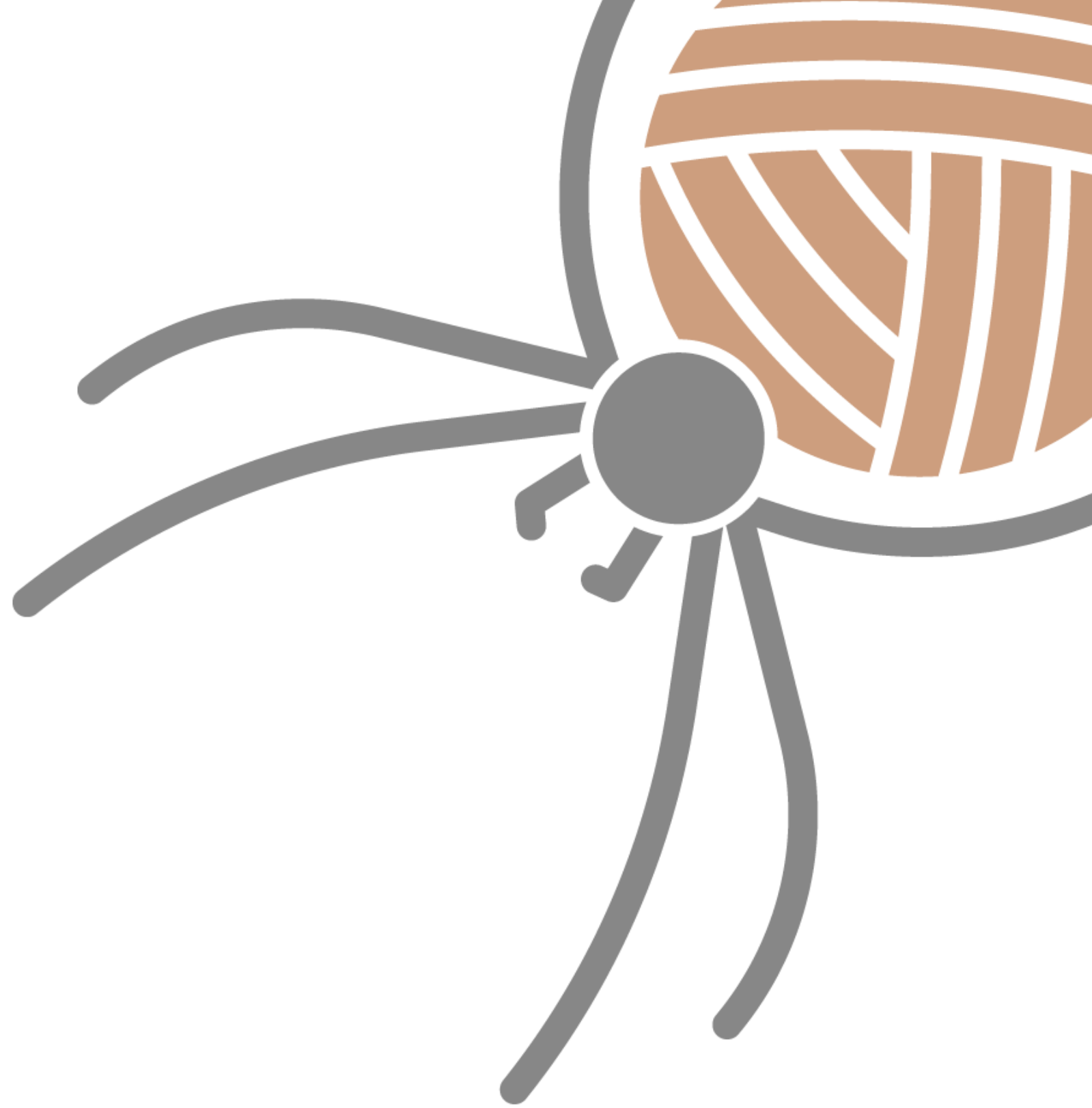


YARN WIDOW PITCH DECK



YARN WIDOW BRANDING

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IMPLEMENTATION (EXPANSION)

YARN WIDOW

CREATOR SPOTLIGHT

MOTTO

“Black art has always existed. It just hasn’t been looked for in the right places.”

