

JOANN

Brand Guidelines



HELLO!

Welcome to the JOANN brand guidelines.

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ABOUT JOANN

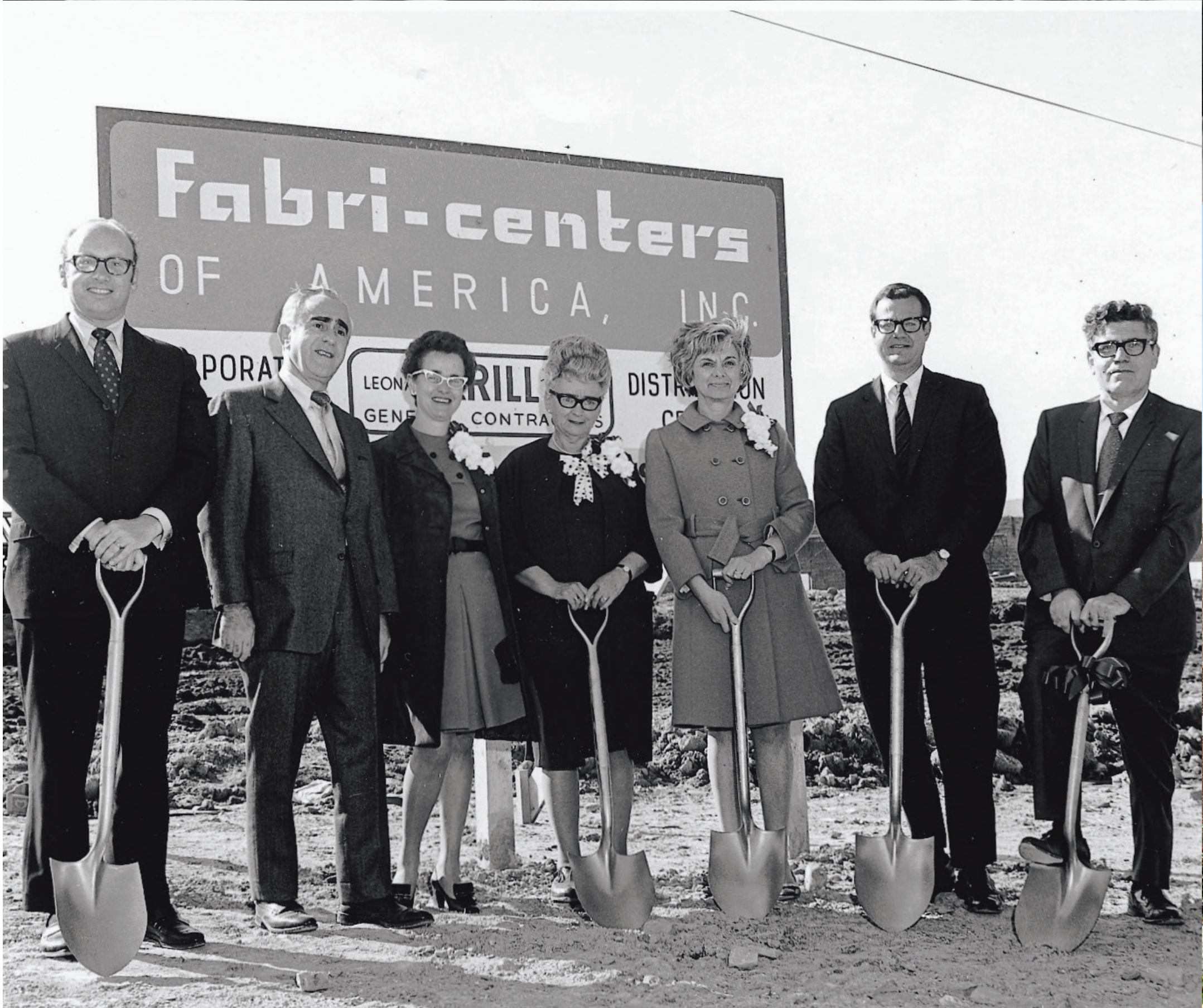
OUR STORY

Our history is pretty deep.

When the Reich and Rohrbach families joined forces in 1943 to turn a small cheese shop in Cleveland into a fabric shop, they probably never imagined that the business they'd eventually name after two granddaughters would grow to be the largest fabric and yarn retailer in the country.

Fabric was the original inspiration, but over the past 80 years we've broadened the definition of handmade happiness and grown our stores to include yarn, craft supplies, seasonal decor, floral, hobby, kids, tech & more.

Throughout all of the changes – a refreshed color, logo and new store format among them – our commitment to inspiring people who are hardwired to create has remained unchanged.



OUR VALUES

We are part of a culture with lots of ideas... ideas that come to life as creative expressions made with our hearts, hands and minds.

