

cricut®

Media Kit
2025

Chapter 1

About Us

What is Cricut?

Cricut® makes smart cutting machines that work with an easy-to-learn app to help you design and personalize almost anything.

But let's be clear: Cricut isn't just a cutting machine. We are a creativity platform that empowers an engaged and loyal community of members to turn ideas into

beautiful, professional-looking handmade goods.



Our Mission

Cricut helps
people lead
creative lives.

Our Brand Tagline

Let's make.TM

This is an invitation. One that motivates and inspires. It's a call to action
for a world of people who are ready to act.



Chapter 2

Product Overview

Cutting Machines

Joy



Size: 8.4 x 5.4 x 4.3 in
Weight: 3.9 lb

- Cuts
- Writes
- Draws
- Foils

Functional for everyday projects like custom cards, simple decals & labels

Joy Xtra



- Size: 12.5 x 6 x 5.5 in
- Weight: 6 lb
- Cuts
- Writes
- Draws
- Foils

Capable of popular projects like full-color stickers, custom cards, T-shirts & more.

Explore 4



- Size: 22.2 x 7 x 5.9 in
- Weight: 11.2 lb
- Cuts
- Writes
- Draws
- Foils
- Scores
- Custom apparel, home decor & banners up to 12 feet long.

Maker 4



- Size: 22.1 x 7.1 x 6.2 in
 - Weight: 15.4 lb
 - Cuts
 - Writes
 - Draws
 - Foils
 - Scores
 - Engrave
 - Deboss
 - Perforate
- With more power & tools you can cut fabrics, engrave metal, deboss leather

Venture



- Size: 8.8 x 34.8 x 10.4 in
 - Weight: 34.7 lb
 - Cuts
 - Writes
 - Draws
 - Foils
 - Scores
- Our wide-format professional cutting machine that works at commercial speeds. Make extra-large projects like wall decals, plus batches of T-shirts, & totes.