— Romare Bearden

GOALS

Influence other Black artists to pursue their dreams of starting their own businesses.



INTRODUCTION

BRAND HISTORY

2019

Kenton Thomas, a Fibers major at The Savannah College of Art and Design, wanted to create yarn that was flexible enough to withstand the complexities of his project's needs. In his dorm room, he spun together different fibers until he found the perfect combination that was as durable as the Black Widow's natural silk. His classmates took notice of his handcrafted yarn threads and began asking him to make them their own spools and yarn. Within 3 months, Kenton was hand-spinning several bundles of yarn and running a small business out of his own dorm room.

2020

In the midst of the Covid-19 pandemic, Kenton moved his platform to Etsy, and quickly saw an increase in sales. Seeing that his hobby had gained more popularity, he began his search to reach an even larger audience. With help from his peers and community members, Kenton was able to expand his business and sell his yarn to various customers in Georgia.

2021

Yarn Widow has now expanded its sells to customers all over the United States. Kenton's online shop features a wide variety of yarns, threads, and arts & crafts supplies. The yarn is now hand-dyed and available in different materials and color options.

OVERVIEW

BRAND PILLARS

BRAND PROMISE

Yarn Widow promises to help everyone “Create Something Truly Unique That Lasts Forever.”

BRAND VALUES

Creativity – We encourages artists to think big and always challenge what's possible.

Sustainability – Our packaging is biodegradable and shipped in boxes made from recycled materials.

Simplicity – Our yarn results in a stress-free experience that allows you to make crafting simple.

BRAND VISION

Our vision is to create an opportunity for everyone to explore their inner artisan. Everyone is an artist, and Yarn Widow helps those explore the world of Fiber Arts & Crafts.

RESEARCH

BRAND AUDIENCE

Zachariah Malone (Community Volunteer)

Zachariah volunteers at his community's event center to knit hats, scarves, and mittens for the homeless. He knits several clothing items each week and is always experimenting with different brands of yarn. His main goal is to find a brand of yarn that can be used for a wide range of styles and suit his high demand for materials.



Morgan Edwards (Elementary School Art Teacher)

Morgan has been teaching art for several years and is always looking for new mediums for her students to explore. She focuses on encouraging tactile skills, while also allowing students to make their own creative decisions. Yarn-based projects has caught her attention and searches for yarn brands whose products are simple to use by younger audiences.



Giovanni Bianchi (College Student)

During quarantine, Giovanni watched several YouTube tutorials about Finger Knitting. Being a beginner, he wants a yarn that easy to manage and offers a wide selection of. Being a college student has limited his budget, but he still wants to find a brand that is a one-stop-shop for arts & crafts.



RESEARCH

S.W.O.T ANALYSIS

STRENGTHS

- Yarn is available in a large selection of colors and weights
- The textile industry is booming in Georgia
- Founder (Kenton) has several years of experience working with yarn/thread
- Available for artists/crafters of any experience level

WEAKNESSES

- Currently only a few people are spinning yarn to fill orders
- Shipping is limited only to residents within the United States

OPPORTUNITIES

- Increase online presence (Twitter, Instagram, Celebrity Endorsements)
- Expand business to include more learning material (ex. step-by-step guides)
- Attract more customers through supporting Black-owned businesses

THREATS

- Competition with yarn brands available in stores
- Creative burn-out

RESEARCH

ZAG ANALYSIS

WHO ARE YOU?

We are Yarn Widow, a Black-owned business based in Savannah, GA created by Kenton Thomas.

WHAT DO YOU DO?

We offer a wide variety of yarns, threads, and arts & crafts supplies.

WHAT'S YOUR VISION?

Create an opportunity for everyone to explore their inner artisan.

WHAT WAVE ARE YOU RIDING?

Support Black-owned businesses and the Social Media Movement.

WHO SHARES THE BRANDSCAPE?

Brands such as Lion Brand, Craft Smart, Loops & Threads, Premier are commonly sold in stores, as well as having their own online stores.

WHAT MAKES YOU THE "ONLY"?

Our yarn is hand-spun, dyed, and treated with love with every bundle.

