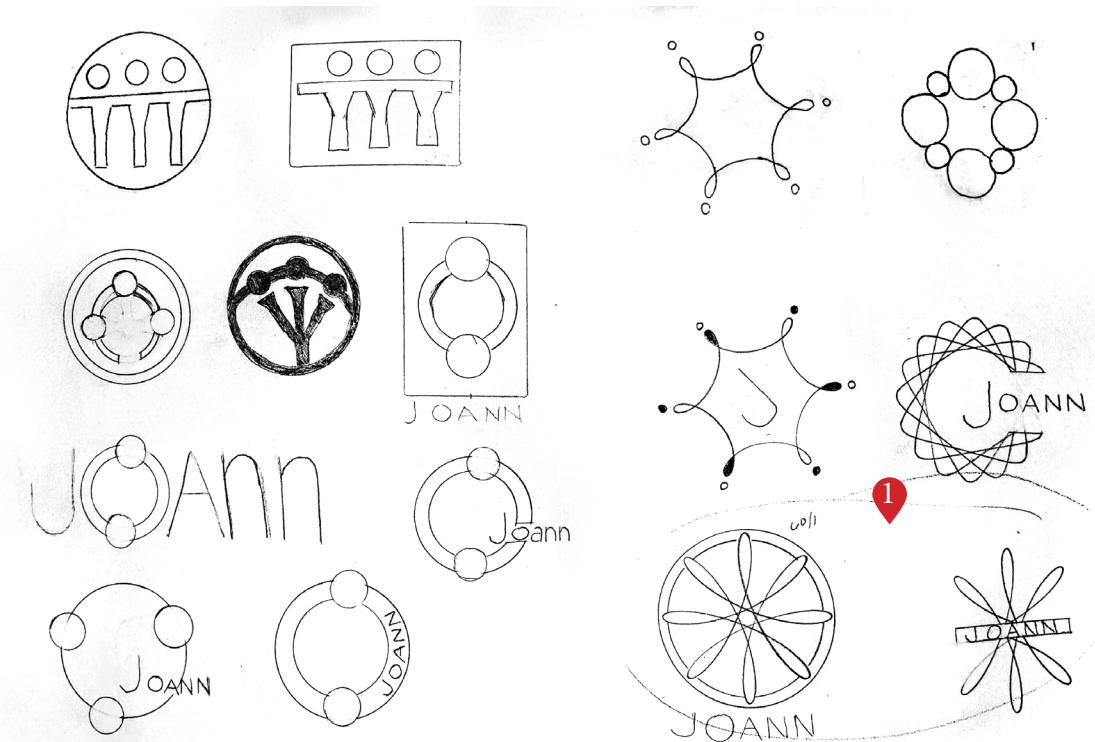


1. Did another brainstorm session to come up more visual symbols to utilize.
2. Really wanted to explore the idea of combining the letters of Joann into new and interesting ways.
3. Meant to try a light and prism effect but was told it looks like a hummingbird.
4. Wanted to start using Joann in a design.
5. Trying another type of spark.
6. Thought this idea might have potential.