As a retailer with roots in communities, we know there's a lot of good we can do. Focused on being better than yesterday, we have:

- Raised over **\$6 million dollars** for charity
- Published an annual **Corporate Responsibility Impact Report**
- Received multiple recognitions from Newsweek for being one of **America's Greatest Places to Work for Diversity, for Women, and for LGBTQ+**

We are always striving to find new ways to give back to the community, because community is what JOANN is all about.



OUR CUSTOMER

We absolutely love our customers, and make sure they are at the center of everything we do. Here are some common qualities of a JOANN shopper:

CURIOUS

Our customers are inquisitive, adventurous, and always ready to try something new.

CREATIVE & CRAFTY

Our customers love working with their hands, finding new ways to express themselves, and finding their happy place.

COMMUNITY-DRIVEN

Our customers are kind, and are constantly looking for ways to connect or give back to their communities.





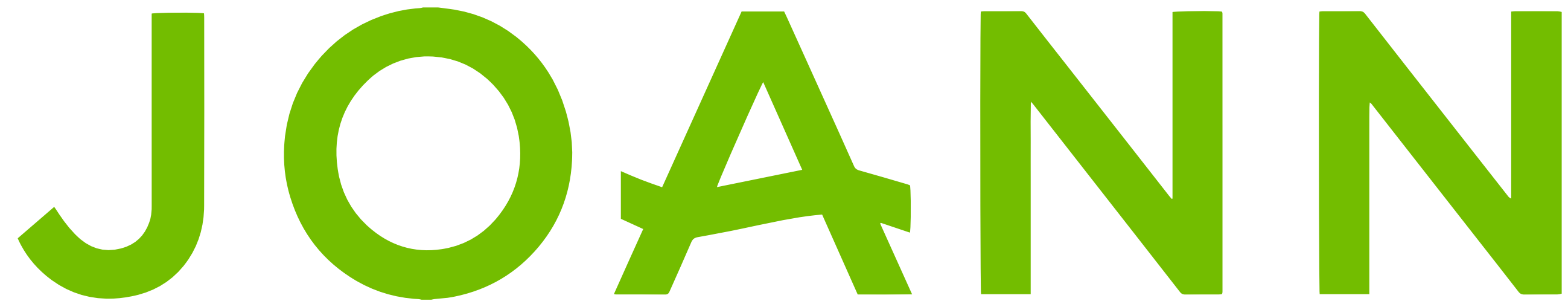
OUR LOGO

OUR LOGO

This is the JOANN logo – looks amazing, right?

Updated in 2017, our logo feels fresh and contemporary. The unique A gives a nod to our history, when a stylized hyphen joined the names of two granddaughters, Joan and Jackie Ann.

We prefer it to be represented in JOANN green, but black and white may be used in instances where green can't be used.

The word "JOANN" in a bold, green, sans-serif font. The letter 'A' is stylized with a horizontal hyphen bar passing through its center.

Primary

The word "JOANN" in a bold, dark grey, sans-serif font. The letter 'A' is stylized with a horizontal hyphen bar passing through its center.

Secondary

The word "JOANN" in white, bold, sans-serif font, centered within a solid green rectangular background.The word "JOANN" in white, bold, sans-serif font, centered within a solid dark grey rectangular background.

Badge Treatments

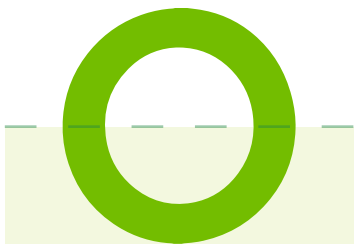
CLEAR SPACE & SIZING

Clear space around the JOANN logo is important for maintaining emphasis and legibility.

The appropriate amount of clear space around the JOANN logo is equal to half the height of the JOANN "O".

We also want to make sure that the JOANN logo can always be read in any application.

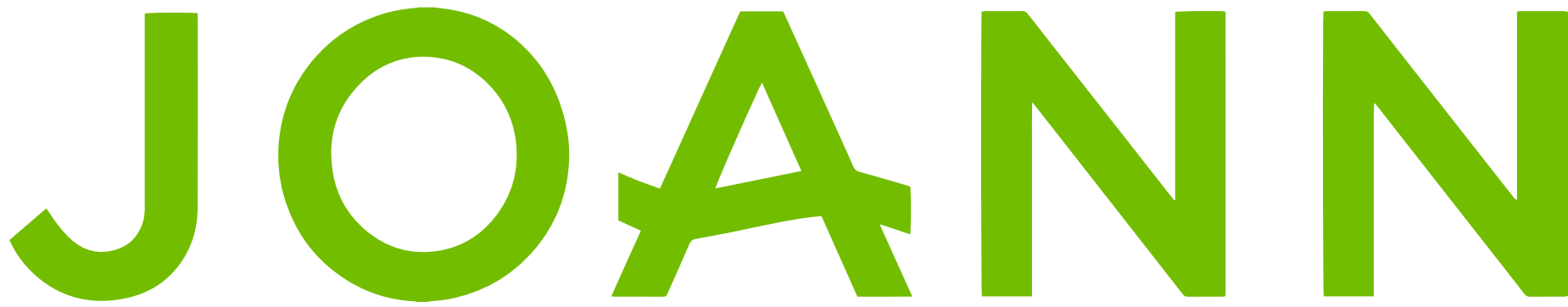
To ensure this, our logo should never be smaller than 75px in digital, and .75" in print.



