MERCHANDISING
DISPLAY CHECKLIST

☐ Color

Does your display tell a cohesive color story? Are your color choices appropriate to the display theme? Do you have a good mix of bright and muted colors? Does your display fit into the color scheme of its environment? (e.g., tabletop, surrounding walls)

☐ Framing / Decor

Does your display and/or accompanying signage have a clear visual hierarchy? Are the decorative elements surrounding your display appropriate to the theme? Does your display have a balance of core and decorative elements?

☐ Line & Shape / Landscaping

Have you used lines to draw attention to your display or to particular display elements? Are the lines in your display working in harmony, or do they direct the customer's eye in conflicting directions? Does your display take advantage of different elevations? Does your display use different lines and elevations to create clear shapes?

☐ Texture

Does your display include multiple surface textures? (e.g., rough, smooth, soft, gritty) Do the textures in your display work together or provide interesting contrasts? If customers are allowed to handle the display elements, have you taken texture into account? (e.g., fingerprints on matte covers)

☐ Type / Communication

Does your display include signage? Is the signage visible and legible from a distance? Does the typeface and wording on the signage align with the display's theme and tone? Is there a clear message or call-to-action in the signage? (e.g., "10% off Garden Books")