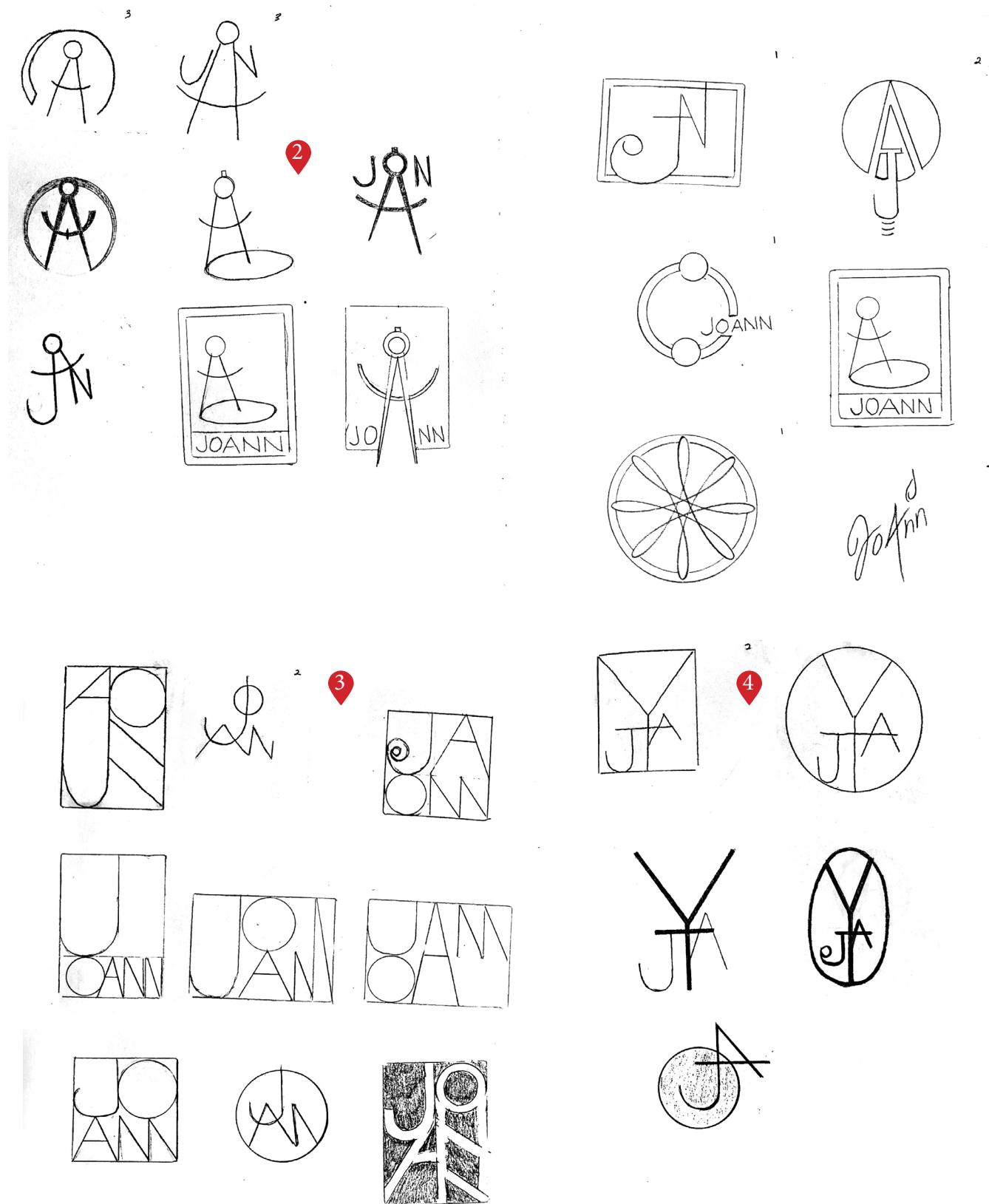


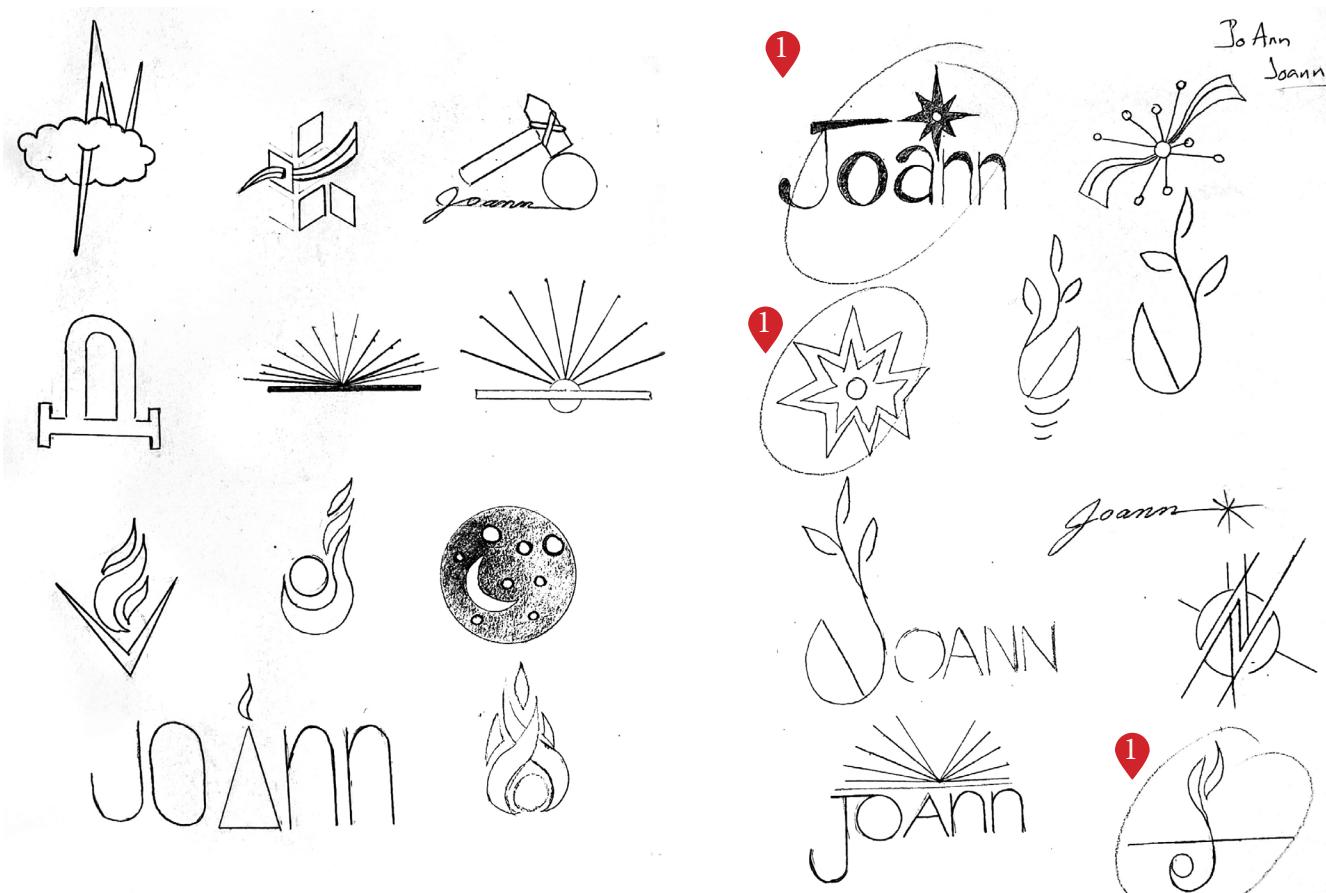
# Refined Sketches



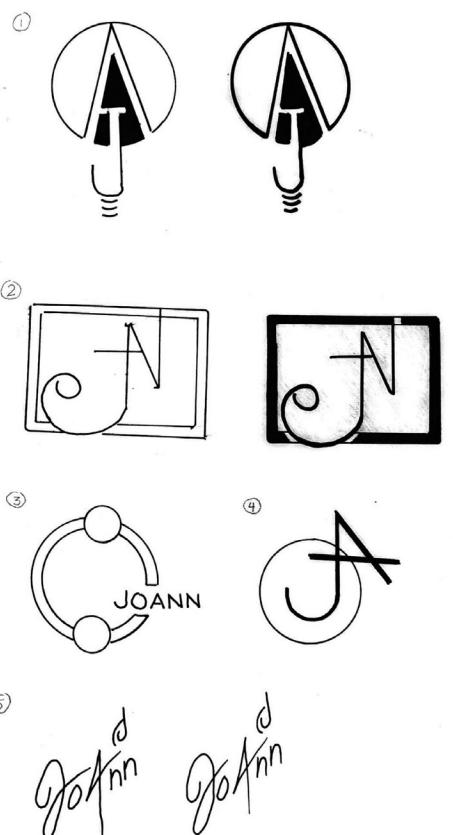
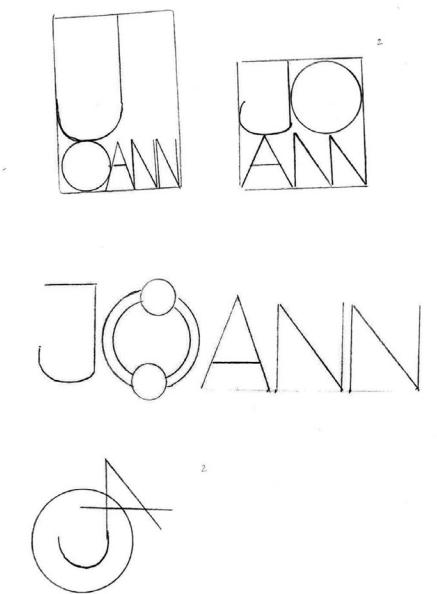


1. A spark mixed the idea of community and a wheel of spinning ideas.
2. Looks too much like a cow brand.
3. Still playing with combining the letters.
4. I don't think many will understand the symbol of Hephaestus.





1. Going take these forward to refine further possibly going to combine with other elements

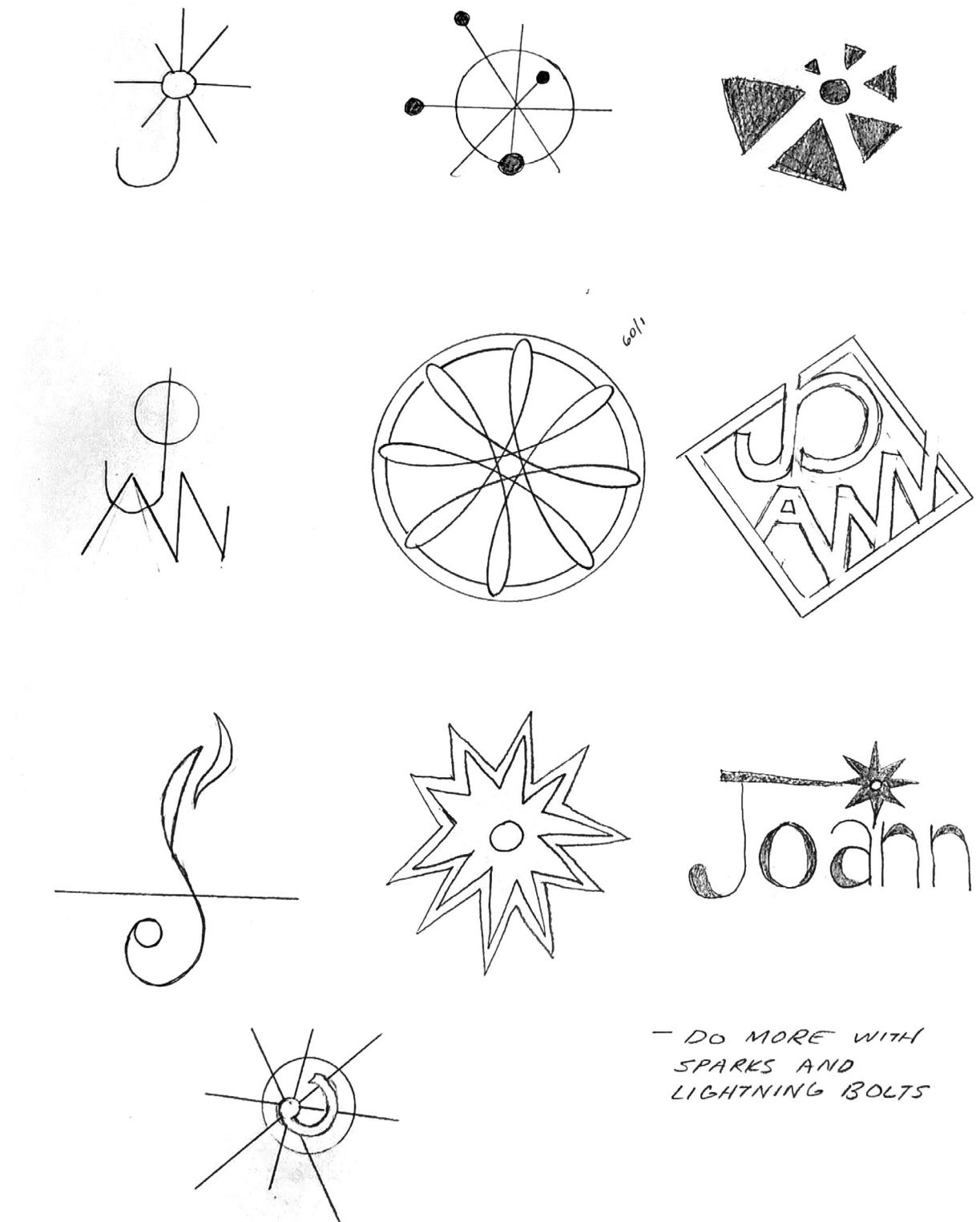


# Round Two

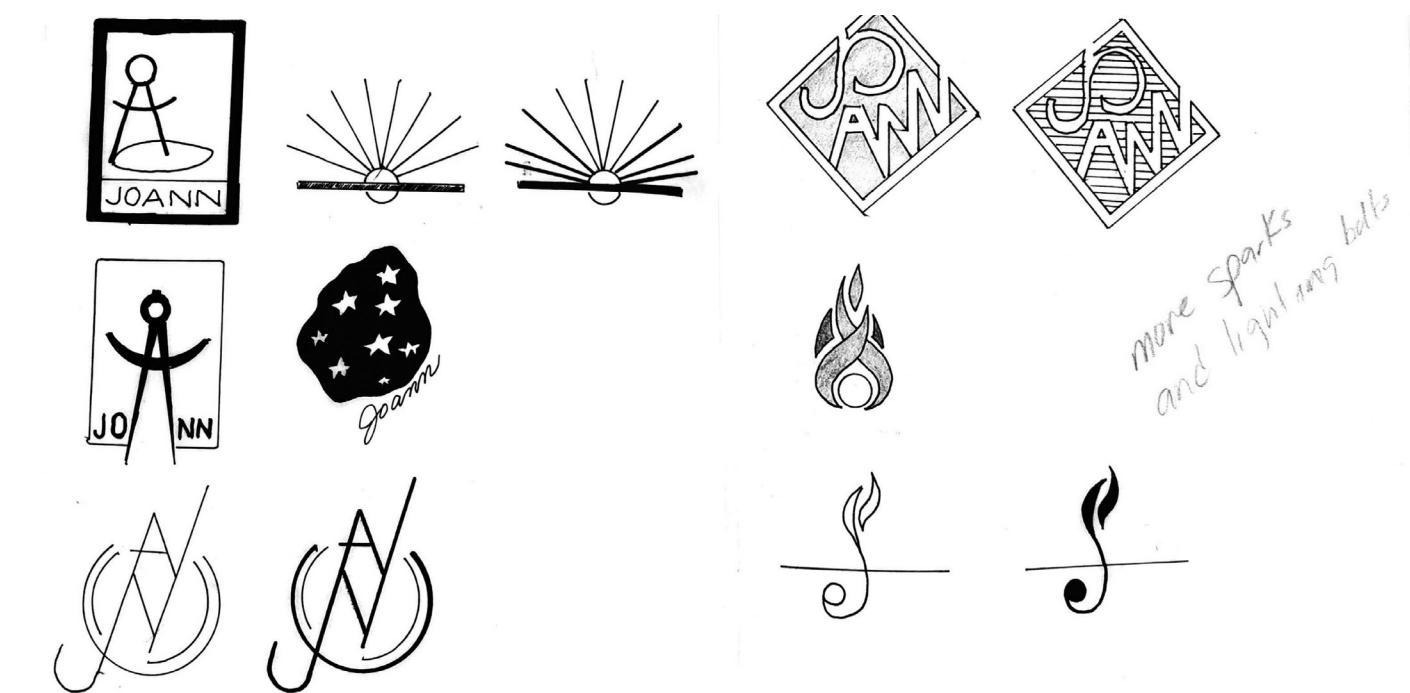
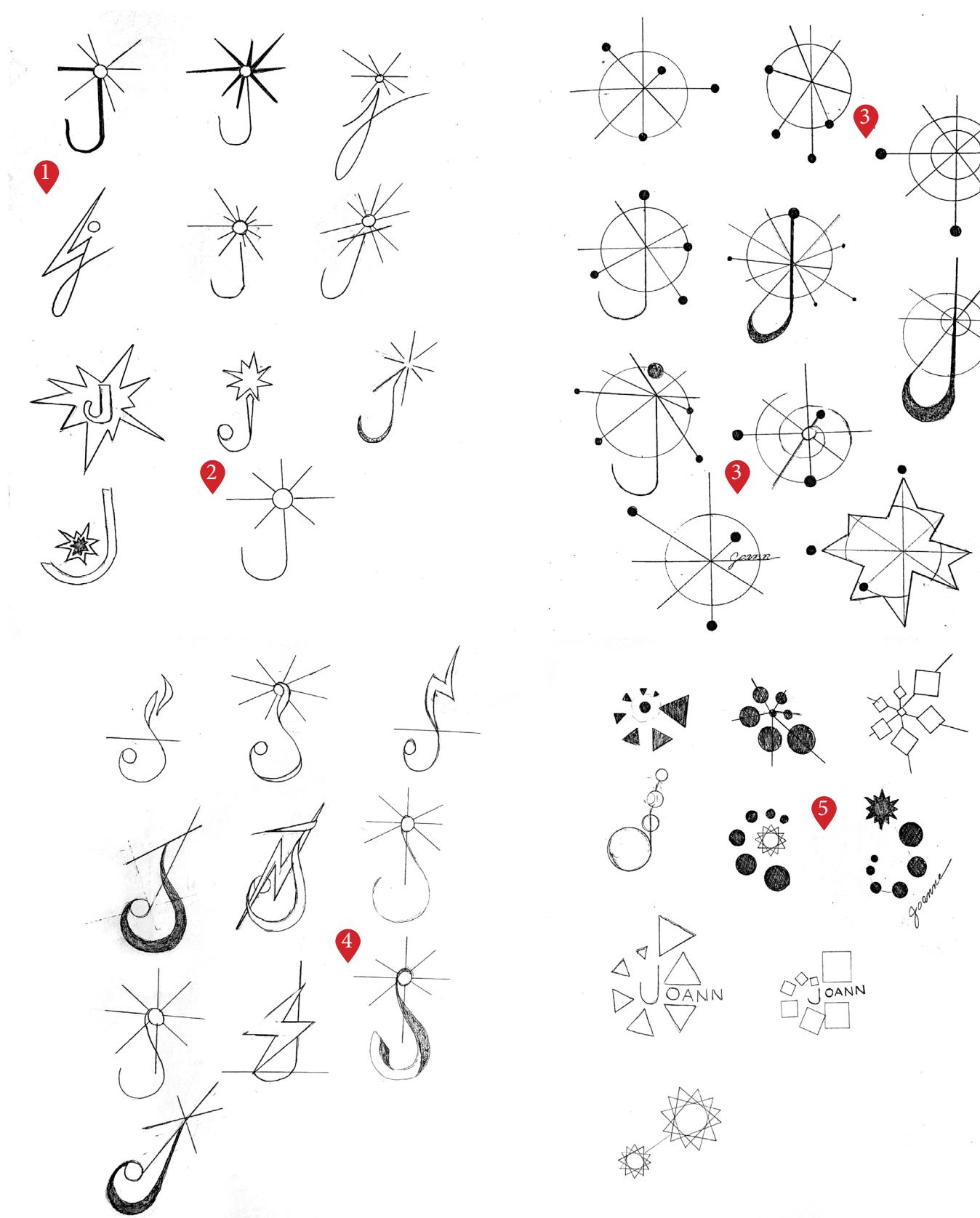
The following round of sketches for refinement were primary chosen from the resulting sketches from the key phrases “Vision ignited, creativity unleashed.” and “Bold creation, unstoppable imagination.”