Clear Space

JOANN

75px



Sizing Specifications

100%

LOGO USAGE

As we've already established, the JOANN logo looks fantastic – and we'd like to keep it that way. To maintain brand consistency, we like the JOANN logo to look the same, no matter the application.

These are some of the ways we **DO NOT** want our logo represented.

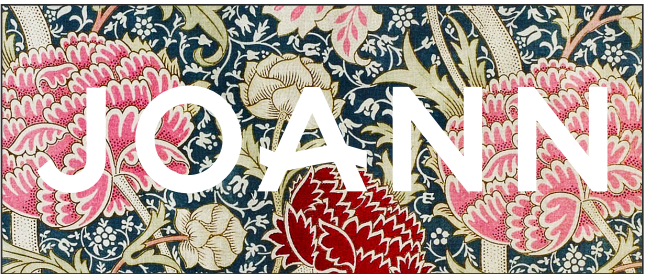
DO NOT



Use previous versions.



Use unapproved colors.



Use the logo over busy images that reduce legibility.



Add any copy or taglines.



Use pixelated versions.



Use any kind of outline.



Add any drop shadows.



Apply textures or clipping masks.



Stretch or alter the dimensions.

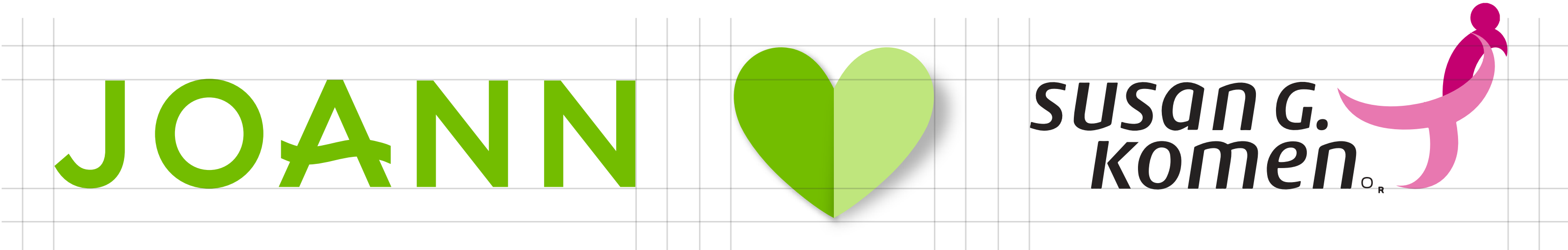
CO-BRANDING
PREFERENCES

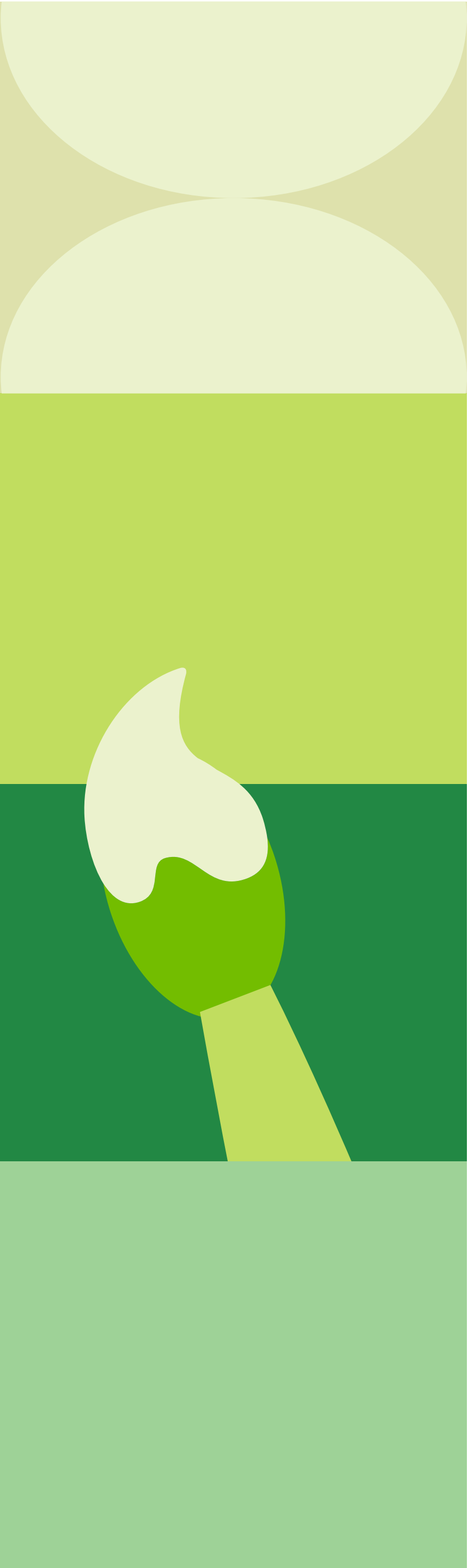
We're kinda popular – which is why we have specific preferences on how we lock up co-branding marks.

