

Visual Standards Guide

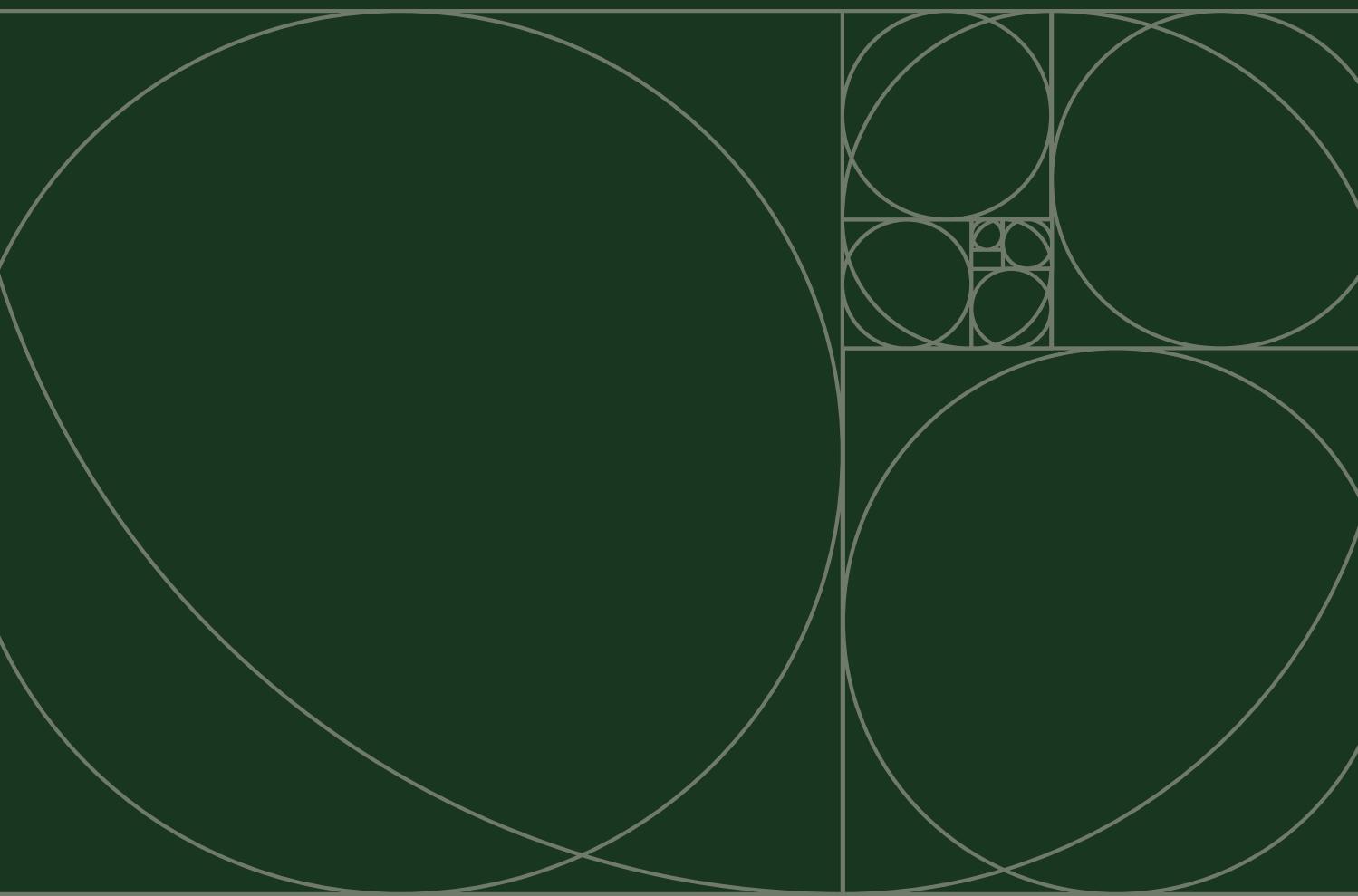


Disclaimer: This guide is a student project created for academic purposes and is not affiliated with, endorsed by, or representative of Joann, its products, or its business practices in any way.