RESEARCH

ZAG ANALYSIS (CONT.)

WHAT SHOULD YOU ADD OR SUBTRACT?

Continue to maintain the human-made aspect, while serving as many customers as possible through technological means.

WHO LOVES YOU?

We are loved by the people, and loved even more by their inner artist.

WHO'S THE ENEMY?

Our enemy is mass-produced yarn brands.

WHAT DO THEY CALL YOU?

Our customers call us "The King of Yarns."

HOW DO YOU EXPLAIN YOURSELF?

A yarn brand that fulfills your Fiber needs and then some.

HOW DO YOU SPREAD THE WORD?

Social Media (Instagram, Twitter, YouTube) and Community Involvements (Events and Flyers)

RESEARCH

ZAG ANALYSIS (CONT.)

HOW DO PEOPLE ENGAGE WITH YOU?

Interacting on Social Media and Community Events

WHAT DO THEY EXPERIENCE?

Artists have a stress-free experience as they can now make crafting simple.

HOW DO YOU EARN THEIR LOYALTY?

Our products are durable and come with a customer satisfaction guarantee.

HOW DO YOU EXTEND YOUR SUCCESS?

Extending our sales by increasing the number of yarn-spinners and making our products available in stores nationally.

HOW DO YOU PROTECT YOUR PORTFOLIO?

We can protect our brand by maintaining our image as a company that emphasizes handmade products and satisfying a large number of creative needs.

OUTCOMES

TYPOGRAPHY

RALEWAY (BOLD)

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

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 0

RALEWAY (SEMIBOLD)

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

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 0

RALEWAY (MEDIUM)

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

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

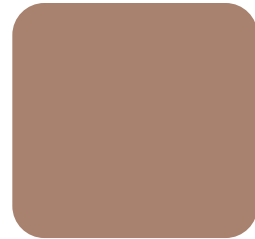
1 2 3 4 5 6 7 8 9 0

A sans-serif font was selected to match the modern and bold tone of the brand. Raleway's selection of weights mimics the larger selection of yarn and thread weights. The "W" became the main focus of the font, as it resembles spider legs and interlocking strips of yarn.

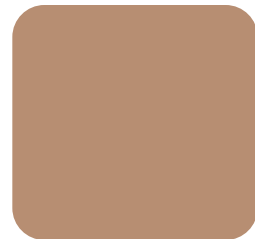
OUTCOMES

COLOR PALETTE

PRIMARY COLORS



#a8826f
CMYK: 0%, 23%, 34%, 34%
RGB: 168, 130, 111
PMS: 7614 C

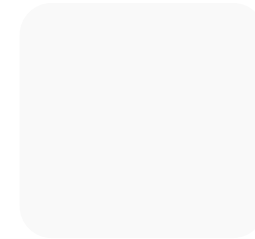


#b78e72
CMYK: 0%, 22%, 38%, 28%
RGB: 183, 142, 114
PMS: 4655 C



#878787
CMYK: 0%, 0%, 0%, 47%
RGB: 135, 135, 135
PMS: Cool Gray 8 C

ACCENT COLORS



#f9f9f9
CMYK: 0%, 0%, 0%, 2%
RGB: 249, 249, 249
PMS: 11-0601 TPG Bright White



#afa6a0
CMYK: 0%, 5%, 9%, 31%
RGB: 175, 166, 160
PMS: 407 XGC

The overall color palette was designed to feel comforting and warm. The browns and gray were selected to be “naturally” neutral colors. The off-white was selected as it was subtle and adds a lightning feel to the brand.

OUTCOMES

LOGO

The final logo depicts the Black Widow "Yarn Spider" crawling over the brand name.