The combination aims to get a powerful expression of inspired empowerment, the moment when imagination sparks and confidence drives it forward into fearless creativity.

It's an affirmation of Joann's role in helping makers move from inspiration to action, transforming imagination into tangible, fearless creation.

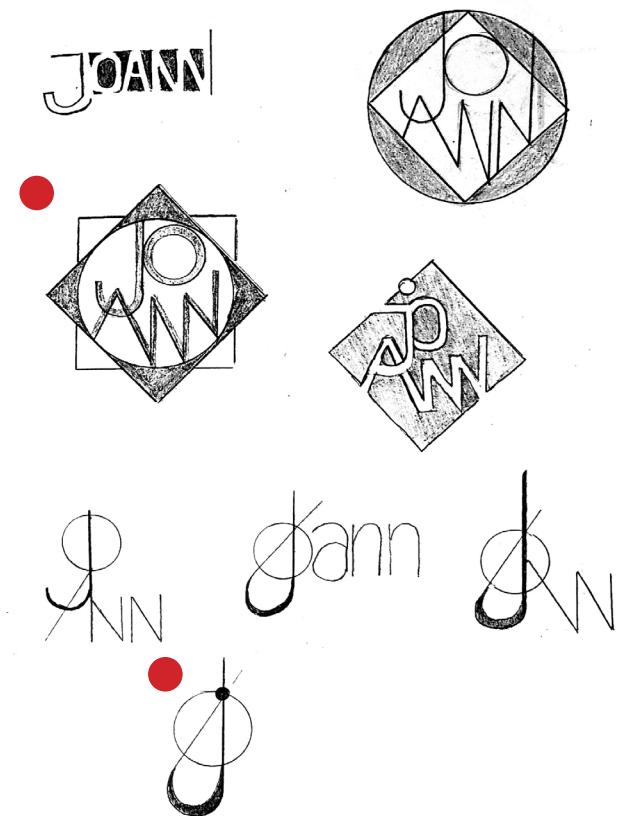
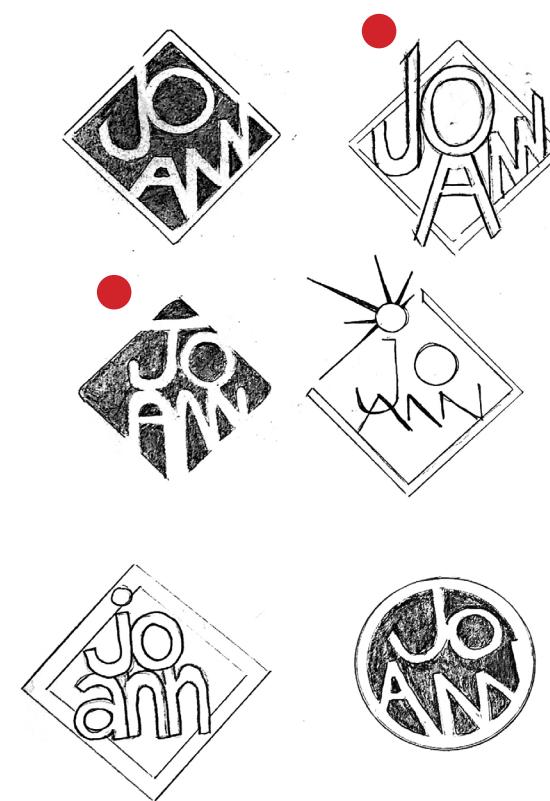
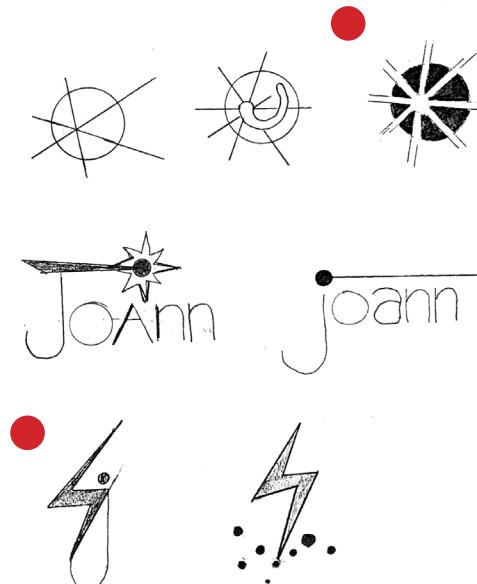
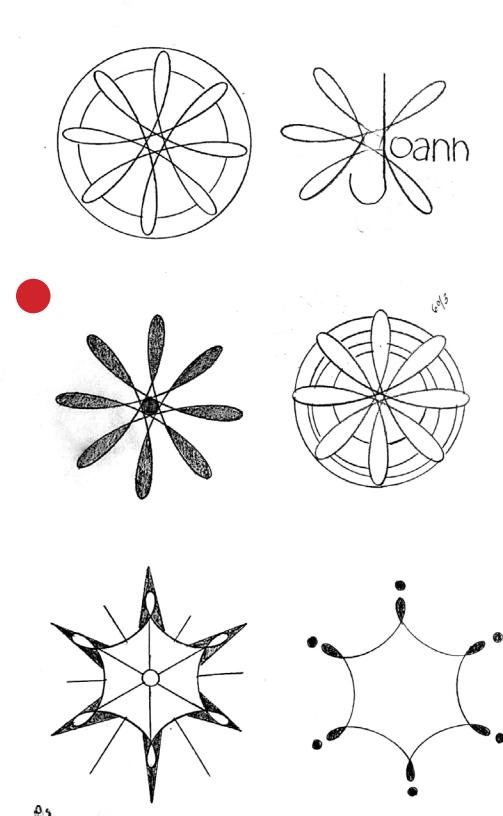


— DO MORE WITH SPARKS AND LIGHTNING BOLTS



more sparks  
and lightning bolts

1. Combines the sharp precision and soft flow of craftsmanship and creation.
2. The simplicity is still working and has potential for easy replication.
3. The line work can still work but it may get lost in the sauce.
4. Wanted to extend the idea of #2
5. Spiraling universe feel ending with a spark of creation.

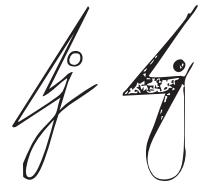


1. Explanation on next pages.

# Refined Sketches

**The goal of this sketch round is to capture the essence of inspired empowerment...**

that moment when imagination ignites and confidence propels it into fearless creation. It reflects Joann's mission to guide makers from inspiration to action, transforming ideas into bold, tangible expressions of creativity.



## Combines lower case "j" with a lighting bolt.

The bolt conveys drive, while the "J" adds grace, together forming a visual metaphor for Joann's mission to transform imagination into confident, empowered creation. The design captures the moment when creativity ignites and moves boldly into action.



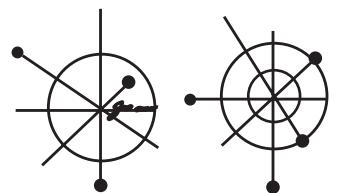
## Lower case "J" topped with a point that starts a circle of creation.

The design feels bold yet refined, balancing empowerment with grace. Its upward motion conveys confidence and progress, while the open form symbolizes limitless imagination, a visual metaphor for fearless creation taking shape.



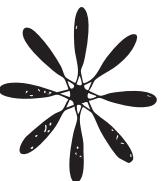
## Point of inspiration ending in a burst of creation.

The ascending spiral symbolizes ideas gaining energy and confidence as they rise, each loop building momentum until the spark at the top bursts into creation.



## Radiating line from the center of a circle.

Radiating lines extend from the center like bursts of energy, expressing confidence and the fearless momentum of creativity in motion.



## Circling pattern from a center spark.

Evenly spaced rays radiate from a shared center, symbolizing energy in motion. The circular rhythm suggests harmony and focus, while the outward flow reflects growth, action, and the fearless unfolding of creativity.