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



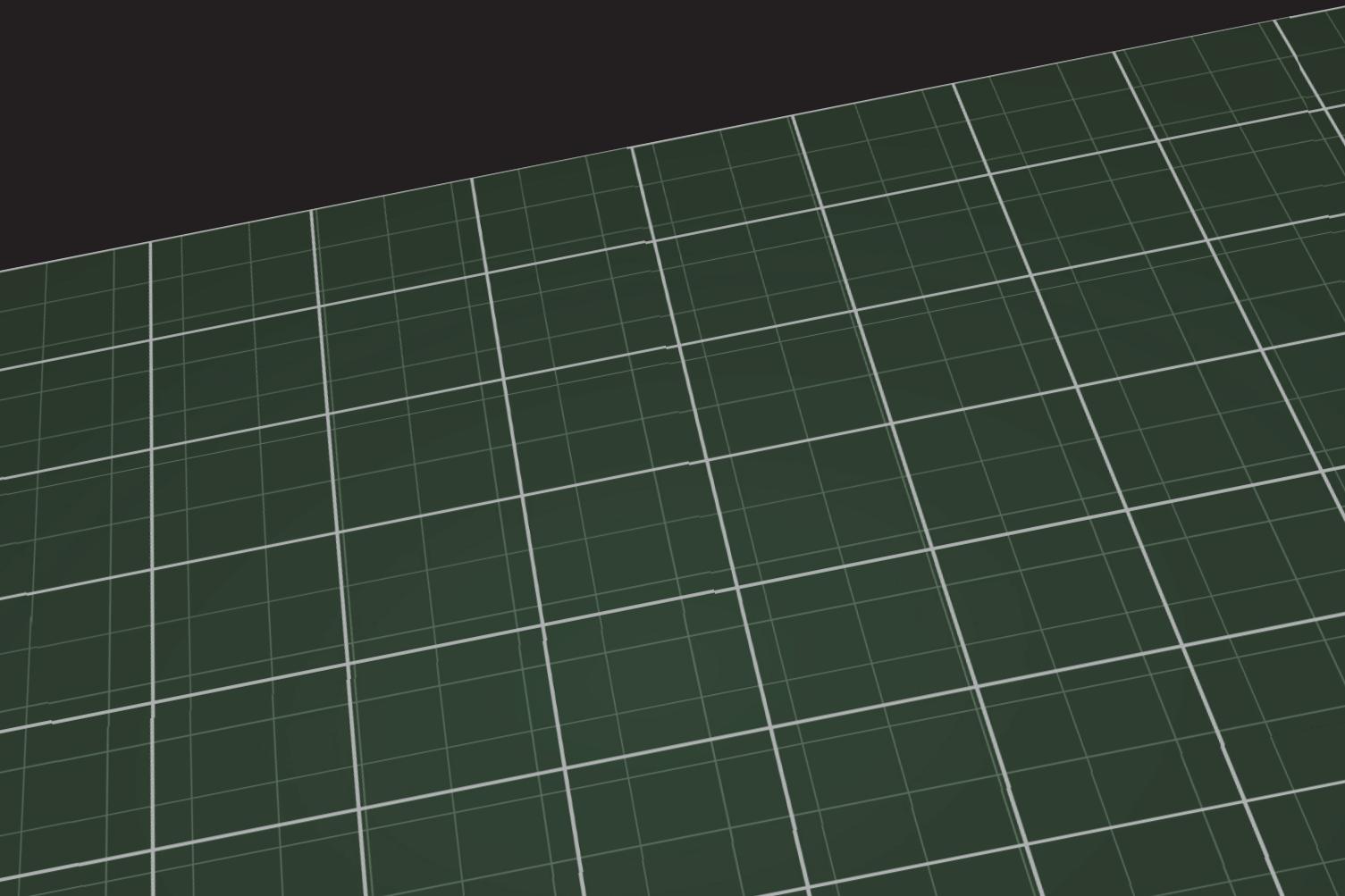
Visual Standards Guide



Our Visual Standards Guide serves as the definitive reference for applying the brand's identity with accuracy and consistency.

By defining the brand foundation and detailing proper logo usage, color palette specifications, and typography guidelines, it provides clear instructions for maintaining visual coherence across all materials. This guide ensures that anyone working with the brand—designers, partners, or collaborators—can confidently create assets that uphold the brand's integrity, reinforce recognition, and deliver a unified visual experience.

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Defining the Brand Foundation

1

A brand foundation establishes the core identity and guiding principles that shape every aspect of a brand's presence, from its voice and visuals to its purpose and promise.

It defines who the brand is, what it stands for, and why it exists. For Joann, this foundation is rooted in empowerment, creativity, and community. It begins with a clear mission to empower makers with the resources they need and extends through the values, personality, and visual language that express that mission. Together, these elements form a cohesive structure that ensures every design, message, and experience consistently reflects Joann's renewed identity as a creative hub where imagination ignites and confident creation begins.



