



A large blue circle with a white scalloped edge. Inside the circle, the words "HOBBY LOBBY" are stacked on top of "REBRAND" in a white, sans-serif font.

# HOBBY LOBBY REBRAND

Rachel Knight - June 18, 2014

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# BACKGROUND

- Began in Oklahoma City, OK
- Extension of a miniature picture frame company
- Began operation August 3, 1972
- 567 stores
- Closed on Sunday

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# VISION & CORE VALUES

- Operate based on moral principles and character
- Lead the arts and crafts retail movement
- Create exceptional selections in crafts, supplies, hobbies, and home décor
- Develop a work environment that builds character, strengthens individuals, and nurtures families
- Invest in the community

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# TARGET AUDIENCE

- Craft enthusiasts
- Mostly female
- Artists
- Creatives
- Bargain shoppers
- Home decorators

# WHY REBRAND?

## Website

- Not responsive
- Site design is disorganized and confusing
  - Multiple navigation bars
  - No search
  - Online shopping is a separate site
- Site design is busy
- Outdated and not innovative

## Brand

- Outdated logo design
  - Block font
  - No tagline
- Colors are dated (orange and blue)

## Current Events

- Series of lawsuits against the company
  - Need to appeal to younger generations
  - Update the perception of the company
- Keep up with competition
  - Michael's, JoAnn Fabrics, ACMoore

# LOOK & FEEL

## Brand

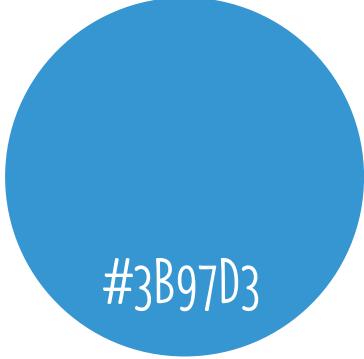
- Simple and clean
- Softer colors
  - Bright/light blue, dark blue, and grey
  - Imply trustworthiness, confidence, integrity
  - Warm
  - Mature
- Modern and up-to-date
  - Color, simplicity, and font
- Add a memorable mark using shape
- Maintain the voice of the company, but update the look and feel to be more current
  - Create a graphic identity

## Website

- Better organization of materials
  - Showcase the depth of material, but organize them to better serve the online customer
- User-oriented design
- Responsive web design
- Focus on customer monetary values and savings
- Selective use of color

\*The updated look & feel will follow the previous branding in terms of goals and values for their customers; however, the design elements (colors, shapes, fonts) will change to be more modern, clean, and organized.

