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**

PRINTFUL

Merchandise Presentation Style Guide

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