OUTCOMES

LOGOTYPE | WORDMARK

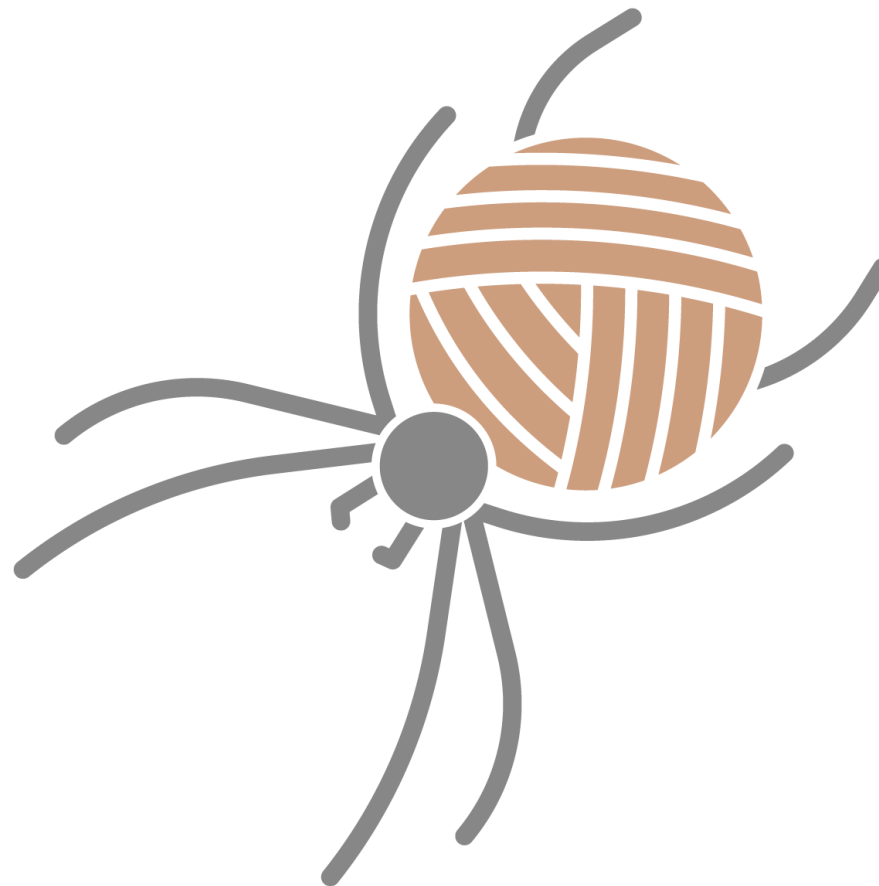
The corners of the typeface were rounded and the tracking was slightly increased for a more open and soft appeal.

YARN WIDOW

OUTCOMES

PICTORIAL MARK

The body of the spider was designed to look like a ball of yarn, and the arms and legs were rounded to mimic a yarn strand.



IMPLEMENTATION

PACKAGING



The yarn tags show the name of the yarn. Its weight and length, as well as the bin number, and the date it was spun.

IMPLEMENTATION

PACKAGING (CONT.)



The back of the tags depicts the wordmark, pictorial mark, and one of the signature catchphrases: "Explore Your Inner Artisan"

IMPLEMENTATION

INFORMATIONAL BROCHURE



The brochure offers more information about what the brand's purpose is, creator, and ways to join their artist club.