# COLORS & FONTS



#3B97D3



#2C3E50



#BCBEC0

## HEADLINES - FLORENCE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 1 0

### Body Copy - Bell MT Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

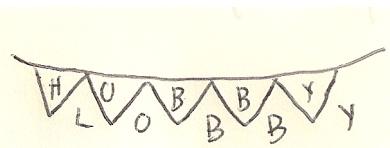
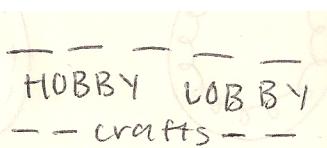
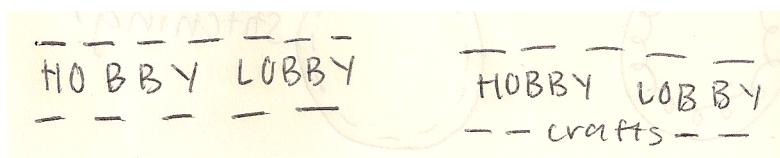
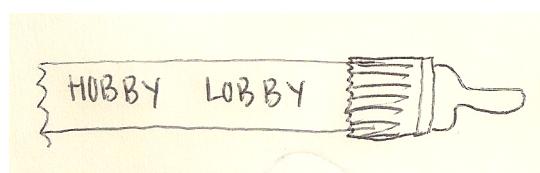
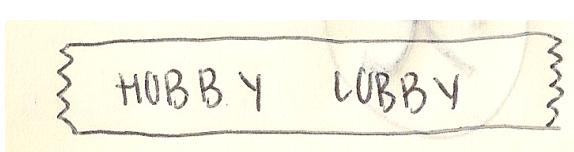
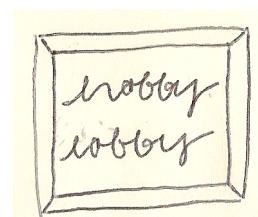
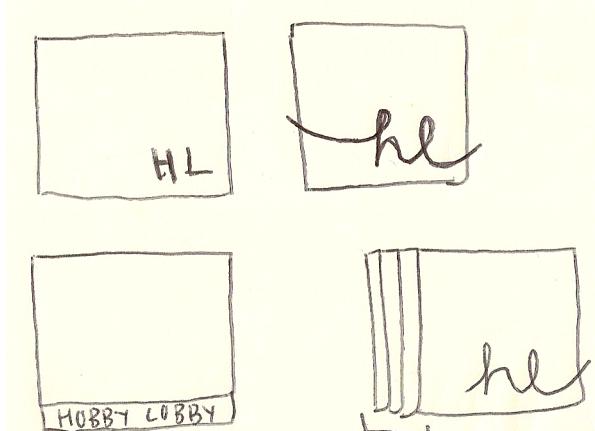
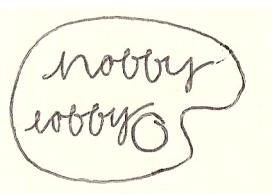
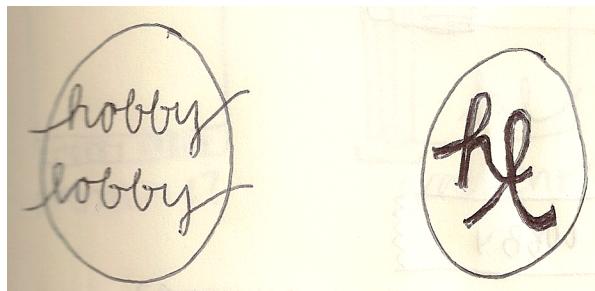
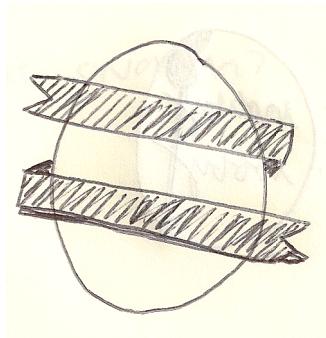
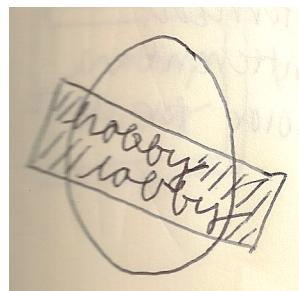
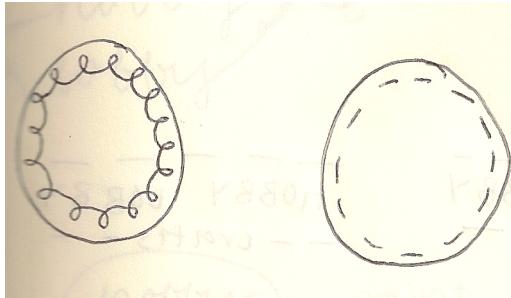
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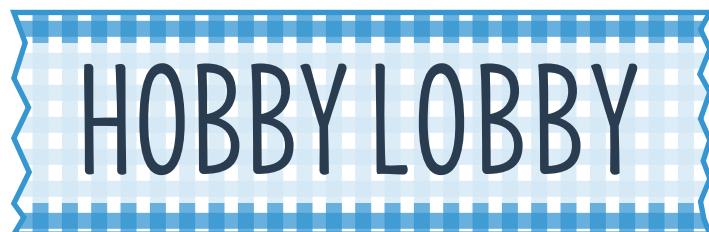
\*The updated color scheme and fonts will change to be more mature, modern, and to showcase the company's new sense of trustworthiness, confidence, and integrity.

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# SKETCHES



# PROTOTYPE LOGOS



# WEBSITE LANDING PAGE

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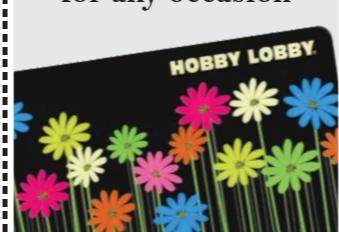
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