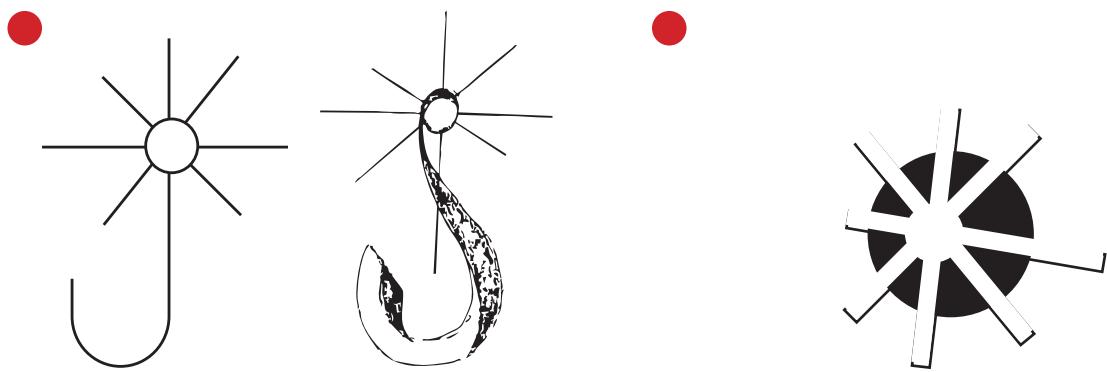


## The name Joann broken down into two parts within a rotated square.

These sketches balance structure and freedom, a geometric frame conveys stability and confidence, while fluid letter forms express imagination breaking free.

## Selected for further refinement

These two concepts were selected for their effective use of the incorporated spark and the potential to integrate it with Joann's stylized "J." Attention should be given to refining or removing fine lines to ensure they remain clear and legible at smaller scales.



**"J" topped with a spark.**

The spark symbolizes imagination igniting—an instant of inspiration in motion. Radiating outward, it conveys energy, creativity, and limitless possibility, while the curved "J" grounds that energy with confidence and control. Together, they capture the moment when inspiration transforms into fearless, purposeful creation.

**Bold spark.**

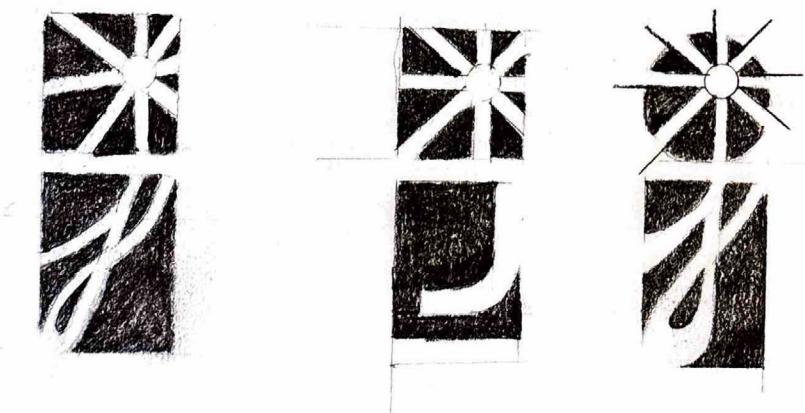
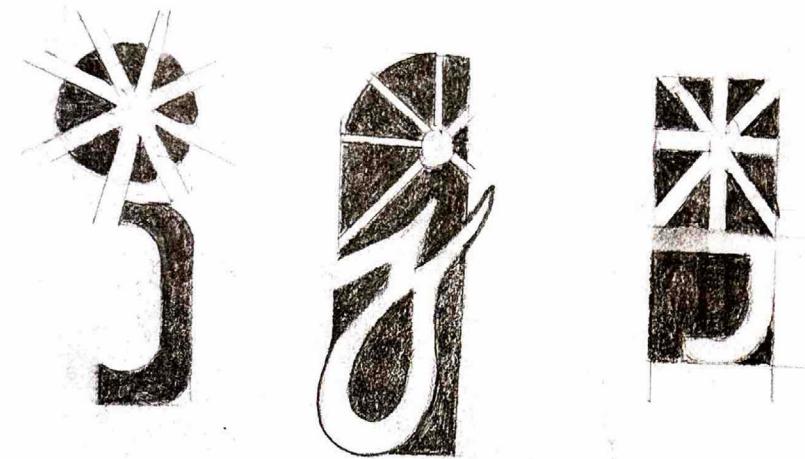
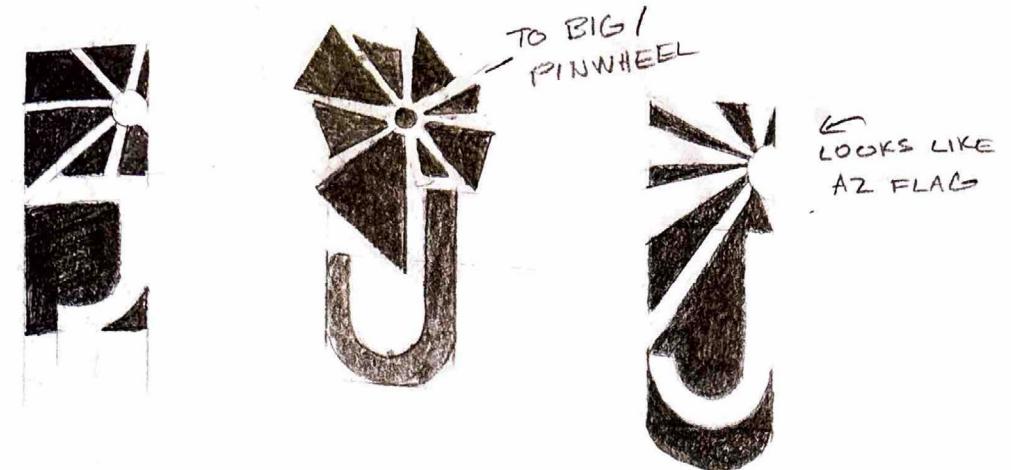
The radiating lines express outward energy and momentum, capturing the moment inspiration turns into action. The central burst represents creative power—bold, dynamic, and full of potential—while the intersecting rays convey courage, direction, and empowered confidence.

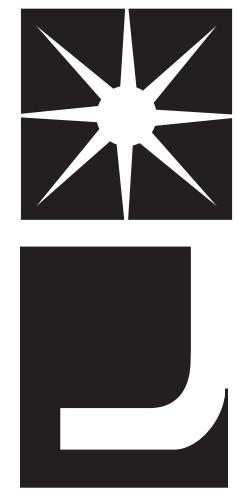
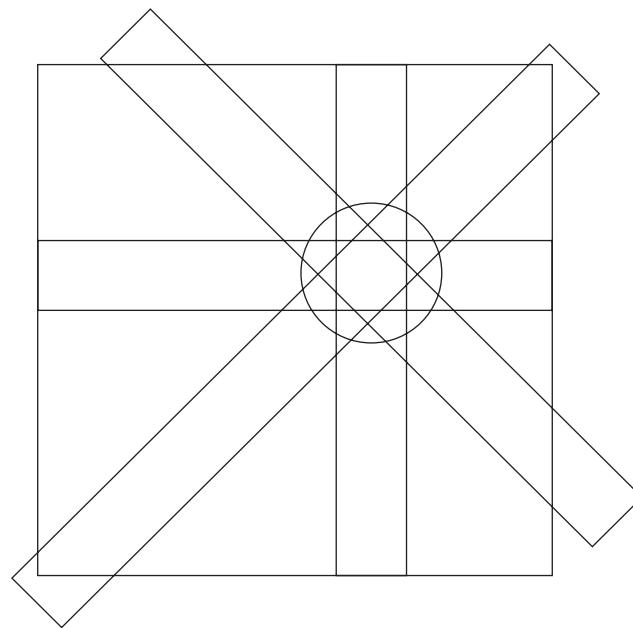
# Round Three

## Going Forward

This round of sketches leads into the first round of digitized logos. All logos have a stylized "J" at its base with a spark at its top.

The central spark represents imagination coming to life—radiating outward with energy, creativity, and limitless potential. The curved "J" anchors this momentum with confidence and control, while the intersecting rays emphasize courage, direction, and empowered movement. Together, they capture the exact moment when inspiration transforms into fearless, purposeful creation.

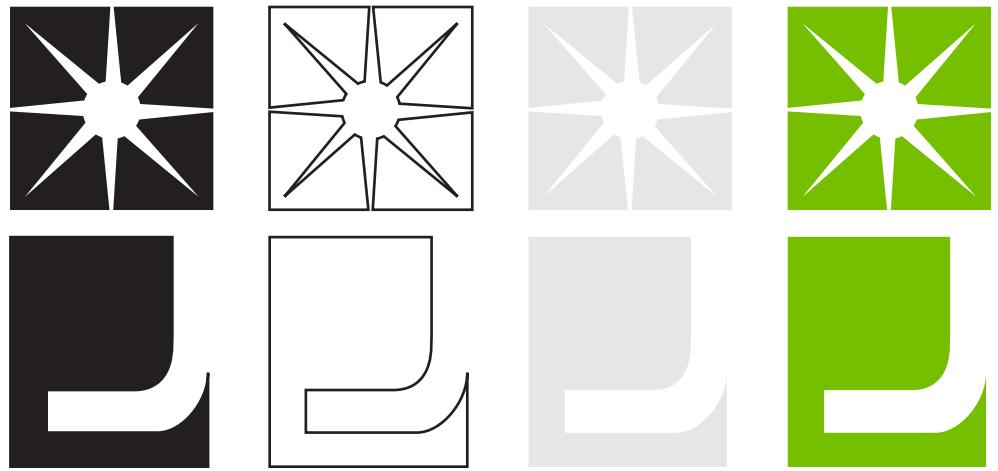
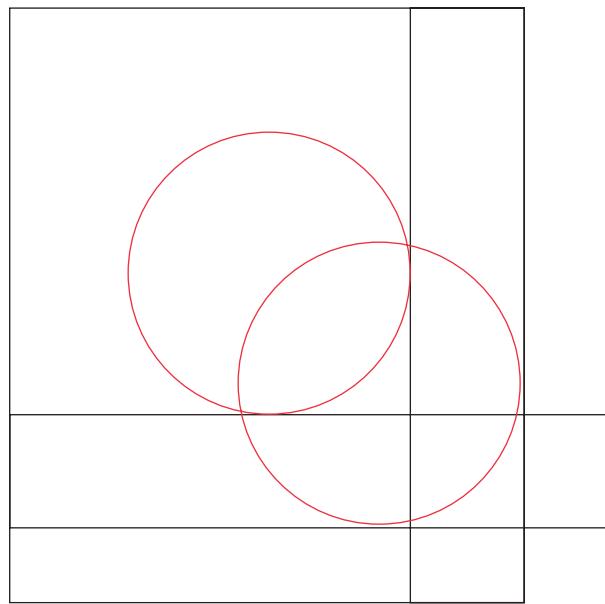