The "X" is used in situations where we are partnering with another brand.

The "JOANN LOVES" heart is used in situations where we are partnering with a non-profit.

Above all, aim for visual balance between the marks.





COLOR

JOANN GREEN

This is our brand's primary color – JOANN Green.

JOANN Green is bright, eye-catching, and exudes the excitement and creativity we find in our customers.

JOANN Green is crucial to properly representing our brand.

DIGITAL

R115 G189 B0
#73BD00

PRINT

C54 M0 Y100 K0
PMS 376 CP

EXPANDED PALETTE

While we obviously LOVE
JOANN green, we added a few
extra colors to our toolbox to
help complement it.

*Needs approval for use by the
JOANN Creative Services team.*

R46 G46 B46
C70 M64 Y63 K63
#2E2E2E

R193 G221 B95
C28 M0 Y79 K0
#C1DD5F

R158 G210 B151
C40 M0 Y53 K0
#9ED297

R34 G136 B68
C84 M23 Y98 K9
#228844

R222 G225 B172
C14 M4 Y39 K0
#DEE1AC

R235 G242 B205
C8 M0 Y24 K0
#EBF2CD

R190 G218 B187
C26 M2 Y31 K0
#BEDABB

JOANN GRADIENT

This is our dreamy brand gradient. It's usually used sparingly to complement our main brand components.

Only to be used by the JOANN
Creative Services team.





a

TYPOGRAPHY

MAIN TYPEFACE

Avenir Next LT Pro is our
brand's primary typeface.

Isn't she gorgeous?

Avenir Next LT Pro has 32
different weights, making it
extremely versatile and perfect
for any situation.

Aa

Avenir Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?:;()@#

Aa

HEAVY

Aa

BOLD

Aa

MEDIUM

Aa

LIGHT

TYPE USAGE

We use all weights in the Avenir Next LT Pro family, allowing for tons of flexibility within our designs.

We often use heavy for headings, bold for callouts, and medium for copy. On occasion, we'll even use a condensed weight for a tight fit.

Above all else, make sure there is a clear hierarchy of information to follow.

HERE'S AN EXAMPLE:

HEADLINE - HEAVY

**WHAT HAPPENS AT JOANN,
STAYS AT JOANN.**

SUB-COPY - BOLD

No really, we won't tell.

COPY - MEDIUM

Your secret is safe with us – We'll even help you hide the boxes. We know how easy it is to walk the yarn aisle five times looking for the perfect color. And it's all worth it for those moments of peace you feel when working on a project. Whether you're trying something new, or are a seasoned pro, we're here to help you find your happy place.



ICONS & ILLUSTRATIONS

KEEP CRAFTY MURAL

JOANN customers are visual, hands-on, and insanely creative people – so it shouldn't be a shock that we use illustration to connect with our audience.

The Keep Crafty Mural represents the close connections JOANN store team members have with the communities they serve.

We primarily use this at checkout so customers have something fun to look at while they wait. The illustration changes depending on the store location to incorporate recognizable landmarks and local references to make each unique.



CLEVELAND MURAL

Our Cleveland Mural is so named because it was first used at a satellite office in downtown Cleveland.

Now, we use it when we want to add a little energy to stores, and we break it into bits and pieces to use across other brand work, like our Annual Impact report.



HANDMADE HAPPINESS MURAL

Our Handmade Happiness mural is an artistic expression of the promise we make to our customers about what they will find when they shop with us.