Chapter 3

Logo

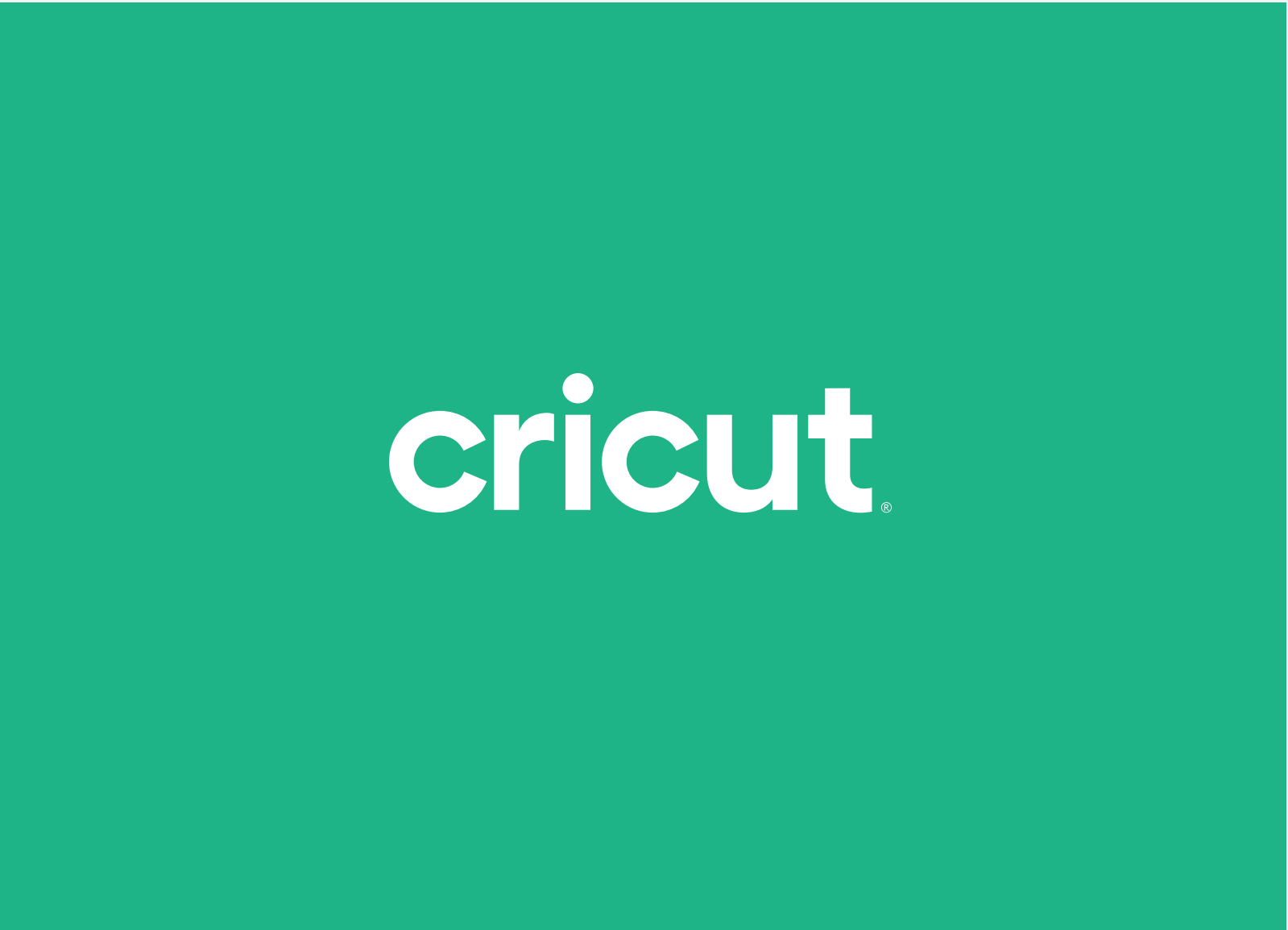
