



An excellent example of what landscaping can do for store image.

allows potential customers time to plan to turn into the parking lot for that impulse purchase.

Color, typography—font and size of lettering—sign height and width, choice of materials from which the sign is made, choice of symbol or theme representing your brand or identity—are all fundamental promotional decisions. Used by your customers to decide whether that important step toward the front door is going to happen, property signage is critical to your visual strategy.

Storefront Design

The front of your store is the second nonverbal communication after signage. It, too, visually merchandises you, your product knowledge and what you have to offer.

Storefront architecture communicates price perception. Geography sets an image.

Location speaks to levels of expected quality. It communicates sophistication or lack of sophistication. On foot or by car, the best approach is easy, simplified and to the point.

Doors in repair, good and plentiful lighting, smooth concrete or other attractive entryway materials, planters filled with live flowering plants, wheelchair access, easy-to-grip, properly working door handles and sparkling clean glass encourage shoppers to come on in and buy. Entryways and store windows are

the “silent sellers” of retail.

The impression they make is essential to profitability. Who can resist coming inside when the entrance and its windows whet the appetite for more?

Window Display

Window displays can and should promise more

and better items inside the store. Traffic-stopping in appeal, they should inspire consumer confidence and belief in plenty.

Customers want to believe all is well with the world. Windows are first to attract customers’ attention, second to bring them in for a closer look and third to bring them through the door.

They are to create desire—desire to touch, try out, try on, taste, own.

Shoppers come in expecting to be inspired, to see greater varieties and quantities in their size at the hoped-for price. What better way to do this than by filling store windows with the best and most plentiful or the most luxurious you have?

Thus, windows need to be changed frequently, as often as every 10 days to two weeks. Display variation is key to communicating an image of