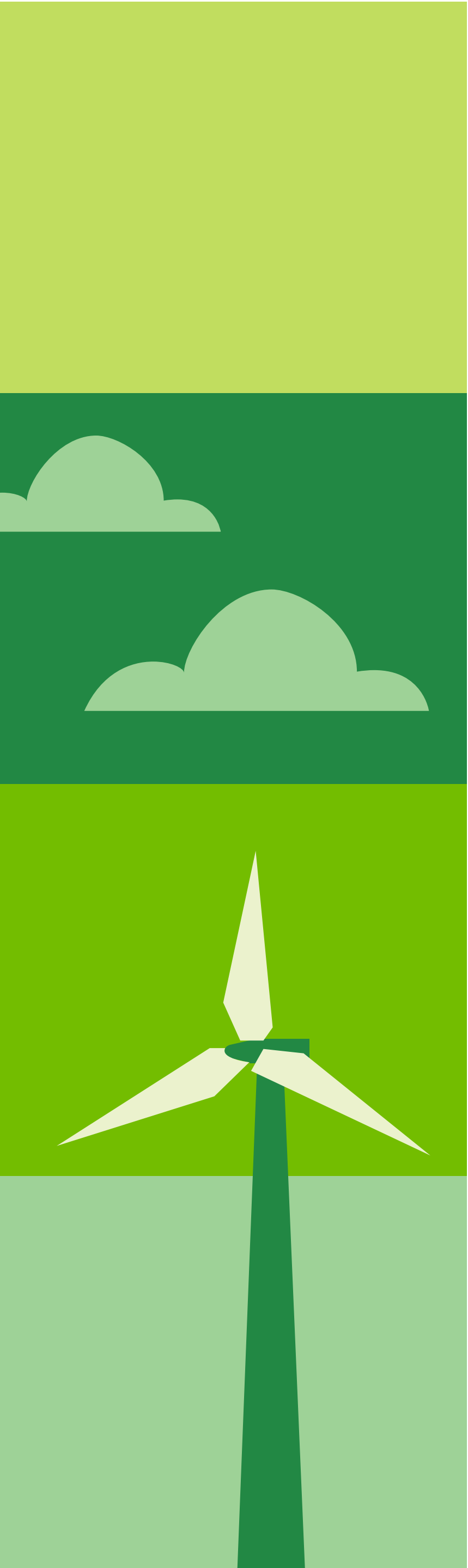
SMILEY FACE

The smiley face is the iconographic representation of handmade happiness. It represents the joy customers find throughout their journey of making things with their hands, hearts and minds.

The smiley face is used for our JOANN Smiles Reward program in our app, and various other brand initiatives.

Only to be used by the JOANN Creative Services team.





ESG

ENVIRONMENTAL, SOCIAL, GOVERNANCE

WE'RE MAKING STRIDES AT JOANN

From supporting underserved and diverse creatives, to raising millions for charitable partners, to providing an inclusive work environment in every setting, and focusing on a sustainable and responsible future across our business, we're demonstrating a commitment to being better than yesterday, so you can feel good about the creative mark you leave on the world tomorrow.

[Click here](#) to check out our full Annual Impact Report.



ESG BADGES

Each of these badges is backed by industry standards and certifications, and serves to flag products for customers who want to shop and create responsibly.

Only one badge should be used at a time.

Only to be used by the JOANN Creative Services team.



Saying that we’re “better than yesterday” conveys that we're making strides to help our customers feel good about the creative mark they leave on tomorrow, but it also acknowledges that our work is not done.



FAIR TRADE

Certified by Fair Trade USA™, ensuring safe workplaces & fair wages, and a commitment to economic support for local communities.



MADE RESPONSIBLY

Sourced sustainably & made in factories committed to fair wages, health & safety and human rights.



SOURCED SUSTAINABLY

Made using reclaimed, recycled or upcycled materials or processes that produce less waste.



CERTIFIED NON TOXIC

Tested for harmful substances & certified by a third-party to be safe for human health.



REDUCE & REPURPOSE

Projects that are environmentally responsible, either in the way they’re created or used.

PHOTOGRAPHY



PHOTOGRAPHY OVERVIEW

Say cheese! Just kidding ;)

We love capturing a moment in our photography. The photography we use to tell stories about our brand and our products should be consistent, easily identifiable, and most of all, human.



PHOTOGRAPHY OVERVIEW

JOANN photography
is always...

INSPIRATIONAL

Whether finished or
in-progress, the projects we
picture demonstrate how to
achieve a handmade lifestyle
and inspire you to pursue
your happy place.



PHOTOGRAPHY OVERVIEW

JOANN photography should also be...

PROMOTIONAL

Our photography conveys depth of assortment and authority in quality and craftsmanship. It elevates JOANN as your one-stop shop for all of the things you need to make things with your mind, hands and heart.

AND...

INSTRUCTIONAL

Product stories help you imagine a product's use or how it could be paired with other things to create something entirely new. We help picture the possibilities.