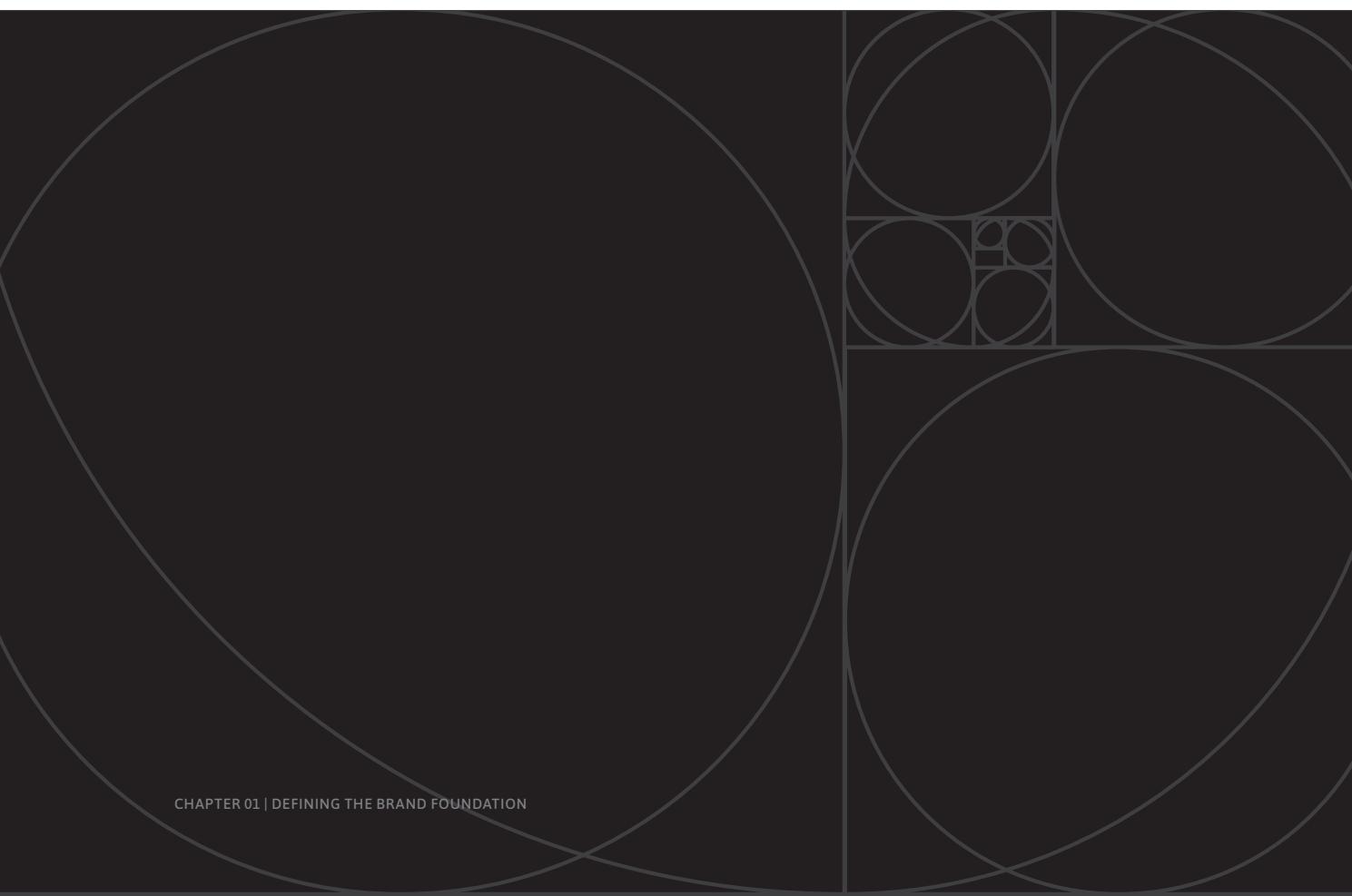
Brief History

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



CHAPTER 01 | DEFINING THE BRAND FOUNDATION

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.**

Logo

2



What makes a logo?

A logo works when concept and craft come together to express a brand's essence with clarity and impact.

It should be simple enough to recognize instantly, yet distinctive enough to stand apart. A successful logo communicates relevance—it reflects the brand's personality, purpose, and audience—while maintaining versatility across all applications, from digital to print. Strong logos are timeless rather than trendy, built on balance, proportion, and clear visual hierarchy. Ultimately, a logo works when it evokes recognition and emotion, capturing the spirit of the brand in a single, memorable mark.

Our New Logo

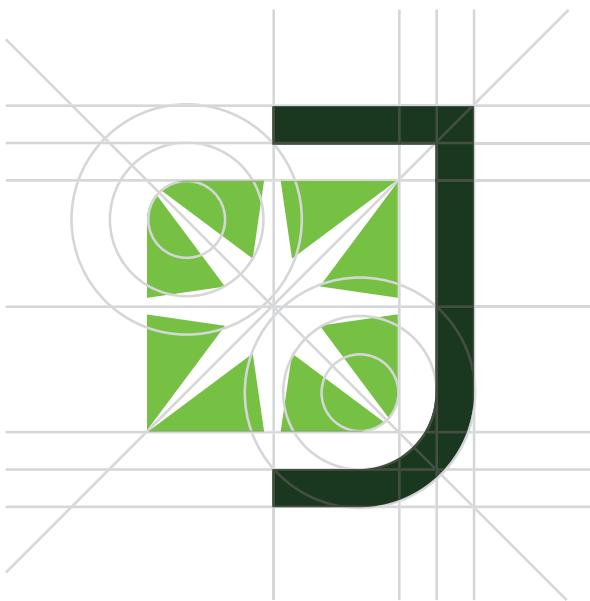
This logo represents the new identity for Joann.

The bold "J" standing for the brand itself. The "J" encircles and supports the central starburst, symbolizing a community of makers—a space where creativity is nurtured and shared.