IMPLEMENTATION

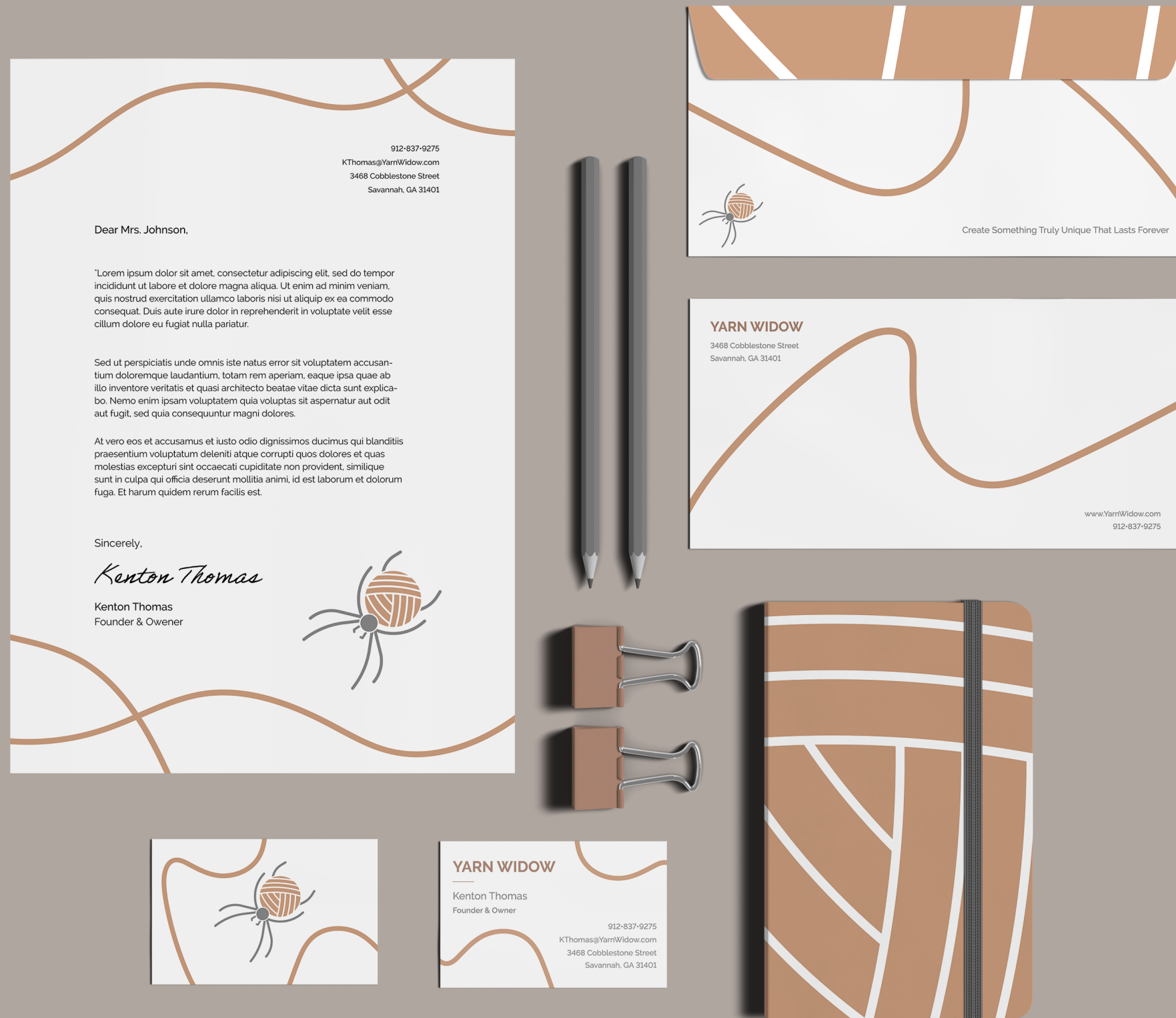
PENCIL CASES



Pencil cases are another major selling point as they can hold additional supplies needed while working on projects.

IMPLEMENTATION (EXPANSION)

