

V INTERNATIONALVISUAL



Branding Your Business



V INTERNATIONAL VISUAL

- Founded in 2007 based in Dundee
- Owned and managed by Lynda Murray and Phill Hill
- Specialists in Visual Merchandising , displays and store environments
- One Stop Shop – Design, implementation, consultancy and training
- Variety of clients from High Street brands to small independents both UK and abroad

Our Clients



High Street Stores

Marks and Spencers
John Lewis
Boots
Thomas Pink
Allied Carpets
L'Oreal
Emporio Home
Charles Tyrwhitt
L K Bennett
G Star
Top Shop
Pringle
New Look
Fat Face
Variety of independents

Non High Street

Rochdale Council
V&A
Hopetoun House Estates
Cairnie Fruit Farm
Tayside Aviation
Shackleton Technologies
Tony G design
YMCA
Scottish Antiques Centre

International

Sarah Lawrence - Greece
Hertie - Germany
Alganhim Industries - Kuwait
Hilco – Vienna
Bogazzi Training Company - Istanbul


THE
BRAND



AS
UNIQUE AS
THE OWNERS



Branding Messages



These areas perform a significant role in identifying your business image/brand message;

- Window displays,
- Facades,
- Location of store,
- Store design: colour schemes, floor coverings, fixtures,
- In store displays,
- Entrance,
- Signage/logo/ticketing,
- Atmosphere: smells, sounds, mood of staff, props,
- Lighting,
- In store merchandising of stock, and
- Store upkeep and cleanliness.

Exercise

Look through the next 10 slides which contain images of various shop front images taken from the internet