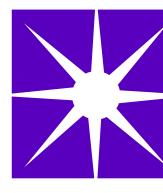
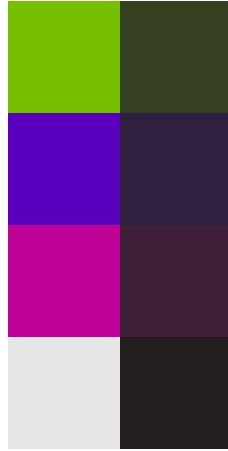
Option 1



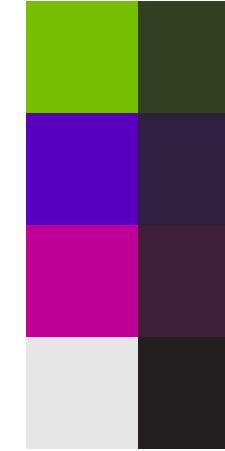
Possible (Option 2)



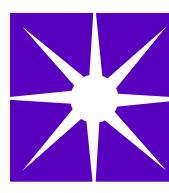
Split Complimentary



Font: Inter Medium



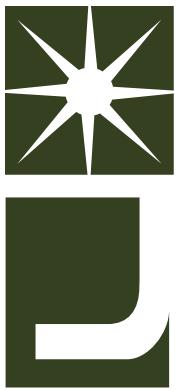
JOANN



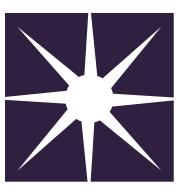
JOANN



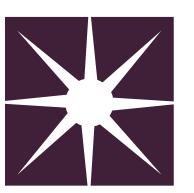
JOANN



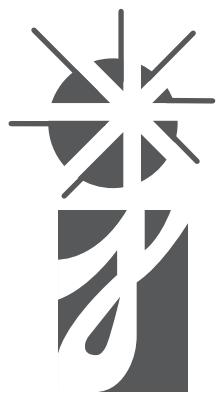
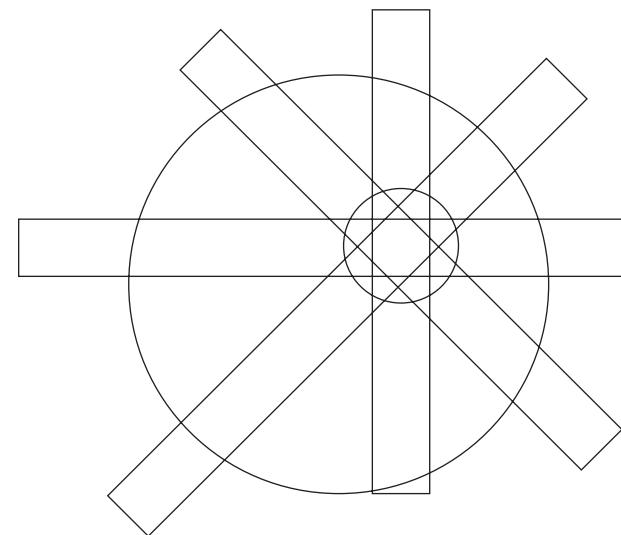
JOANN



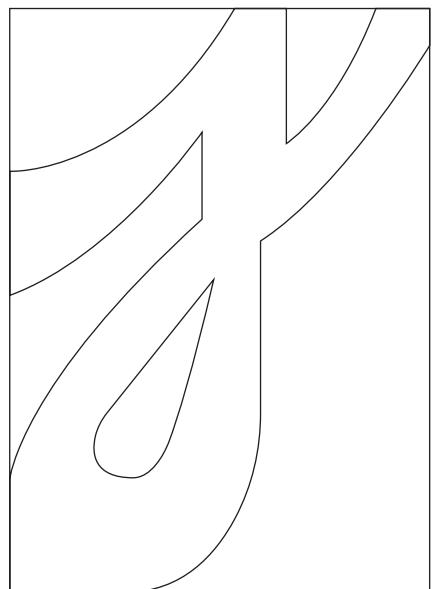
JOANN



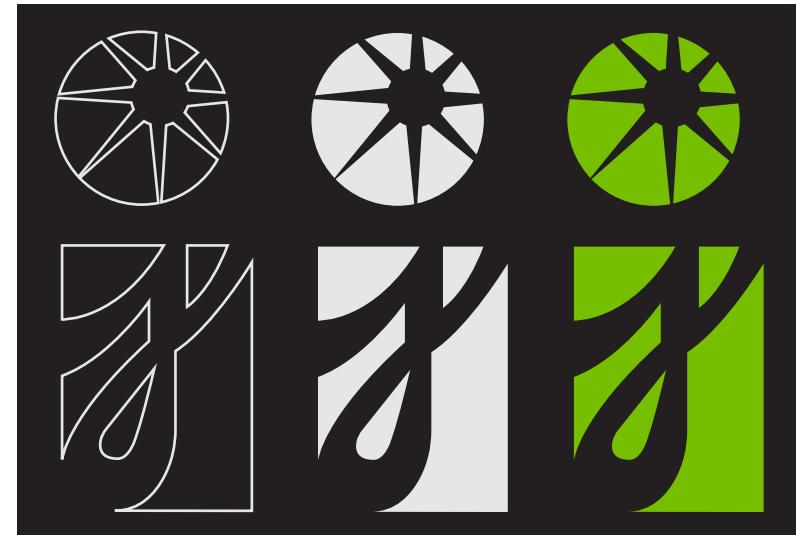
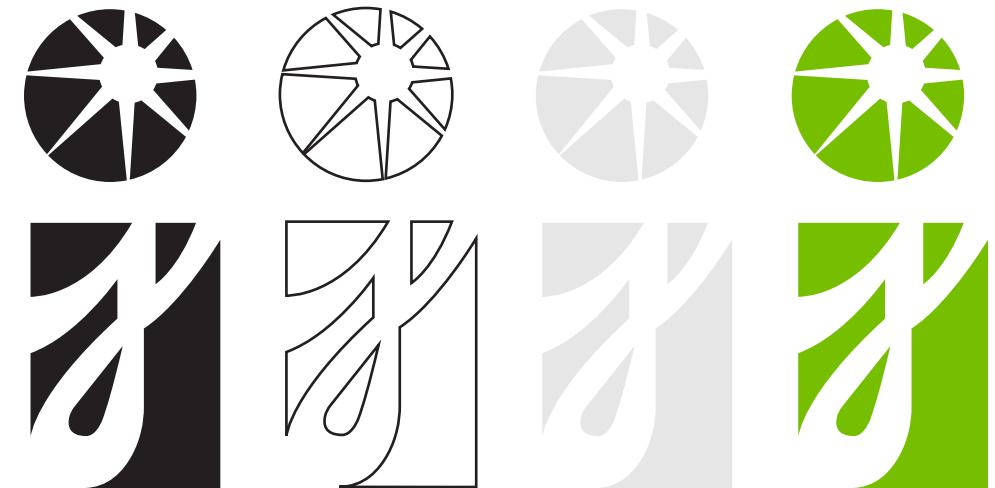
JOANN



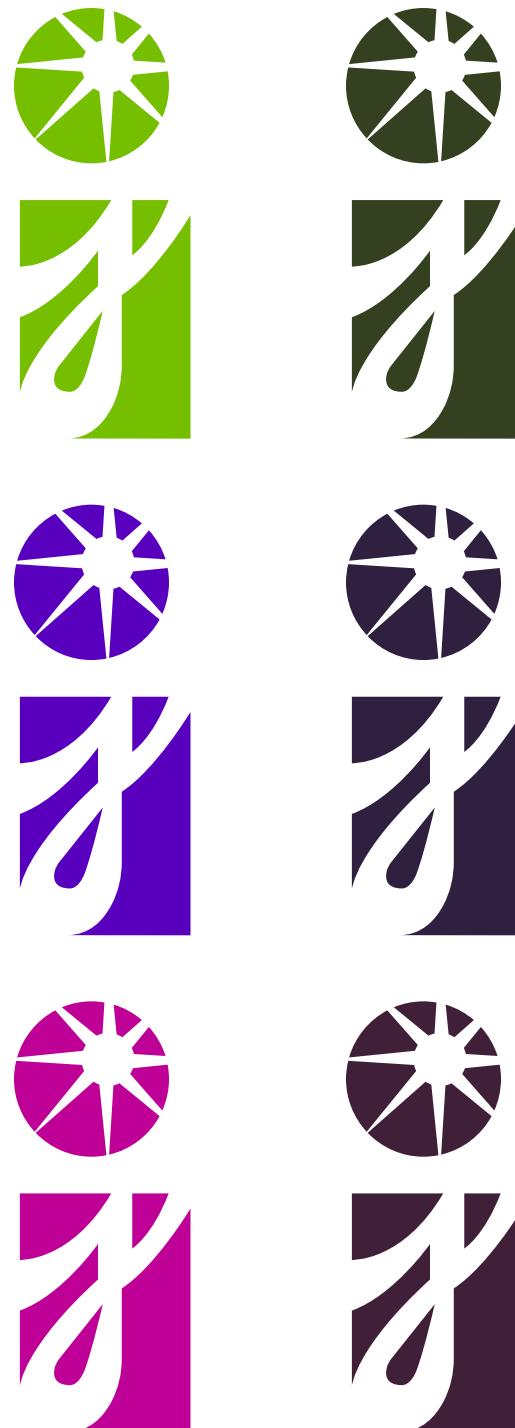
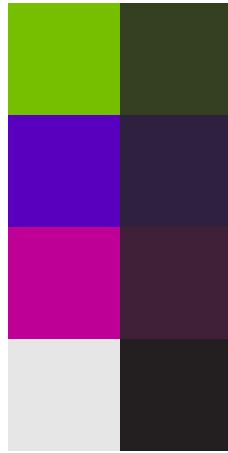
Possible (Option 2)