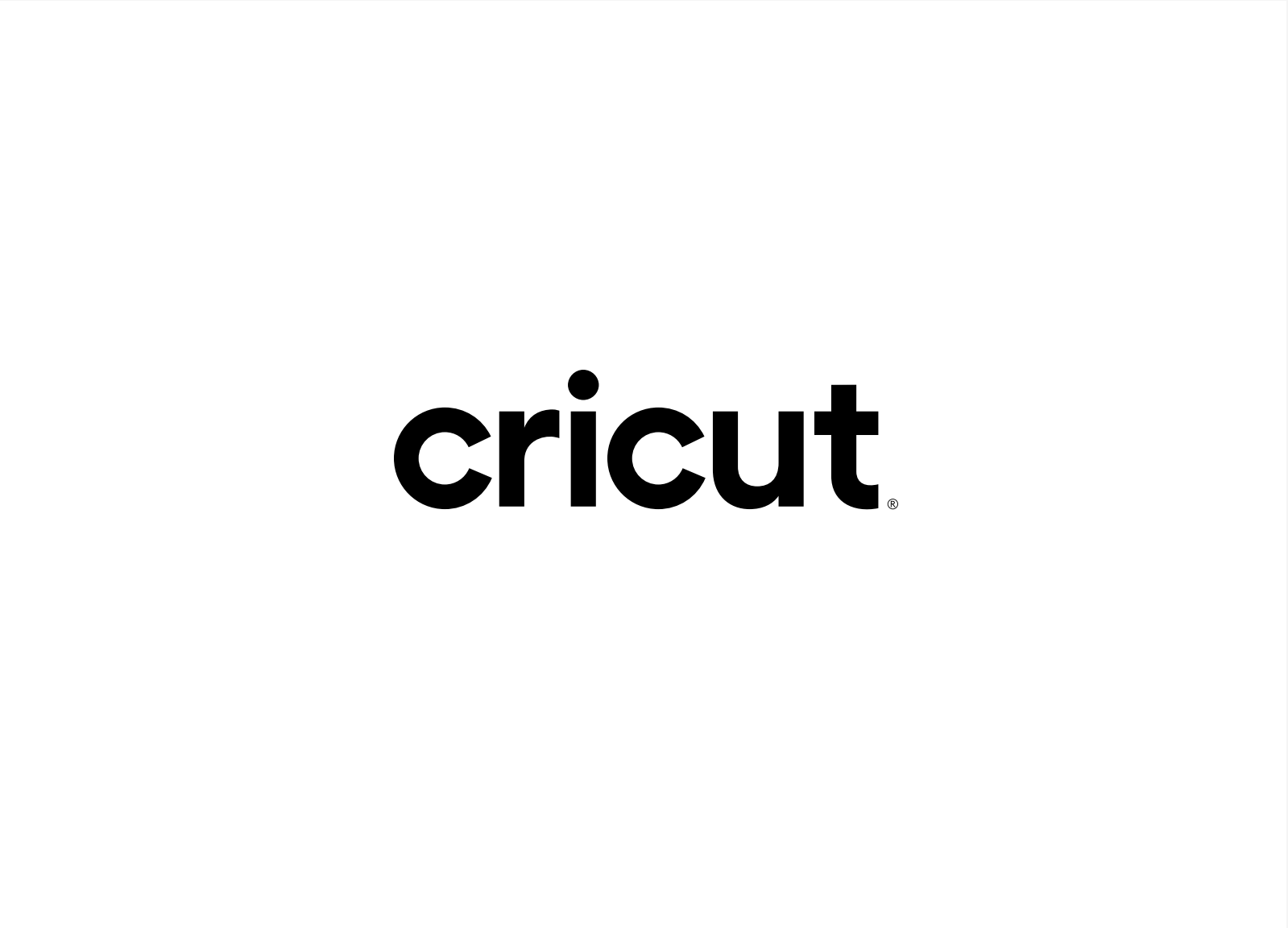
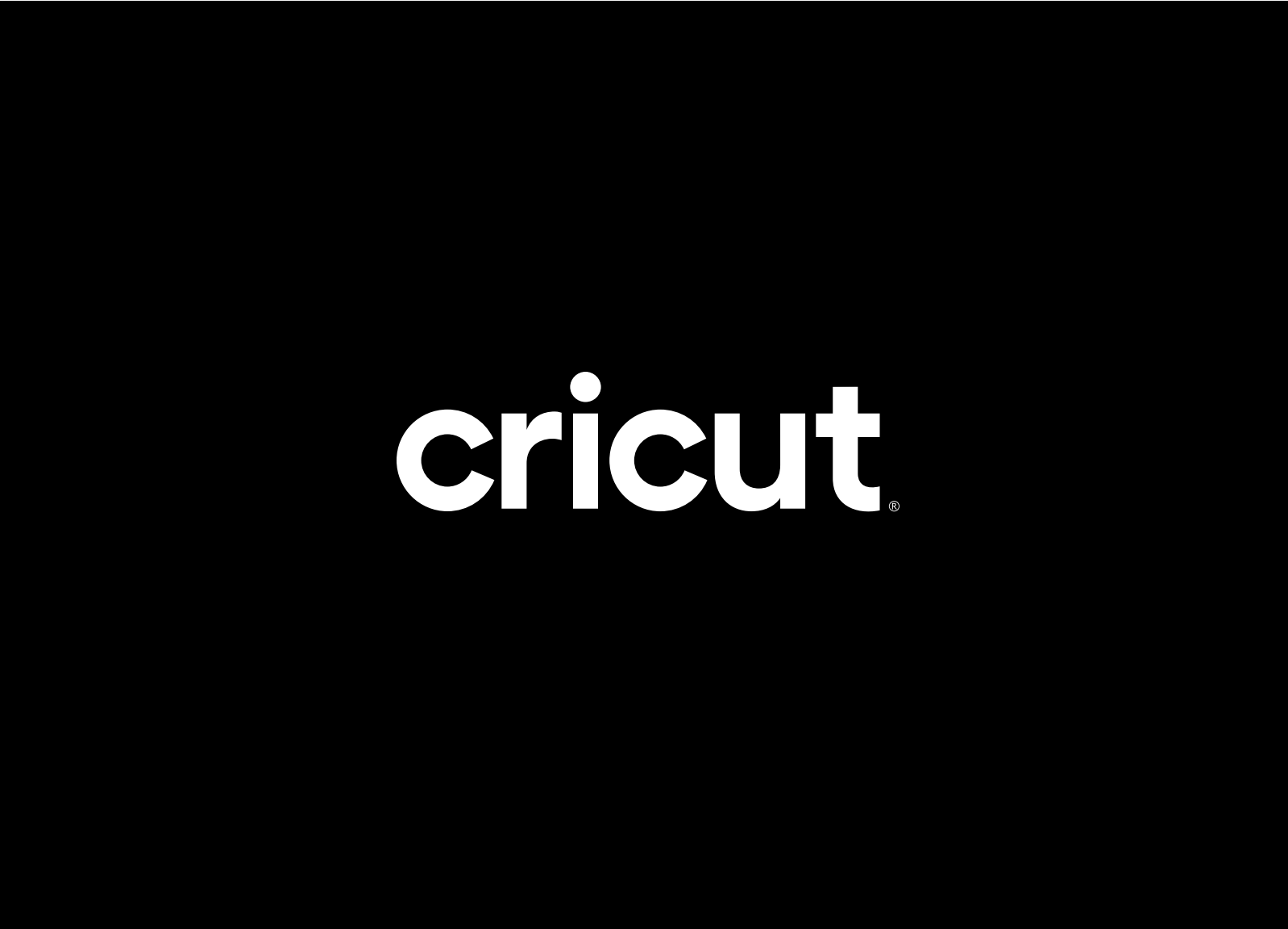
Logo: Primary