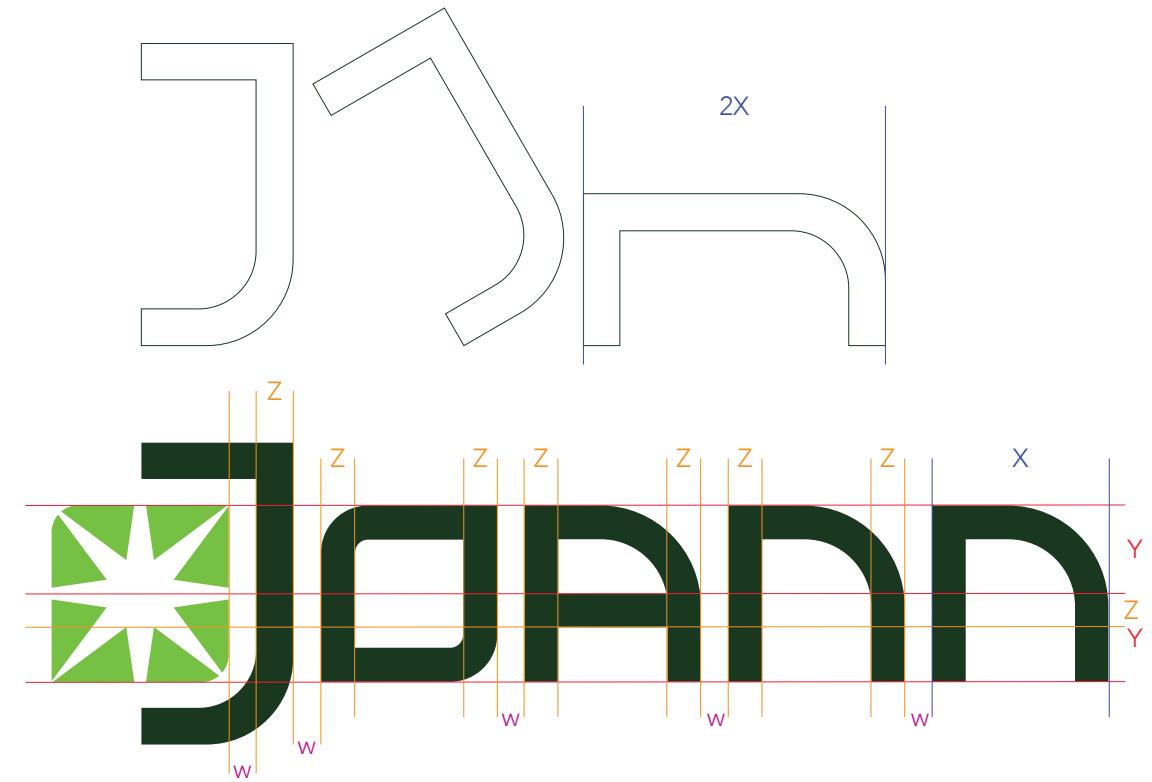
Logo Structure

The Joann logo is built on a clear, intentional structure that ensures consistency, balance, and recognizability across all applications. Each element serves a distinct purpose within the brand identity system.



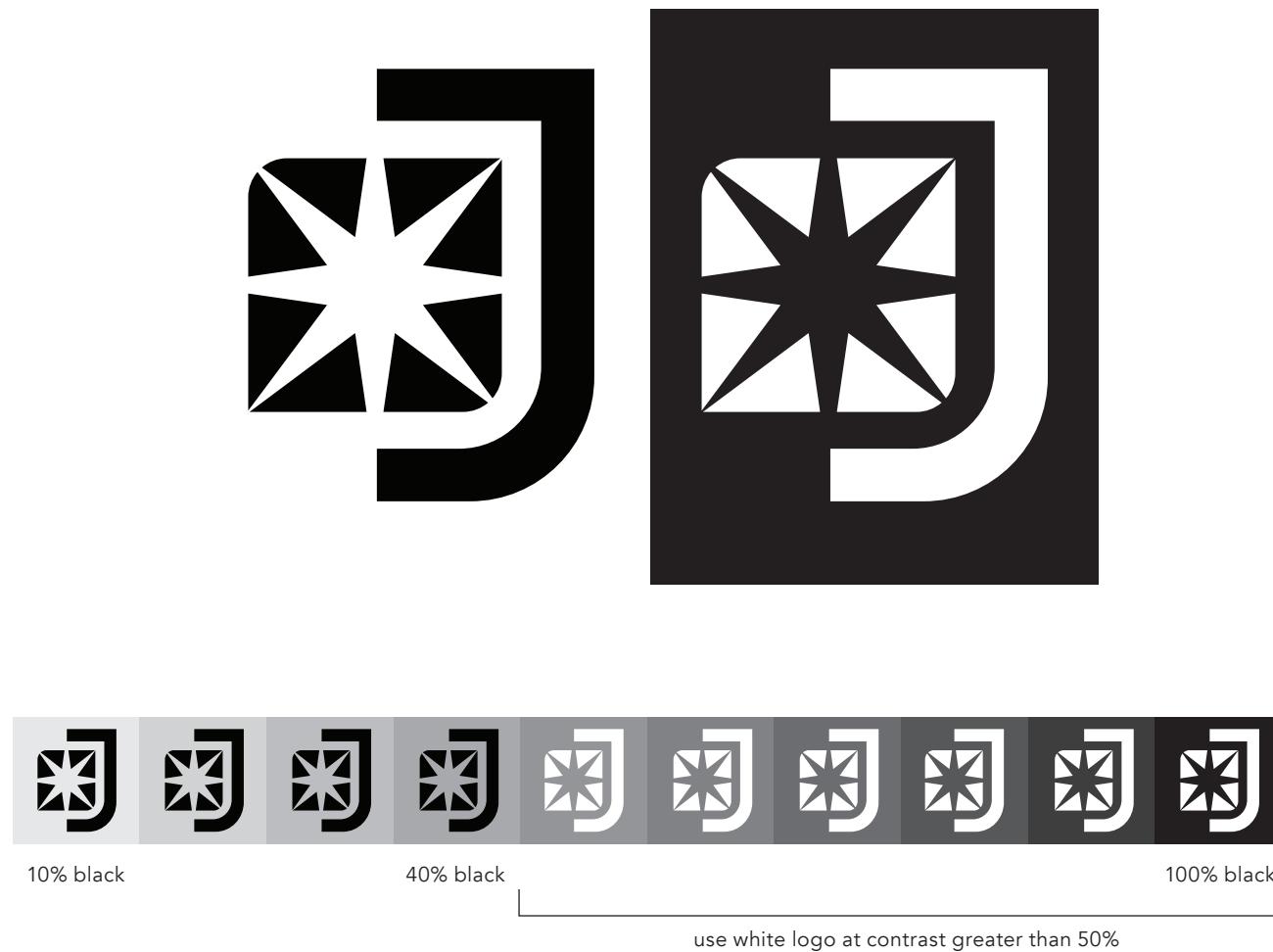
The "Maker's Star" radiates outward, representing inspiration and empowerment, capturing the spark that drives every act of making.