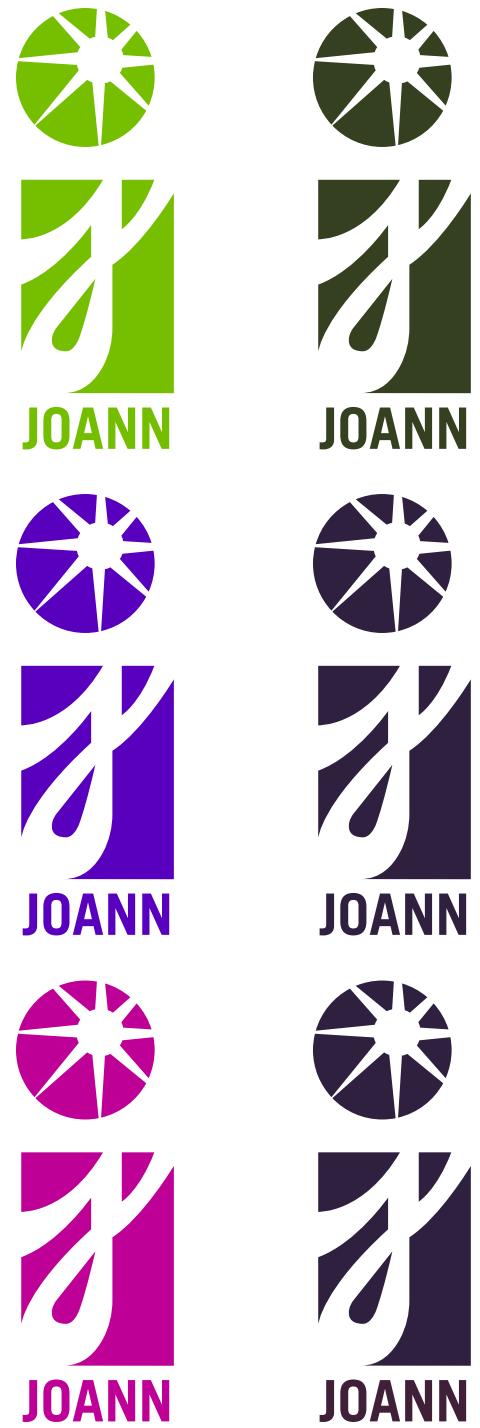
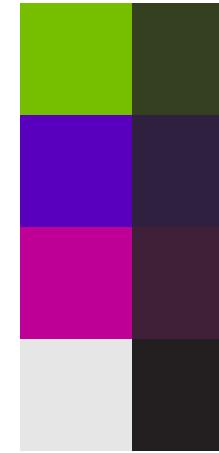
Option 2

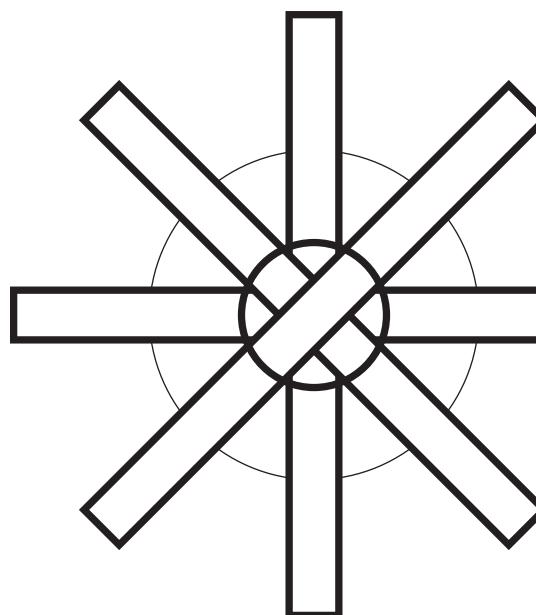


Split Complimentary

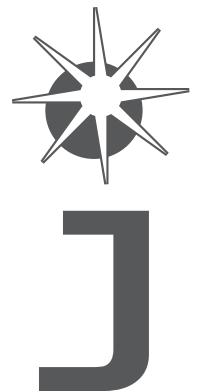
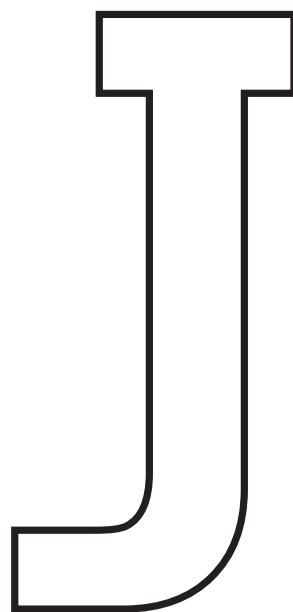


Font: Trade Gothic LT Std Bold

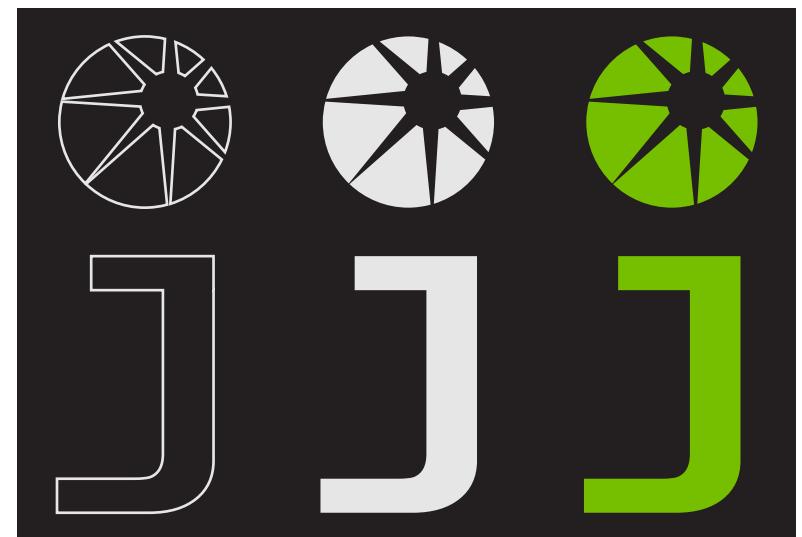
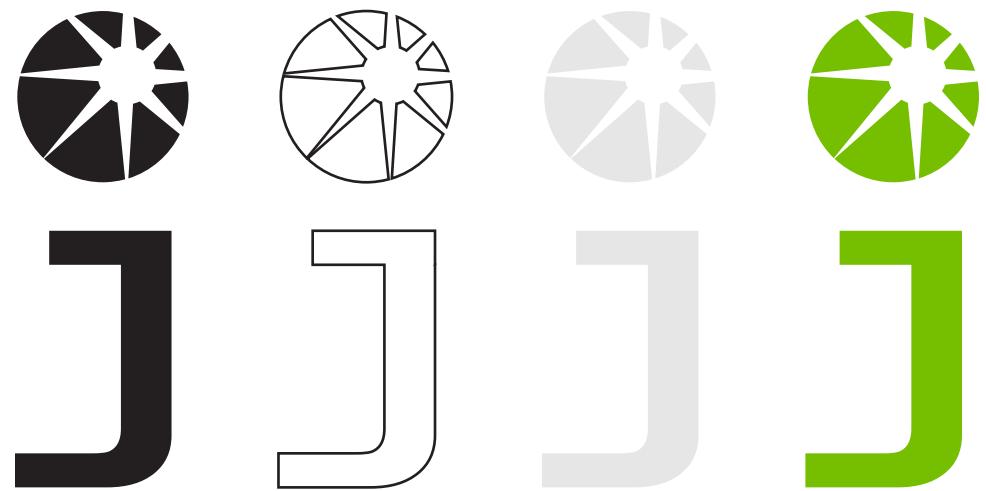