The Cricut Green logo is our single most important brand asset. The logo carefully considered letterforms that reflect our brand character.



Logo:
Secondary

The following examples are secondary colorways of the logo.

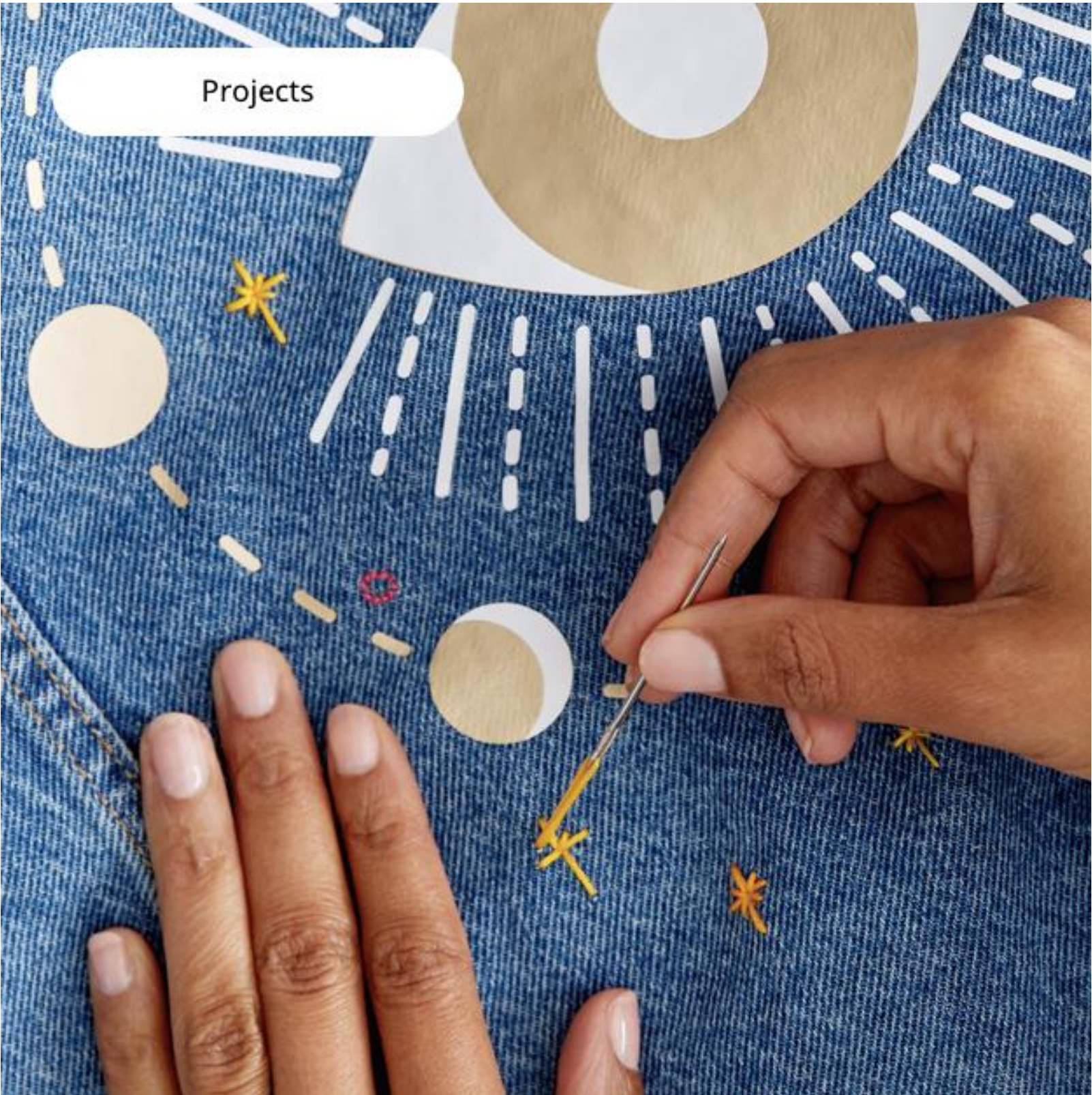


Chapter 3

Photography

Photography Subject Matters

These elements are used throughout Cricut photography. They may be used together,



Products

Most product photography will fall under one of these three common categories.

Basic Studio



Advanced Studio



Environmental



Products:
Basic Studio

Basic Studio does not use staging elements or props in composition.

Product Only



Product With Talent



Products: Explore 4 Basic
Studio



Products: Maker 4



Products: Maker 4, Joy Xtra,
Explore 4, Joy



Products: Explore, Maker 4



Products:
Advanced Studio

Advanced Studio uses props, staging elements, more color, and/or a dynamic display of product.