RESOLUTION REQUIREMENTS

No one likes looking at pixelated images, and at JOANN we spend a lot of time making sure each shot is just right.

To properly represent JOANN photography, image resolution is key.

For digital uses, all photography must have a minimum of 72ppi.

For print uses, all photography must have a minimum of 300ppi.



DIGITAL PHOTOGRAPHY

Photography for digital uses needs to have the versatility to work anywhere. Here are a few things to look out for.

THE BACKGROUND IS KEY

A busy background makes it difficult to expand images to fit any dimension. Additionally, having more of the background visible in the original shot eliminates extra editing work.

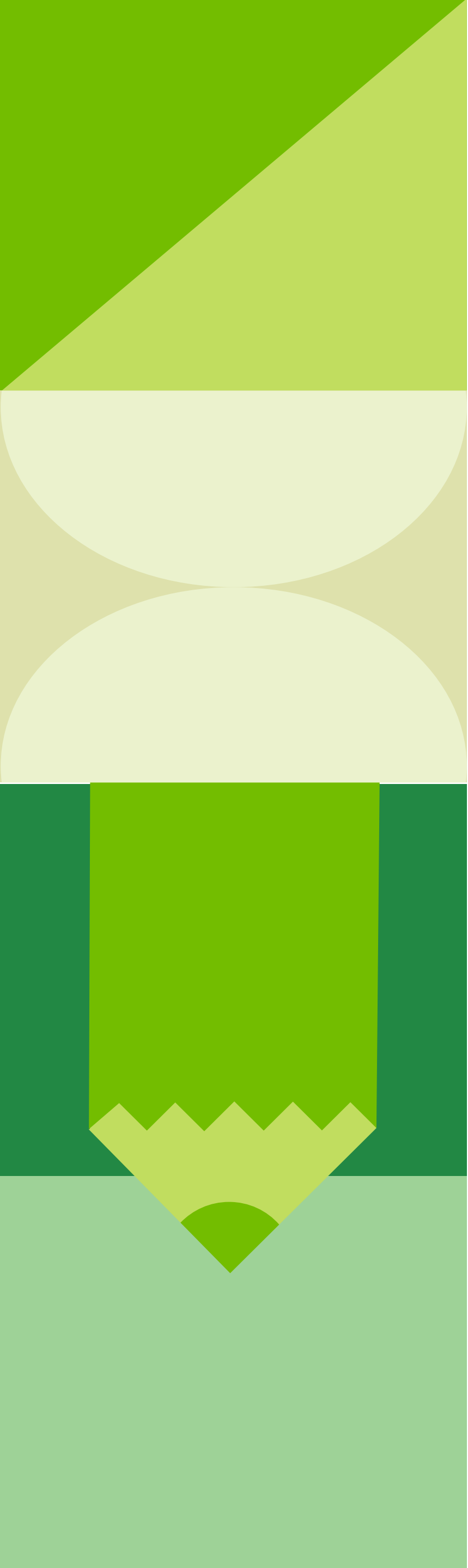
TIGHTER GROUPINGS

Grouping product close together is ideal for applications that require the background to be removed.

SHOTS WITH NO PACKAGING

Keep it simple! We want our customers to see the product.





COPY

OUR VOICE

The JOANN voice is...

**INSPIRATIONAL/
INFORMATIONAL**

We tell stories that encourage customers to try new projects, new techniques, and new skills. We teach (without sounding preachy), we keep it simple, and we let you know you can do it!

CONVERSATIONAL

We talk to our customer like a friendly, clever ally. Our tone is warm and engaging and feels like an ongoing conversation.

HAPPY

We remind you of your happy place. We keep it light, fun, and cleverly funny.





EDITORIAL CONTENT

EDITORIAL CONTENT OVERVIEW

Our Editorial Content team is pretty unique and has the awesome job of creating crafted samples using the products we sell. Here are some types of content they create with key considerations.

FASHION

When using vendor patterns, minimal alterations to the pattern should be made. Any alterations should be easily understood by looking at the photo compared to the pattern.

KIDS' CRAFTS

Fun and clever, these crafts use materials and techniques that are kid-friendly, but crafted samples do not look like they are made by kids.

LAST-MINUTE/EASY CRAFTS

In addition to appropriate materials and techniques, the hallmark of a great last-minute or easy craft is the ability to understand how it is made just by looking at the project.

PATTERNS

Patterns that provide the information that customers need to complete a project with ease.



EDITORIAL CONTENT OVERVIEW

Editorial Content is...

AESTHETIC & TREND FORWARD

Projects are enjoyable to look at because of the colors, materials and proportions used. They incorporate technique, silhouette, fashion, icon and print trends that are reaching peak relevancy.