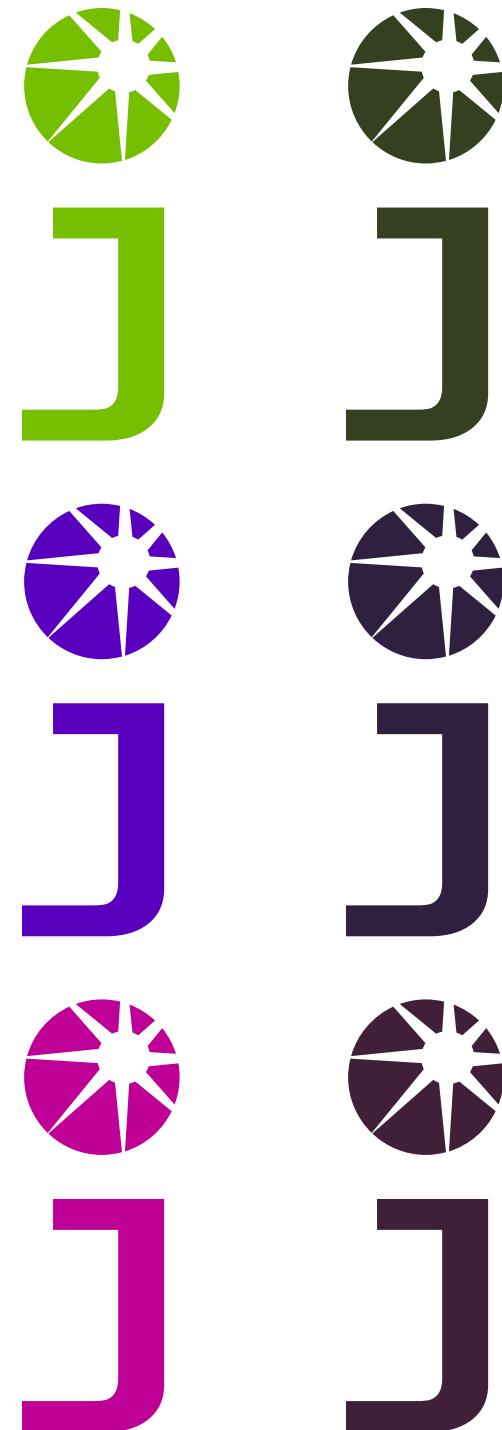
Option 2



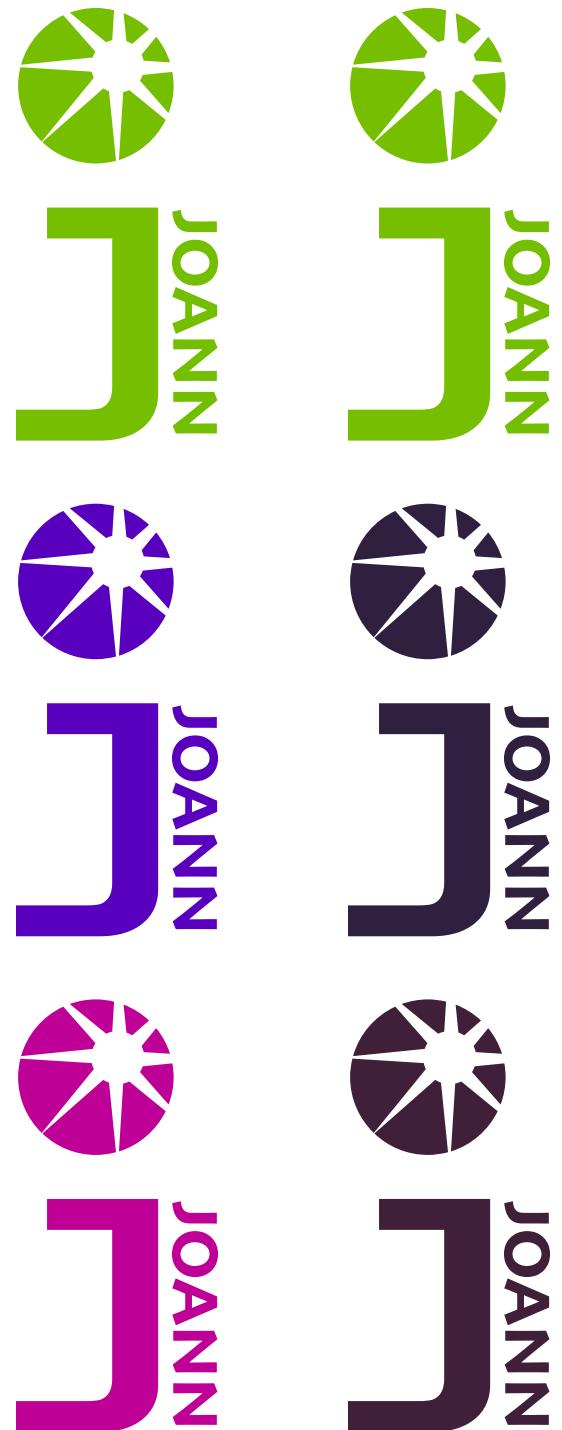
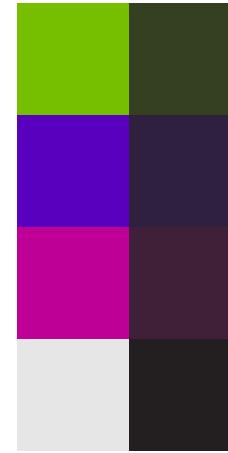
Possible (Option 2)



Split Complimentary

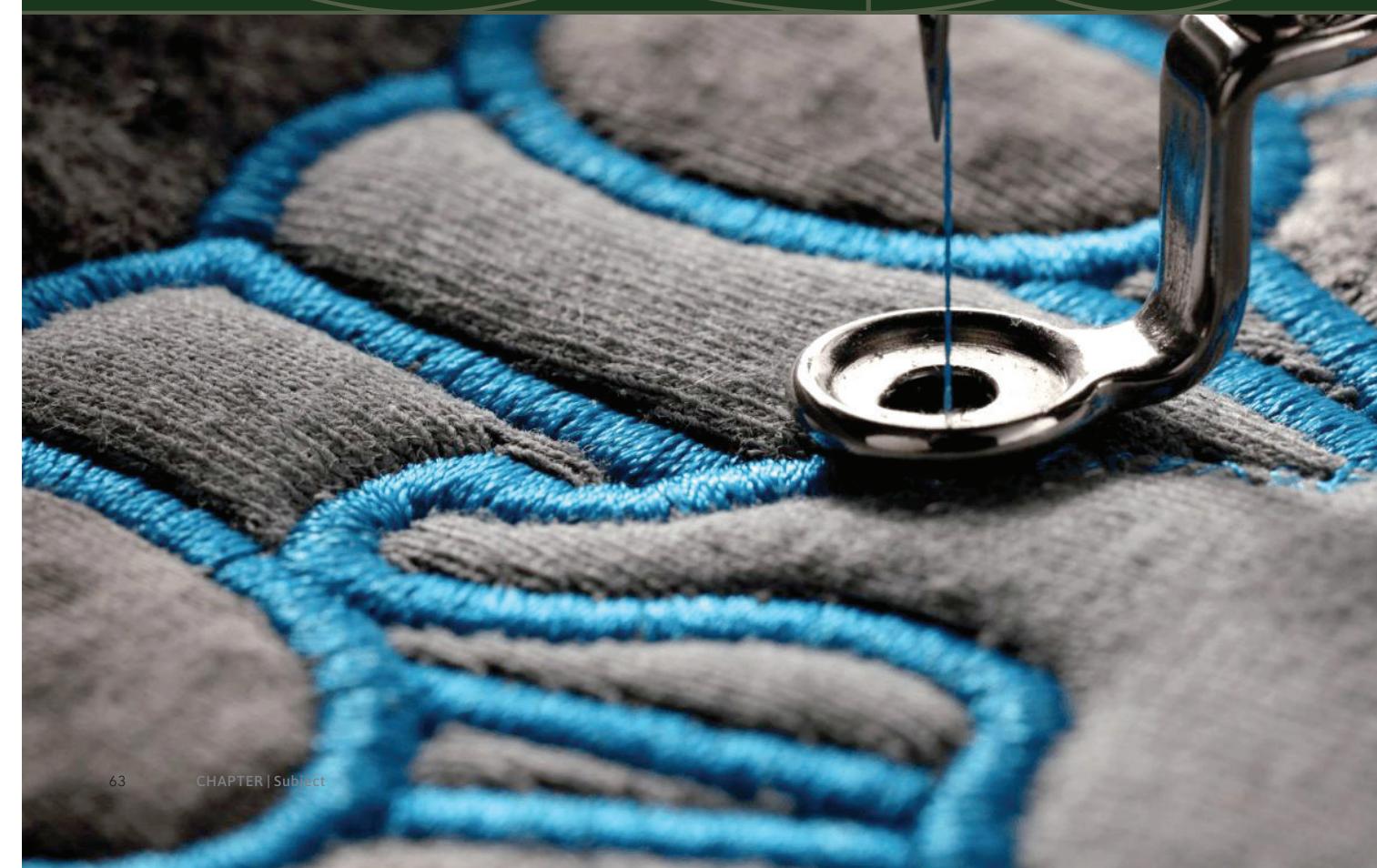


Font: Skia Bold



# Look-alike Logos

3



## Ensuring Originality

Checking a new logo against existing ones ensures it's original, legally safe, and distinct.

This process prevents trademark conflicts and brand confusion while reinforcing a unique, recognizable identity. It also demonstrates professionalism and helps your brand stand out with a design that's both authentic and defensible.



Joplin logo: online building permits

#### CONSTRUCTION



Buch & Holm: laboratory and scientific instrument



DEFENSEWERX: network security



Conova: IT services

Polaris: investments



Jovel: Music Hall

#### ENTERTAINMENT



Lime Concepts: tech accessories and lifestyle products



David DeMoise: mobile welder



StarCompliance Mobile: communication



Jokky Garments Ltd: apparel



Shenzhen Jiangxin: lighting industry



ITL Healt: Health and wellness services



Johnson Law Group: Law services



jSteel: design & web development company  
"The jSteel Design logo represents the calm within the storm that is your brand. We are the sturdy foundation and trusted framework that allows you to effectively navigate in and through the middle of that chaos. Providing dependable results every single time." -www.jsteeldesign.com

#### CONSTRUCTION



Kamai Solar Power

#### ENVIRONMENTAL

#### WELLNESS



Jenspiration: marketing



Johnson County Public Library

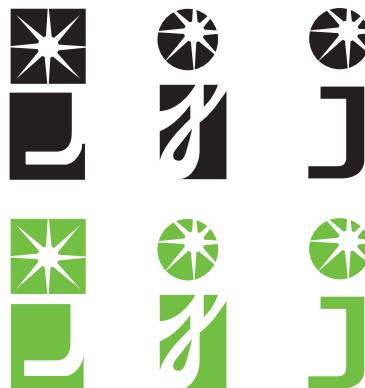
#### MARKETING

#### CIVIL

## Look-alike Logos

Reverse image searches were conducted using Google and Microsoft Bing to identify any existing logos or elements similar to the stylized "J" and starburst. Searches were performed in both black and white and in green. Results showed a range of similar design uses across industries—including construction, environmental, technology, and design—but no exact duplications of the logo were found.

Logos searched:



#### INDUSTRY

#### TECHNOLOGY

#### TECHNOLOGY

#### MARKETING

# Leverage and Annotate Inspiration

4



## Leveraging inspiration

Building an “image morgue” — a curated collection of visual inspiration — is a vital part of the design process. It enables you to quickly reference the best examples of creative work, keeping quality ideas at your fingertips.

In a world full of visual noise, a curated library of strong examples helps designers stay focused on excellence. Visual research isn’t imitation—it’s learning how others solve problems through composition, color, type, and storytelling. Studying “best-in-class” work sharpens judgment, fuels ideas, and bridges inspiration with innovation, turning an image morgue into a vital source of creative energy and direction.

# New Identity Introduction

One example provided a clear explanation of the “why’s,” and the other broke it down in a fun and interesting way that was very inviting to read.

## Standards\_SumoLogic

Sumo Logic  
Who We Are

## Democratizing machine data

We're putting the power of machine data analytics in the hands of everyone by unifying all data types, enabling universal access and leveraging cloud economics – all from a single platform delivered and consumed as a service.

Here's why we matter.

<b>Context</b>	<b>What's At Stake</b>
The shift to cloud computing and modern app architectures is creating a data tsunami rich in value if customers can act upon it with confidence and speed to drive differentiated customer experiences.	The future of business will be won by companies who can make decisions with speed and confidence. Analytics and insights now need to be continuous. Old tools can't keep up.
<b>Our POV</b>	<b>Our Mission</b>
A new analytics service is required – one that mirrors the operational and economic models of cloud computing and modern applications.	To create leading machine data analytics platform that delivers continuous intelligence for modern applications.
<b>How We're Different</b>	<b>Our Customer Outcome</b>
We deliver continuous intelligence – real-time insights delivered as a service across multiple cases – from one single cloud-native platform.	With Continuous Intelligence, Sumo Logic empowers the people who power modern business – allowing them to make smarter decisions, faster.

Sumo Logic      Brand Guidelines | Introduction      4

## standards\_explor

hi!

These guidelines introduce the Exploratorium's visual identity system and provide the information necessary for content creators to develop consistent, inspiring, and, above all, engaging communications.

In the spirit of the Exploratorium, these guidelines are meant to inspire creativity. But just like the laws of physical science, there are some general principles to follow to arrive at the most effective results. So play. Have fun. Get creative.