The green honors Joann's original brand colors while also evoking growth, renewal, and fresh ideas, reflecting the brand's evolution into a modern hub for creativity and connection.



Black and White Logo

This section shows the black and white version of the logo used in one-color printing. Use a black logo on less than 40% of the tone and a white logo on more than 40%. When using the black and white version of the logo, there must be sufficient contrast and clean backgrounds



Versions

Different spaces call for different expressions.

The Joann logo has been designed with flexible variations—symbol only, stacked lockup, and horizontal logo—to adapt seamlessly across print, digital, and environmental uses. Select the format that provides the best visibility and balance for each application.



Horizontal Logo



Stacked Lockup

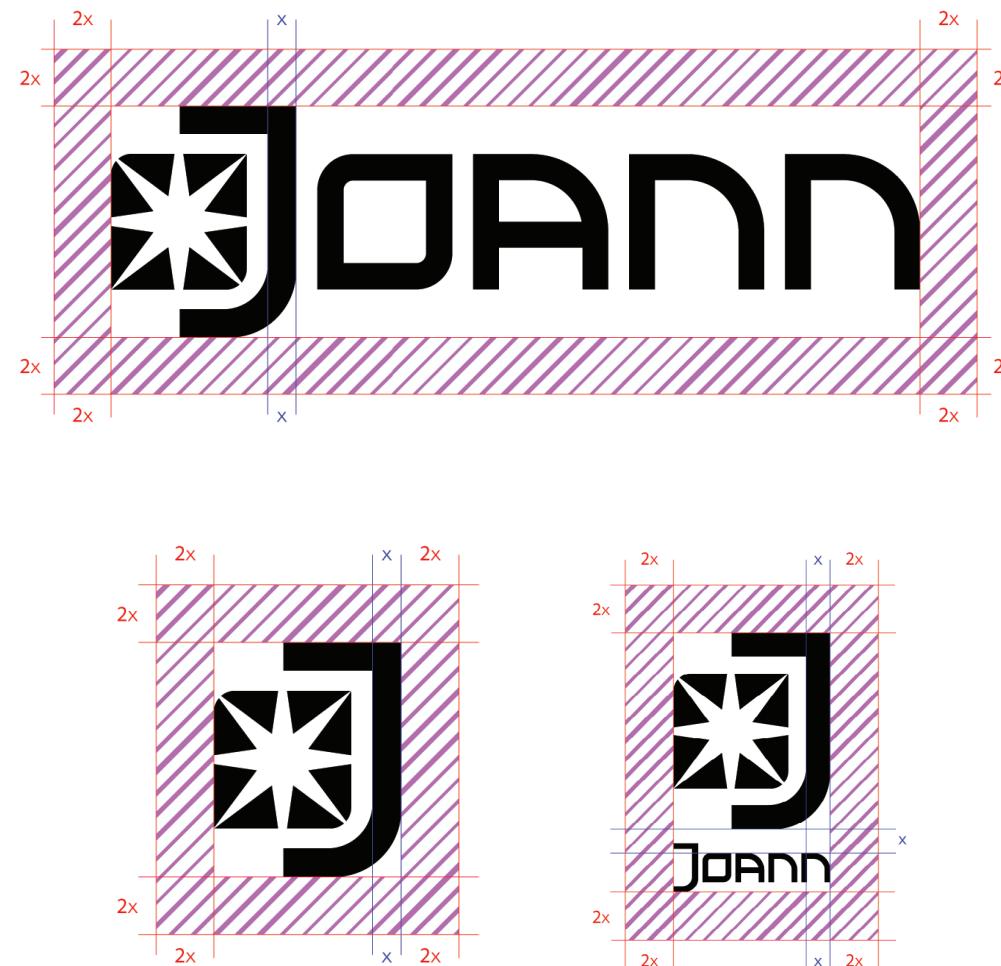
Symbol

Symbol Version 2
(used on stationary)

Clear Space

Every mark needs room to make its mark.

Always observe the designated clear space surrounding the Joann logo. Keeping this area free of text or imagery safeguards its clarity and reinforces its role as a symbol of creativity and empowerment.



Products and Co-Branding Placement

Clear placement standards ensure that Joann's identity remains consistent and recognizable, whether featured on in-house product lines or alongside partner brands.

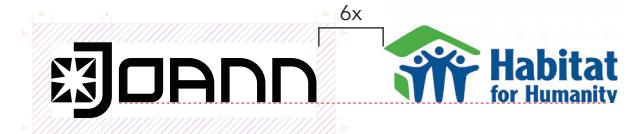
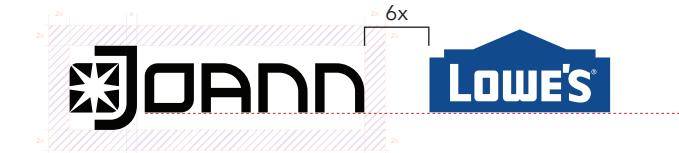
Product Placement Guidelines

Product identifiers must keep the required clear space around the Joann logo, and all accompanying text should use a lighter type weight to maintain proper hierarchy and ensure the logo remains the primary focal point.