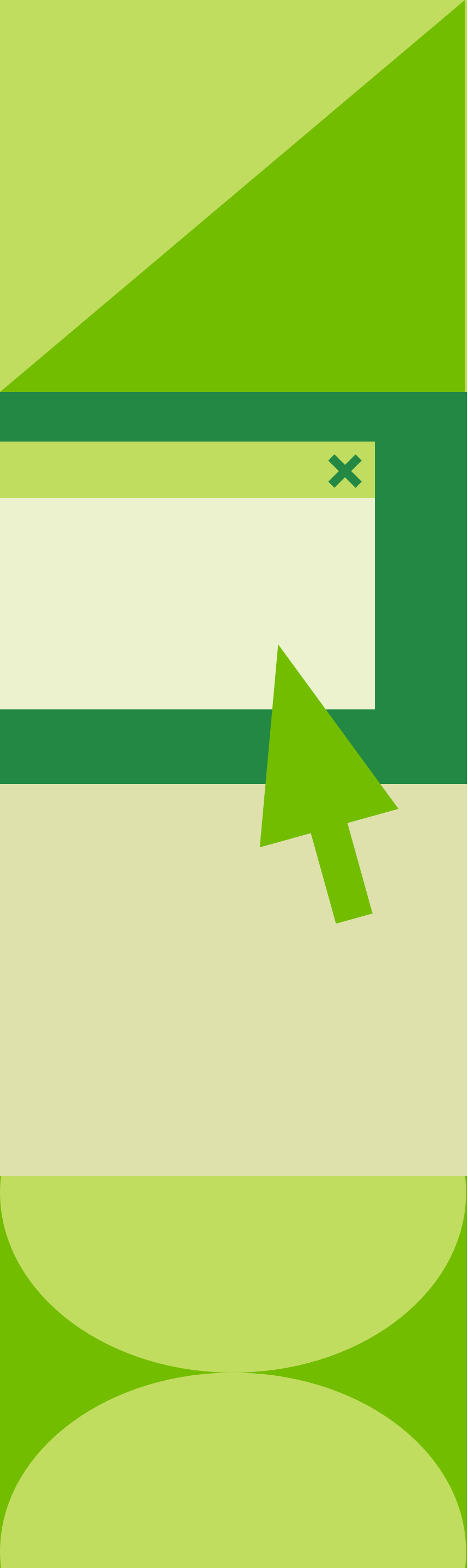
WELL CRAFTED

Samples are neatly constructed, using common methods for that craft/technique. Our customer should be successful in making their own version following the project instructions - no faking it for the photo!

BROADLY APPEALING

The craft is likely to appeal to many people within the targeted audience, and will inspire them to try it out for themselves.





DIGITAL

DIGITAL OVERVIEW

Our customers are busy people, so it's important that our website and app are designed to help them find what they need quickly, whether it's products, coupons, or inspiration!

PROMOTIONAL

Show a wide variety of fabulous product that no one can say no to.

INSPIRATIONAL

Inspire our customer's next hobby, weekend activity, or gift for a loved one.

USER-EXPERIENCE FOCUSED

ADA compliancy is a must! This includes live text that's compatible with screen readers, text-based alternatives to photos, and high color contrast, to ensure that all JOANN shoppers have the same great experience.



DIGITAL COLORS

The JOANN brand is going after a clean, modern, minimal aesthetic. Use as much white and negative space as possible, and use white as the primary background color.

Please don't use green as a background flood.

All type should be black.

R115 G189 B0
#73BD00

R241 G241 B242
#F1F1F2

R101 G163 B0
#65A300

R0 G0 B0
#000000

R255 G255 B255
#FFFFFF

R74 G74 B74
#4a4a4a

MOBILE & WEB EXPERIENCE

Here are some things we keep in mind while developing our app and web experience:

CONSISTENCY

Design systems should have consistency, both visually (font size, styling, CTAs, etc.) and functionality through the customer's experience.

MOBILE FIRST

With a huge number of shoppers accessing the web via their phone, it's important that we design mobile first. This means that our responsive designs are initially built around an app-based or mobile experience, and are then adapted to computer and tablet-based experiences.

CUSTOMER JOURNEY

Creating a seamless cross-channel customer journey drives engagement and conversion.