STATIONARY SYSTEM



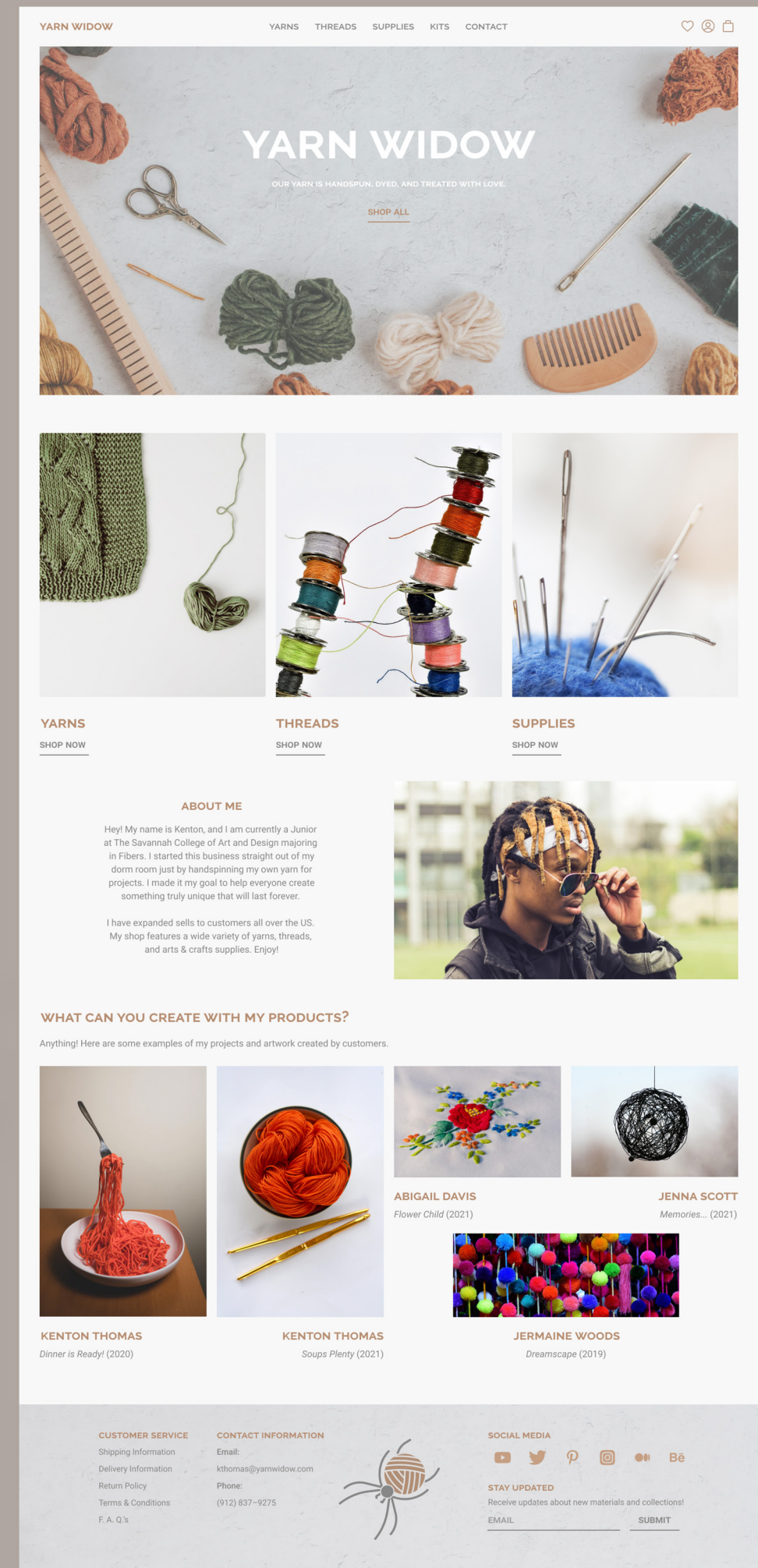
The stationary mimics flowing strands of yarn throughout each document.

IMPLEMENTATION (EXPANSION)

WEBSITE (STORE)



The online store is the major focus of the brand and allows customers to buy yarns, threads and additional supplies. They can also learn more about the creator and view artworks created with the products.



YARNS
[SHOP NOW](#)

THREADS
[SHOP NOW](#)

SUPPLIES
[SHOP NOW](#)

ABOUT ME

Hey! My name is Kenton, and I am currently a Junior at The Savannah College of Art and Design majoring in Fibers. I started this business straight out of my dorm room just by handspinning my own yarn for projects. I made it my goal to help everyone create something truly unique that will last forever.

I have expanded sells to customers all over the US. My shop features a wide variety of yarns, threads, and arts & crafts supplies. Enjoy!



WHAT CAN YOU CREATE WITH MY PRODUCTS?

Anything! Here are some examples of my projects and artwork created by customers.



KENTON THOMAS
Dinner is Ready! (2020)



KENTON THOMAS
Soups Plenty (2021)



ABIGAIL DAVIS
Flower Child (2021)



JENNA SCOTT
Memories... (2021)



JERMAINE WOODS
Dreamscape (2019)

CUSTOMER SERVICE
Shipping Information
Delivery Information
Return Policy
Terms & Conditions
F. A. Q.'s

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Phone:
(912) 837-9275



SOCIAL MEDIA
YouTube Twitter Pinterest Instagram Facebook Be

STAY UPDATED
Receive updates about new materials and collections!
EMAIL