Product: Auto Press

Product Only



Product With Talent



Projects: vinyl stickers on glass



Projects: Bucket hat with iron on vinyl

Project Only



Project With Talent



Projects: Mug Press and Infusible Ink Sheets

Project Only



Project With Talent



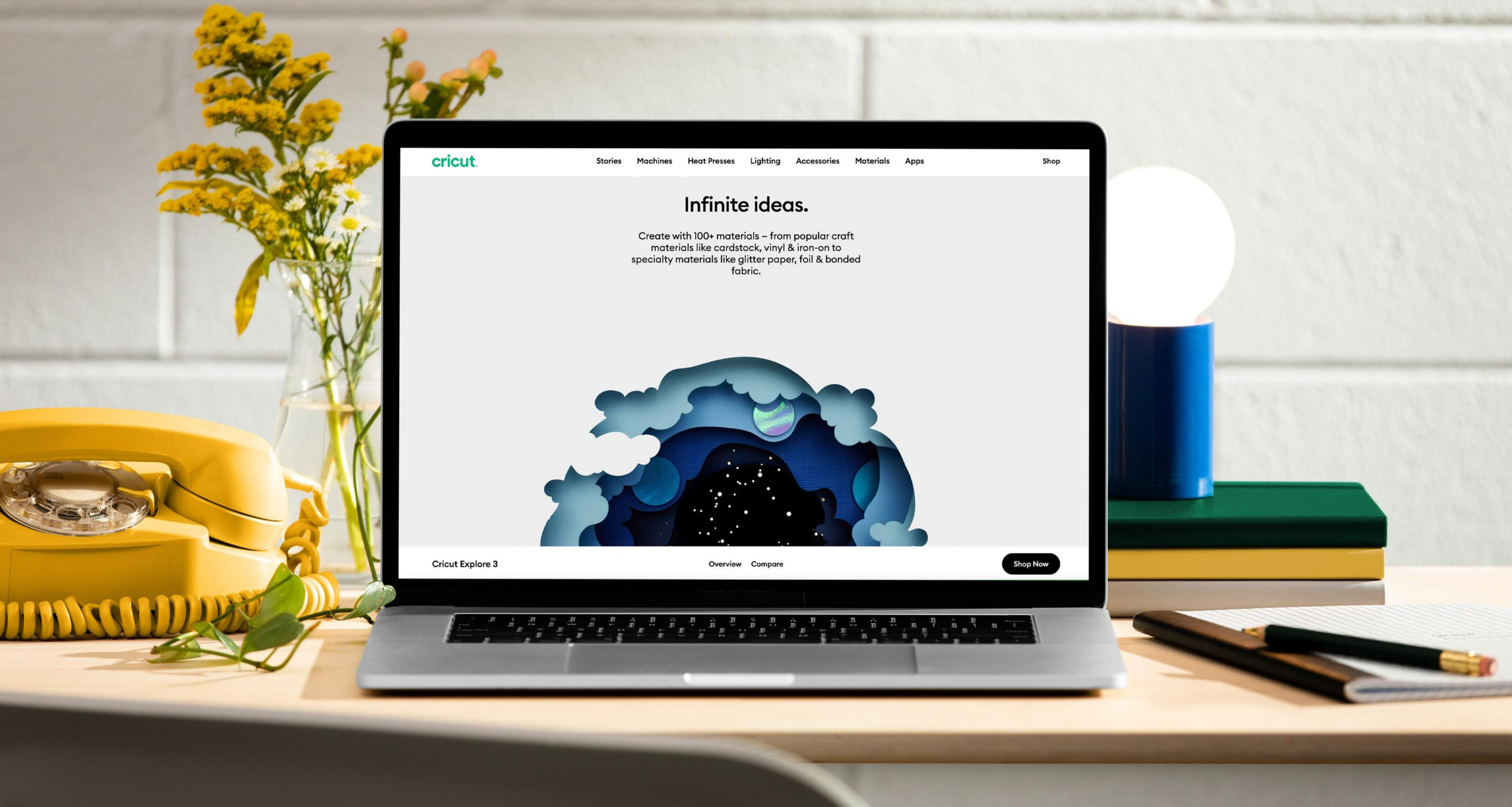
Projects: Paper flowers

Project Only



Project With Talent





cricut.

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Infinite ideas.

Create with 100+ materials – from popular craft materials like cardstock, vinyl & iron-on to specialty materials like glitter paper, foil & bonded fabric.



Cricut Explore 3

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