Co-Branding Placement Guidelines

When presenting the logo alongside co-branding event partners, maintain a minimum distance of 6x the clear-space unit from the end of the Joann wordmark. Partner logos must align to the same baseline as the "oann" portion of the logo, and their height should match the height of the Joann symbol for visual balance.



If any of these rules conflict with a partner's established logo guidelines, defer to the agency leading the event to ensure alignment with the overall brand strategy.

Misuse

Consistency builds trust; misuse weakens it.

Always use the approved Joann logo versions without alteration. Do not stretch, recolor, or modify the mark in any way. The examples below illustrate incorrect applications that should be avoided.



DO NOT ROTATE OR
FLIP THE LOGO

DO NOT SKEW OR
WARP THE LOGO

DO NOT INVADE THE
CLEAR SPACE



DO NOT RECOLOR THE
LOGO

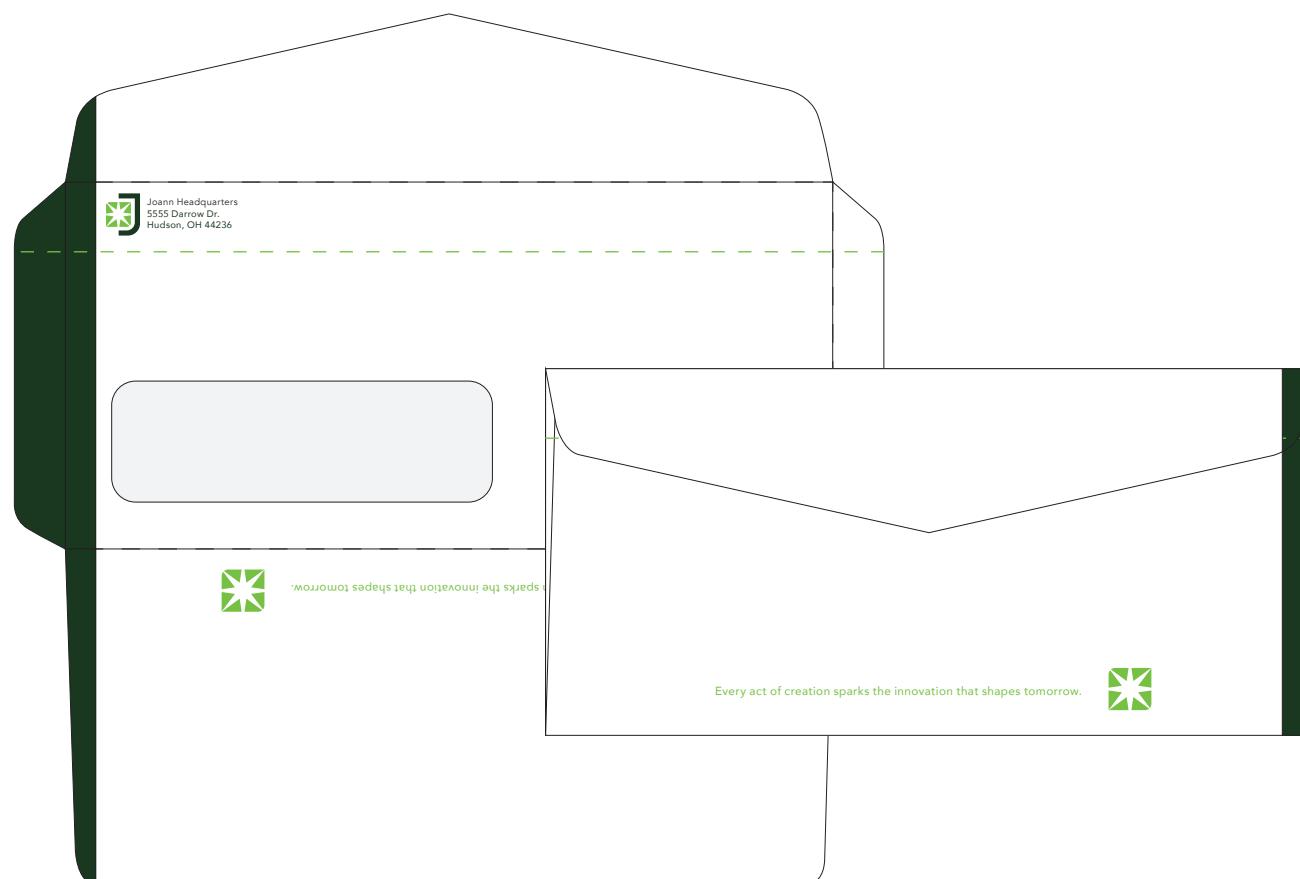
DO NOT ADD EFFECTS
THAT DISTORT THE
CLARITY OF THE LOGO

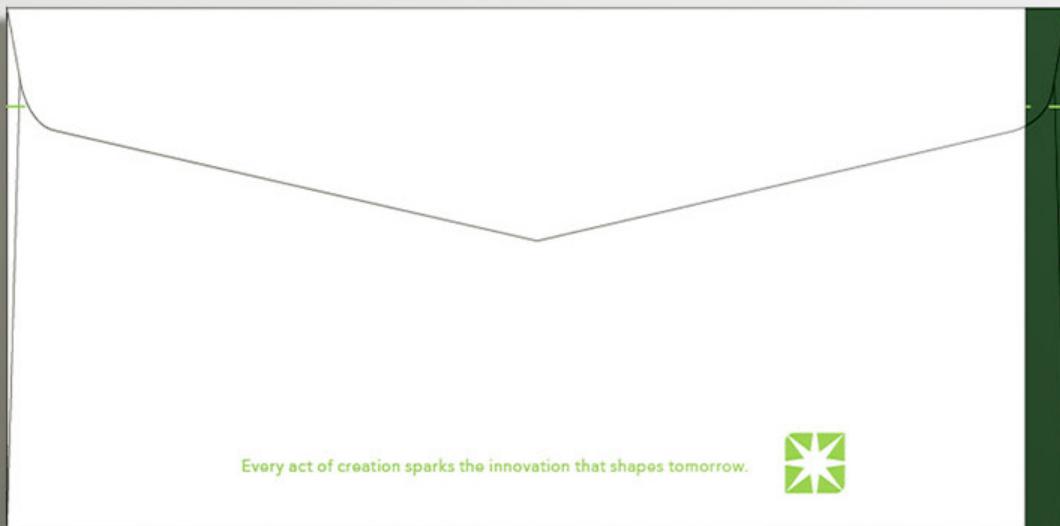
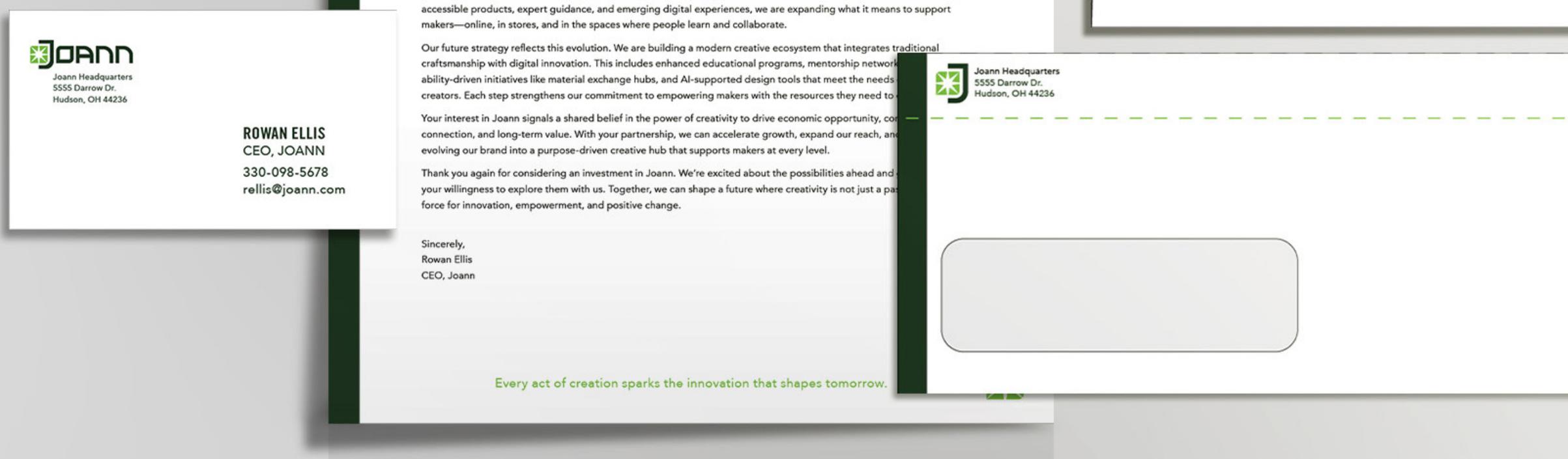
DO NOT PLACE OVER
AN IMAGE WHERE
LOGO BECOMES
OBSCURED OR LOST

Size Usage

SYMBOL	HORIZONTAL LOCKUP	VERTICAL LOCKUP
		
		
		
		