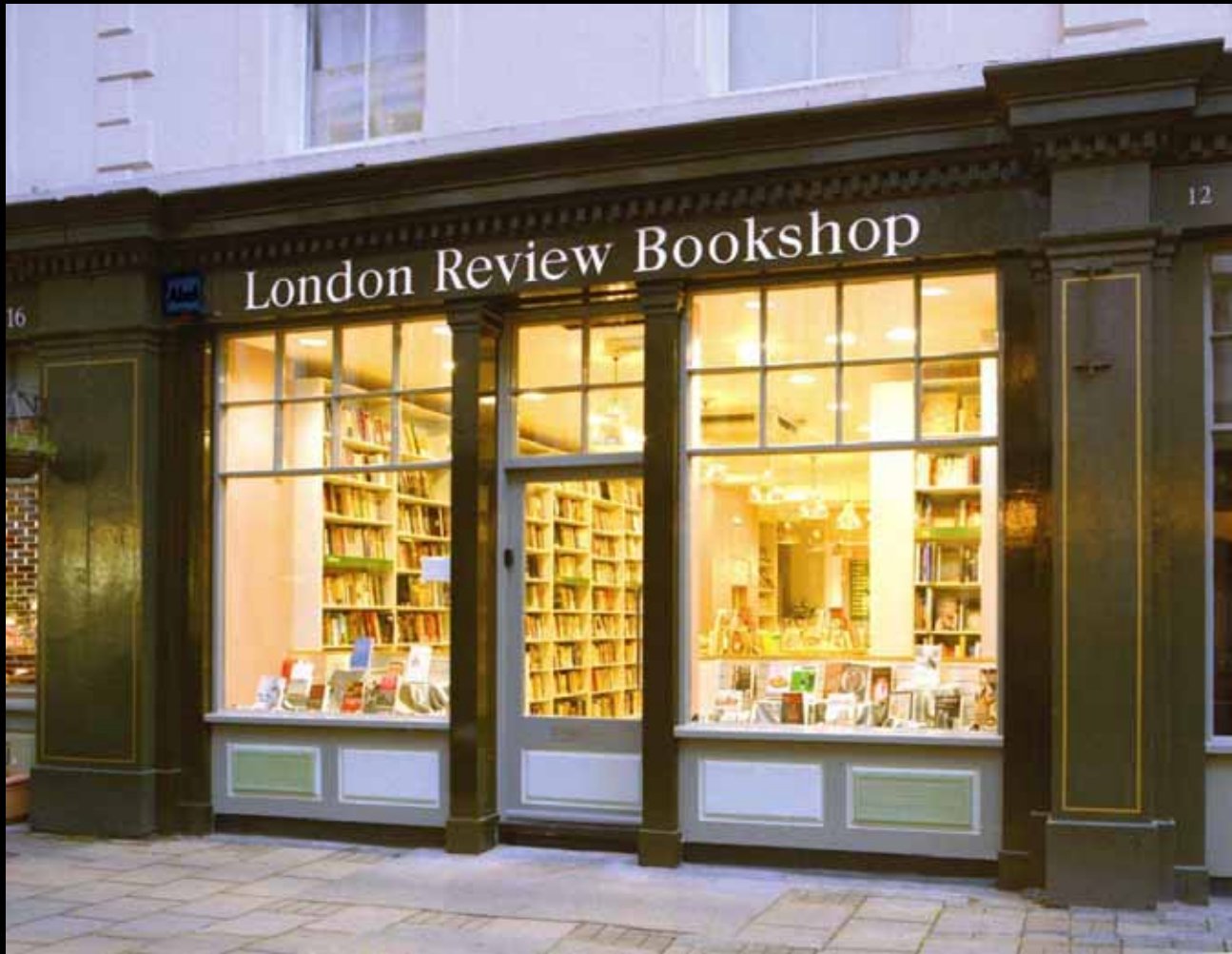
Don't write anything down

Just look briefly at each slide. After the 10th slide you will be asked to answer a question





















Write down the shops you remember and what they sell



Why did you remember them?

Colour

Design/styling

Clear messages

Strong Branding

You only have a few seconds to get your message across to passers-by - it has to be simple and clear

Creating Your Brand



You must have clear answers to all these points. This will help you to build a clear picture of your business and how it should look



TIPS FOR STORE EXTERIORS

1. Your store front is the first thing a customer sees and should reinforce the type of store you are
2. Good signage not only highlights your business - it also adds visual beauty to the street and streetscape
3. Signage should be clear, bold and reflect the point of difference of your business
4. Create an Inviting Entrance - How would you welcome guests into your own home? The entrance to your store is extremely important, as it is the access to your store and merchandise
5. The pavement area in front of your store and entry should always be kept clean and uncluttered. Stores with selling racks and tables outside the store should always ensure the entrance is not blocked.

Tell them what you do



Store
Exterior

1. Great use of colour
2. Large clear list of services
3. Contact detail very clear

Make Your Shop Inviting



Store
Exterior

1. Good strong name
2. Outside planting and welcome mat are nice touches
3. Excellent condition

Stick to your brand colours



Store Exterior

1. Good use of colour – note how the seating ties in with the theme
2. Strong branded signage
3. Excellent condition
4. Good external menu holder

Use great displays to sell goods



Store
Exterior

1. Good use of colour
2. Strong signage
3. Excellent condition

Trading Outside? Do it professionally



Store Exterior

1. Simple clear signage
2. Colours all match
3. Fruit and vegetable stands in excellent condition

USING YOUR WINDOW GLASS



1. Less is more – Decide on the key messages
2. Decide upon a theme or style.
3. Colour is key – Choose a range of colours that work with your brand logo.
Opt for brighter colours for offers.
4. Never use handwritten signs [unless it is part of your brand identity] Always print them and put them in a frame or use vinyl decals.
5. Stick to your brand guidelines/rules in terms of colour and style [particularly the choice of font]

**WINDOWS ARE YOUR FIRST POINT OF CONTACT WITH CUSTOMERS
THEY GIVE YOU 24 hour ADVERTISING – USE THEM PROPERLY**



Simple Window Graphics

1. Clear messages
2. Colours stand out and tie in with signage

Simple Window Graphics



1. Simple clear messages
2. Graphic in a strong highlight colour to give impact

Simple Window Graphics



1. Large format photography is very effective
2. Simple lists of key products and services

Simple Window Graphics



1. Simple list of products on the glass
2. Colours tie in with signage

Window Graphics



1. Excellent use of window space
2. Key messages on a band across the glass
3. Entrance walls used effectively



In Summary

Create a brand identity that supports your vision

Design your logo, shop front and signage based on this vision

Create a set of brand guidelines for your business. Including styling, uniforms, colours, fonts etc

Stick to it and reflect your brand values in everything you do

The End

Please complete our one
minute feedback form