Our visual identity system expresses the depth, intrigue, and energy of the Exploratorium to all of our audiences. It is a visual representation of our DNA—the fundamental concepts and aspirations that make the Exploratorium unique.

Our system is a balance of basic rules and fixed and flexible components. The rules and fixed components allow our system to be consistent and unified, while the flexible components allow experimentation, exploration, and fun.

1.1 Our brand

Our brand identity is the visual and verbal expression of the values we believe in. Underlying all of our external communications are our brand promise and brand attributes. These guide us in shaping people's perception of who we are and what we seek to achieve. All of our visual communications are informed by this promise and reflect our attributes.

Curiosity is beautiful. It is inherently human. It is a thread that unites us all. Answers are wonderful, but questions propel us forward.

We believe in the power of inquiry, in discoveries that sneak up on us when we least expect them.

But that's only the beginning. Curiosity sparks smiles; the joy of discovery fuels a lifetime of inquiry.

We are here to be the stewards of that spark. To ensure a space where the question can thrive. To provide a rich and multidisciplinary foundation for the pursuit of knowledge and inquiry.

So that laughter becomes learning. Awe becomes awareness. Inspiration becomes initiative.

ENGAGING      INQUIRING      IMAGINING      INNOVATING      TRANSFORMING



# Type Specs

These examples demonstrate how typography can create differentiation throughout the document. Regarding placement, the examples show how the arrangement of type affects the overall design.

## standards\_apple-new

Typography Specifications  
Preliminary v4, April 2003

2.5

## Short statement

The short statement follows the headline or product name and gives concise information to interest or inform the reader.

	Same weight, same point size, different color (black/gray) as the headline
Headline is set in Myriad Apple Semibold, 14 pt, black.	—Introducing the newest iPod, with room for 4000 songs. Let the music play on, and on, and on.
Short statement is set in Myriad Apple Semibold, 14 pt, gray.	—The new 20GB iPod. It fits in your pocket, plays for 10 hours on a full battery, and remains the one MP3 player all others are measured by.
	Same color, same point size, different weights
Headline is set in Myriad Apple Bold, 14 pt, black.	—Introducing the newest iPod, with room for 4000 songs. Let the music play on, and on, and on.
Short statement is set in Myriad Apple Medium, 14 pt, black.	—The new 20GB iPod. It fits in your pocket, plays for 10 hours on a full battery, and remains the one MP3 player all others are measured by.
When the point size is the same, always drop at least one level of weight to maintain clear division between a headline and short statement (for instance, combine bold with medium weight, or semibold with text weight).	—The new 20GB iPod. It fits in your pocket, plays for 10 hours on a full battery, and remains the one MP3 player all others are measured by.
	Different point sizes
Myriad Apple Semibold, 18 pt, black.	—Introducing the newest iPod, with room for 4000 songs. Let the music play on, and on, and on.
Myriad Apple Text, 12 pt, black.	—The new 20GB iPod. It fits in your pocket, plays for 10 hours on a full battery, and remains the one MP3 player all others are measured by.

Typography Specifications  
Preliminary v4, April 2003

2.6

# Main message

The main message contains most of the information. It can be promotional, informational, or even technical in nature, depending on the type of communication.

The main message is set in Myriad Apple Text or Medium. It should be set in a size that is smaller than the headline and short statement. The examples here are optimum for documents:

Myriad Apple Bold, 9/12 pt	Next-generation editing tools
Myriad Apple Text, 9/12 pt	DVD Studio Pro includes every feature outlined in the DVD-Video standard. Though it's easy enough for nonspecialists to use, DVD Studio Pro puts you in control of every capability required by professional DVD technicians. Taking over where video editing applications such as Final Cut Pro leave off, DVD Studio Pro handles the MPEG encoding, menu creation, asset organization, linking, and output formatting that are required to produce DVD-Video discs.
One head level	
Usually text or a medium weight is used for main body text. In a headline, it should use only one head level set in bold or the same point size as the body copy in documents, heads are set with initial caps only at the beginning of sentences and on proper names with no end punctuation. On promotional material, heads often have no punctuation. Paragraphs are set with one line left with no indent and one-half line space between paragraphs.	

Myriad Apple Text, 12/15 pt	Next-Generation Editing Tools
Space before 0.19" (4.83 mm) Quark Xpress Space after 0.06" (1.53 mm) Quark Xpress	DVD Studio Pro includes every feature outlined in the DVD-Video standard. Though it's easy enough for nonspecialists to use, DVD Studio Pro puts you in control of every capability required by professional DVD technicians.
Myriad Apple Text, 9/12 pt	

Myriad Apple Bold, 9/12 pt	Real time breakthroughs
Two head levels	Your DVD projects can include motion or still menus, up to 99 video tracks (each with chapter markers, multiple stories, and up to 9 different angles, 8 audio streams, and 32 subtitle streams), slide shows and multiple language tracks.
If two head levels are needed, a section head should be set in the same weight as the body copy and at least 3 points larger. Section heads are set with initial caps throughout and no end punctuation.	

Myriad Apple Bold, 10/13 pt	Next-Generation Editing Tools
Three head levels	DVD Studio Pro 1.5
If three head levels are needed, a subsection head should be set in the same weight and style as the smaller head level and at least one point size larger, with 3 points of leading (line spacing) above and below the subsection head to separate it from other copy.	DVD Studio Pro includes every feature outlined in the DVD-Video standard. Though it's easy enough for nonspecialists to use, DVD Studio Pro puts you in control of every capability required by professional DVD technicians.

Three head levels	Real-time breakthroughs
If three head levels are needed, a subsection head should be set in the same weight and style as the smaller head level and at least one point size larger, with 3 points of leading (line spacing) above and below the subsection head to separate it from other copy.	Your DVD projects can include motion or still menus, up to 99 video tracks (each with chapter markers, multiple stories, and up to 9 different angles, 8 audio streams, and 32 subtitle streams), slide shows, and multiple language tracks.

## standards\_SumoLogic

Body		Headlines / Subheads / Quotes		Large Headline																																																													
SIZE 10 / LEADING 20 / TRACKING 10		SIZE 30 / LEADING 30 / TRACKING 0		SIZE 600 / LEADING 60 / TRACKING 0																																																													
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0	0	0	0	0	0																																																												
<p>There is a relationship between the point size of the typeface and the leading. The leading is the space between lines of text. The leading is measured differently between body, subheads, and large headlines. As a general rule, the smaller the point size, the more space the leading. The larger the point size, the tighter the leading. Tracking for Lab Gutenberg is set to 0. The tracking for the large headline is set to 10. Lab Gutenberg is body copy tracking may be set to 10. See the chart below for recommended leading and tracking settings.</p>																																																																	

## Typography

### Usage & Hierarchy

**1 Headline Copy**

**2 Subhead Copy**

**3 Body Copy**

**4 Logo**

**5 Call to Action**

**6 Branded Expression**

**sumo logic**

**See business differently**

**sumo logic**

**Real-time insights for real-time decision-making**

*One platform for real-time, continuous intelligence.*

**Build, run and secure your AWS, Azure or Hybrid applications with Sumo Logic, a cloud-native machine data analytics service for log management and time series metrics**

**sumo logic**

**sumo logic**

**Empowering the people who power modern business**

**A cloud-native machine data analytics platform for DevSecOps**

**Watch the Video**

**Pairing Fonts:**  
Differentiate between headlines, copy, subheads, copy, and body copy with different font weights. Use Lab Grotesque Bold for headlines. Use Lab Grotesque Regular for subheads. Use Regular or Light for body copy respectively for digital or print.

For campaign applications, the combination of Lab Grotesque Bold and Regular creates a clear contrast and distinction between primary and secondary messaging. You may also use a combination of Medium and Light in finer print applications.

# Main ID colors (logo colors)

These examples demonstrate how typography can create differentiation throughout the document. Regarding placement, the examples show how the arrangement of type affects the overall design.

## standards\_DFW

DFW Brand Guidelines

Logo

Occasionally it may be necessary to apply the logo to backgrounds that contrast very little with the logo. In these cases the black or reverse logos should be used.

To determine whether to use the black or reverse logos, first convert the background color to grayscale. If the resulting grayscale color is 40% black or less, use the black logo. Otherwise, use the reverse logo.

Using the logo with background colors

Determining logo version

RGB: 255/150/110

RGB to Grayscale conversion: 30% black

Use black logo

RGB: 237/32/36

RGB to Grayscale conversion: 63% black

Use reverse logo

Correct color contrast

Use black logo at contrast 40% or less

Use reverse logo at contrast greater than 40%

6

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## standards\_apple-new

Typography Specifications  
Preliminary v.4, April 2003

2.3

# The Apple logo

The solid Apple logo appears in gray, black or white. The use of these logo colors helps to closely tie all Apple communications to the look and feel of the products.

PANTONE® 429

C=0  
M=0  
Y=0  
K=40

Black

C=0  
M=0  
Y=0  
K=100

White

C=0  
M=0  
Y=0  
K=0

## Apple logo colors

The solid Apple logo is always shown in gray, black, or white. Apple is no longer using color logos. Always use a solid logo, not a dimensional logo.

## Sometimes in silver

On certain high-level printed promotions with high-resolution production quality, such as executive invitations, it is acceptable to foil stamp the solid Apple logo in matte silver.

PANTONE® is a registered trademark of Pantone, Inc.

# Logo Don'ts

DFW's use of the "X" doesn't completely cover the example like most of the other examples. Explor provides an example of a bad example.

## standards\_DFW

Incorrect logo usage

Do not alter the size of the elements of the logo in relation to each other.

Do not alter the position of the elements of the logo.

Do not distort the logo.

Do not alter the typeface of the logo.

Do not alter the color of the logo.

Do not add effects to the logo.

Do not use the logo on a pattern or image that impedes legibility.

Do not use the logo on a background color that impedes legibility.

Do not use the logo in text.

## standards\_explor

2.4 Incorrect logo use

Because the logo is such a recognizable and highly visible asset, it is especially important that it is never altered.

Changing our logo sends the message that we're someone else, and not the Exploratorium.

Why is this wrong?

First, the logo is in blue. The logo is never used in any color other than black or white.

Second, the large "O" in the logo has been redrawn to give a unique, hand-drawn quality. Never re-create or alter any element in the logo.

Why is this wrong?

First, the logo is in blue. The logo is never used in any color other than black or white.

Second, the large "O" in the logo has been redrawn to give a unique, hand-drawn quality. Never re-create or alter any element in the logo.

# Alternate versions of the logo

These logos use color to distinguish different aspects or divisions of their company. This same technique can be applied to Joann's various divisions of crafting or exploration.

## standards\_nuevaschool



## standards\_fedex





JOANN