JOANN EMAILS

We send out emails to our customers to keep them in the loop on all things JOANN. Here are some of the things we keep in mind while designing our emails:

HIERARCHY

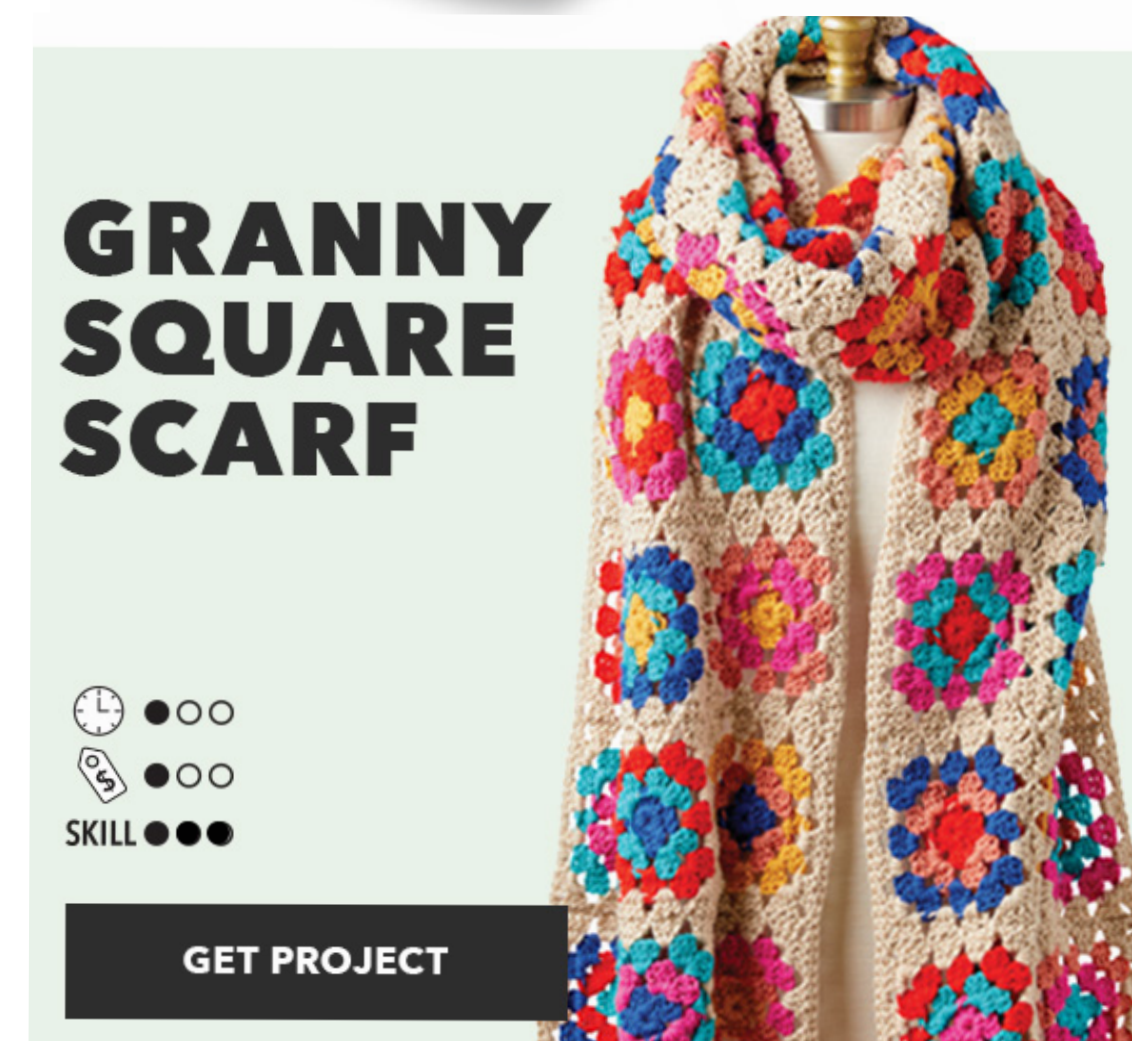
Customers should be able to easily scan through information and deals from top to bottom, with our most appealing deals appearing first.

SPEAK THE BRAND

Be green! Be bold! Make sure they know they're looking at a JOANN email.

CLARITY

Our deals and promotions on emails should be to-the-point and easy to understand.



SOCIAL MEDIA

Social media is critical to connecting with our customers by showing up with the latest trends. Here are some things we post on JOANN accounts.

CONTENT FROM THE COMMUNITY

We love reposting content from the JOANN community... sharing why they love JOANN and what projects they're working on!

PROJECTS THAT INSPIRE

We also like to post JOANN-created projects to provide inspiration that's strategically tied to current promotions and product launches.

JOANN-FLUENCERS

We post content produced via paid partnerships with popular influencers who share our brand values.



@mister.larrie

#HANDMADEWITHJOANN

JOANN @joann_stores

When I text you 🥳🎉 it means I finished a project

JOANN @joann_stores

When I text you ❤️ it means I'm on a JOANN run



JOANN

**Thanks for your interest
in the JOANN Brand!**

We hope these guidelines help you represent the brand and spread more of that handmade happiness!

