

# VISUAL MERCHANDISING IN

BRICK-AND-MORTAR

VS

ECOMMERCE

## BRAND STORYTELLING

Bring your brand to life in-store through product displays, lighting, and fixtures



Bring your brand to life online through colors, fonts, and product photos.



## VISUAL FOCAL POINT

Place the most important merchandise at the center of the store



Place key banners and product photos at the top of the fold, right at the center of the page to drive focus



## NEGATIVE SPACE

For high-end retail, display fewer on the shelves and in window displays and have more space between items

For discount retail, showcase many products on your shelves and window displays



For high-end retail, use plenty of negative space on product pages and photographs

For discount retail, showcase many products on a single page.



## COLORS

Understand the meaning and psychology behind various colors, and use them in your window displays, signage, decor, etc.

Consider your brand colors as well as seasonal tones and use them in your store's design elements, including your displays, fixtures, decorations, etc.



Tap into color psychology to determine what colors to use for your banners, text, buttons, and other elements of your website.

Ensure that your brand colors and any seasonal tones are also used in the site's design elements, including images, text, etc.



## PRODUCT GROUPING

Display products on the sales floor according to category, department, or shopper intent



Display product groupings or categories on your navigation bar



## CROSS MERCHANDISING

Display relevant and complementary products together



Add sections to your product pages showcasing similar items



# Merchandising Standards Manuals

**Outdoor Advertising Association of  
America**



## **Merchandising Standards Manuals:**

Field Visual Merchandising Strategy Paul J. Russell, 2015-01-03 The retail sales floor has become a battlefield each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor sized folded hung and presented properly Field Visual Merchandising Strategy is a comprehensive guide to developing and executing a national field merchandising strategy covering key areas such as developing a strategy how to go about selecting the right merchandising service organization team training merchandising standards planograms and launching the strategy Ideal for retail marketers visual merchandisers merchandising managers and brand managers Field Visual Merchandising Strategy uses examples and case studies from a range of shops from fashion emporia to small outlets to provide real world insight on how strategic visual merchandising works      **Standard Industrial Classification Manual** ,1967      Standard Manual of the Income Tax Standard Statistics Company,1919      **The Handbook of Sales Management** Samuel Roland Hall,1924      Official Handbook of Automobiles ,1929      Standard Industrial Classification Manual United States. Office of Management and Budget,1987 Technical advice review and recommendations by the Technical Committee on Industrial Classification TCIC      **Standard Income Manual, 1920** Standard Statistics Company,1920      *American Electricians' Handbook* Terrell Croft,1924      **The Merchants' Manual** National Retail Dry Goods Association (U.S.),1924      **Directory of Automatic Merchandising** ,1966      *Teacher's Manual for Accounting Method* Willard J. Graham, Clarence Rufus Rorem,1928      Tech Engineering News ,1920      *Standard Manual of Accounts for the Food Chain Industry* National Association of Food Chains (U.S.). Controllers' Conference Group,1960      *Standard Handbook for Mechanical Engineers* ,1923      The Mines Handbook Walter Garfield Neale, Lenox Hawes Rand, Edward Barney Sturgis,1927      *International Year Book Number* ,1927      **Editor & Publisher** ,1926 The fourth estate      **Manual of the Outdoor Advertising Association of America** Outdoor Advertising Association of America,1926      *Merchants Manual of Advertising* M. O. Blackmore,1921      Handbook of Quality-standard Papers American Writing Paper Company,1922

## The Enigmatic Realm of **Merchandising Standards Manuals**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Merchandising Standards Manuals** a literary masterpiece penned by a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those who partake in its reading experience.

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