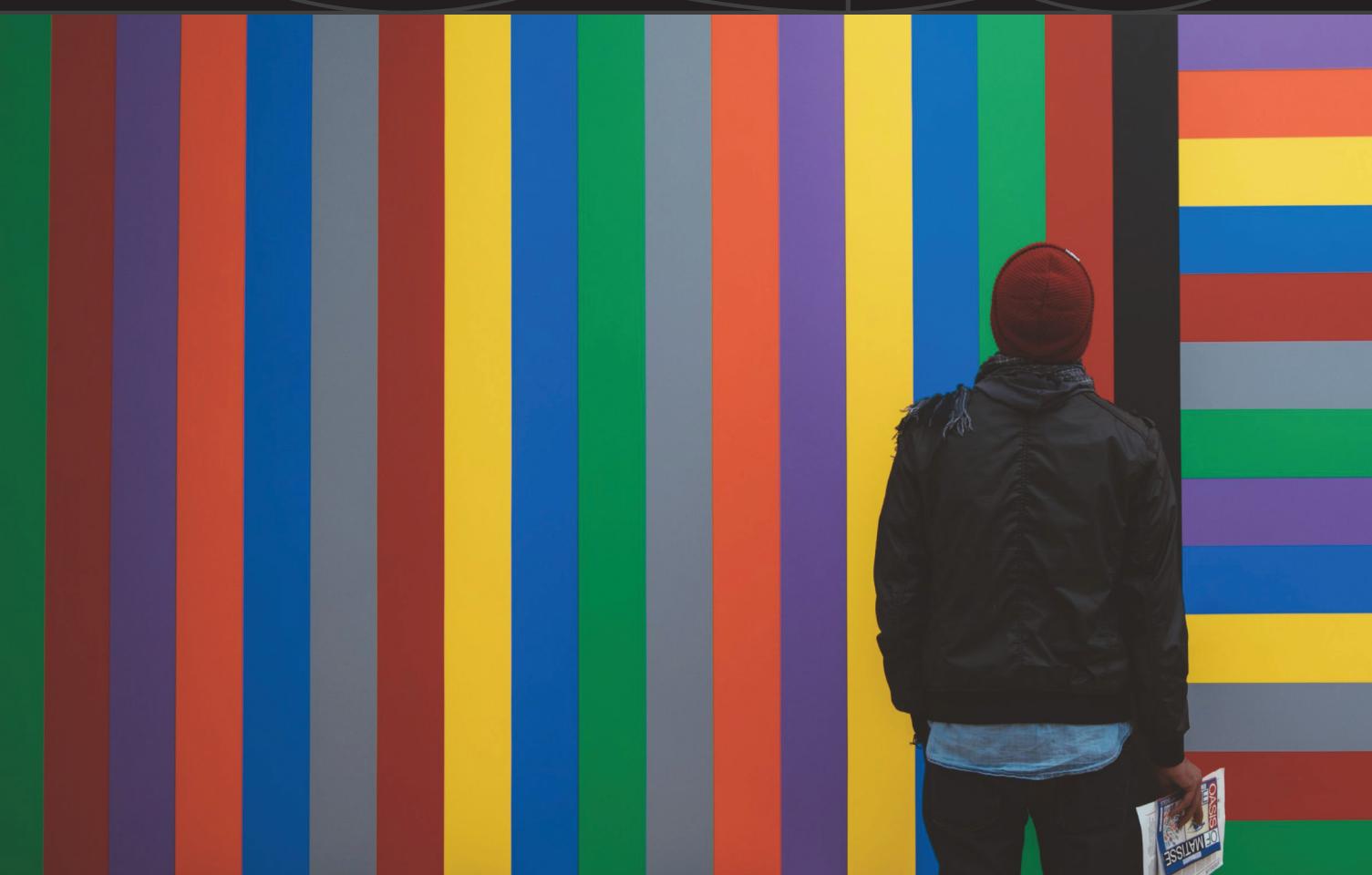
Buisness Set





Color

3



Our primary palette embodies creativity.

Each hue reflects a key facet of the maker's journey, from grounded confidence to joyful inspiration. As a system, they express Joann's mission to empower makers, celebrating fearless creativity and connected to community and craft.

Primary Color Palette

These three hues balance Joann's modern identity. Thrive Green brings vitality and freshness; Rooted Green grounds the brand with strength and authenticity; and Spark Orange infuses optimism and warmth.



Recommended ratio: 60% Thrive Green / 25% Rooted Green / 15% Spark Orange.



Used in most applications

Provides grounding for text, accents, and backgrounds.

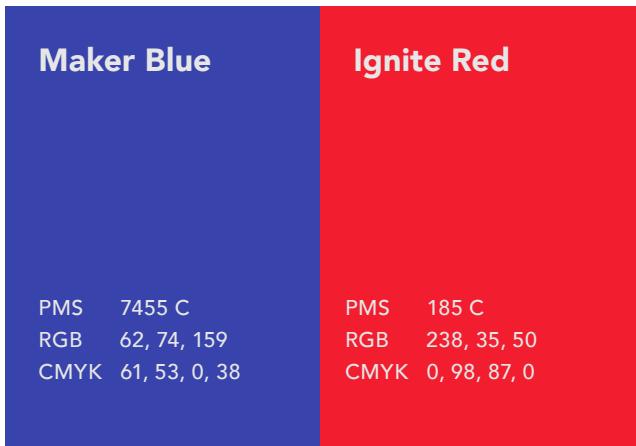
As a highlight or call-to-action.

Each version of the Joann logo is designed to ensure maximum clarity, visibility, and brand integrity across different backgrounds. Using the correct variation prevents the logo from blending into its surroundings, losing detail, or appearing visually distorted.



Secondary Color Palette

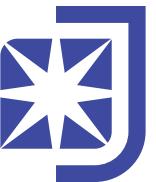
These hues provide flexibility for seasonal campaigns, promotional materials, and limited-edition collections—infusing extra energy and excitement while remaining true to Joann's empowering spirit.



Usage Note:

Use secondary colors purposefully—Maker Blue and Ignite Red are designed to complement, not compete with, the primary palette.

They should be used in moderation (approximately 20% or less of the total composition) to highlight moments of excitement, contrast, or emphasis.



Typography

5



Typography in brand identification.

Typography defines a brand's voice before words are even read. Its style and consistency build recognition, express personality, and shape how audiences feel and connect with the brand.

Treatment of Type

Chapter Titles

Trade Gothic Lt Std Bold

Chapter Headers

Trade Gothic Lt Std Bold

Subheaders

Trade Gothic Lt Std Bold

Subheaders 2

Trade Gothic Lt Std Bold

Intro

Avenir Black

Body Copy

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Highlight

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



JOANN

For more information,
please visit our website
www.EmpowerInspireMake.com

