

RETAIL DISPLAY GUIDELINES

Objective:

To ensure consistent, high-impact brand presentation in all retail environments. This guide covers approved layouts, signage usage, and display practices.

Key Principles:

- Maintain clean, minimal setups with proper lighting.
- Use Clarity-branded signage in high-traffic zones.
- Group products by category and highlight seasonal items.

Visual Standards:

- Logo minimum size: 2 inches wide in all signage.
- Primary colors: Clarity Blue (#0041B0), White, Soft Gray.

Don'ts:

- Do not use unofficial images or modify the logo.
- Avoid overcrowded displays or clashing background colors.

Support:

Questions? Reach out to our Visual Merchandising team via marketing@clarityvisionsolutions.com