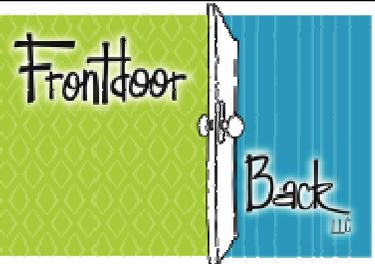
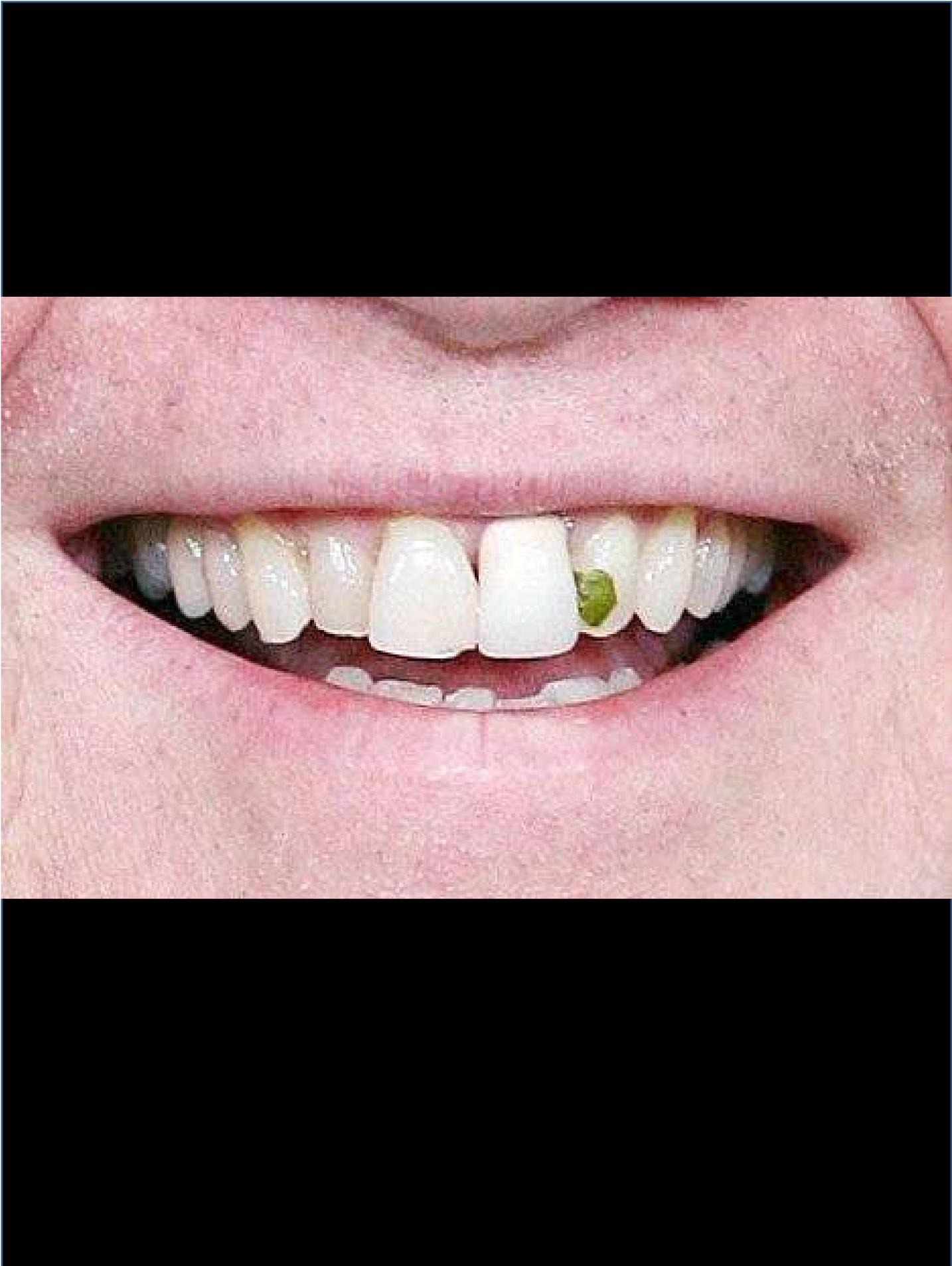


7 Essentials of an Eye- Catching and Appealing Storefront

Seanette Corkill

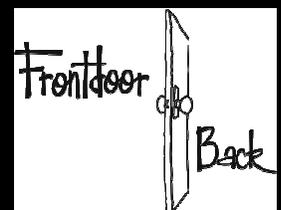
seanette@frontdoorback.com

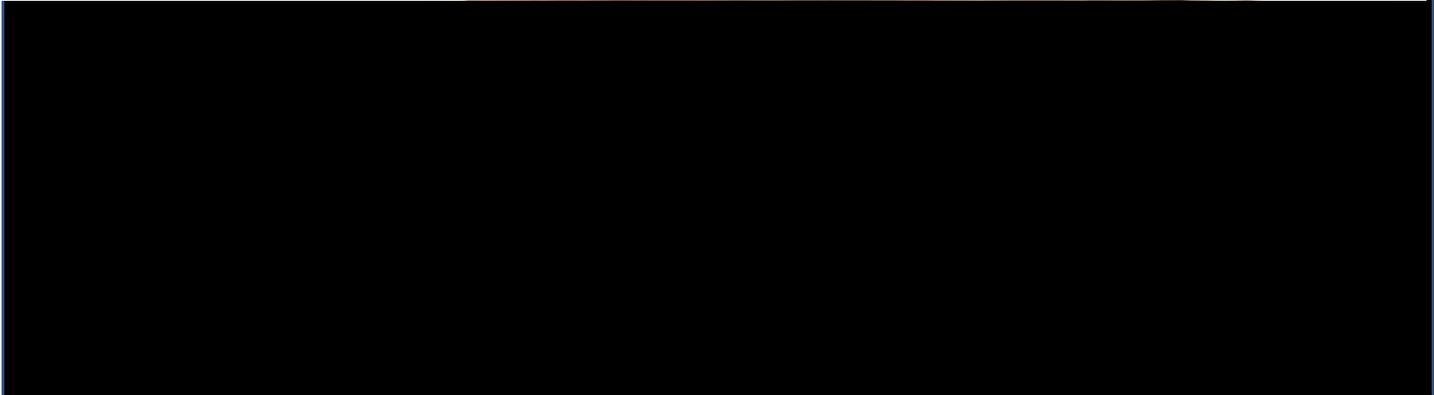
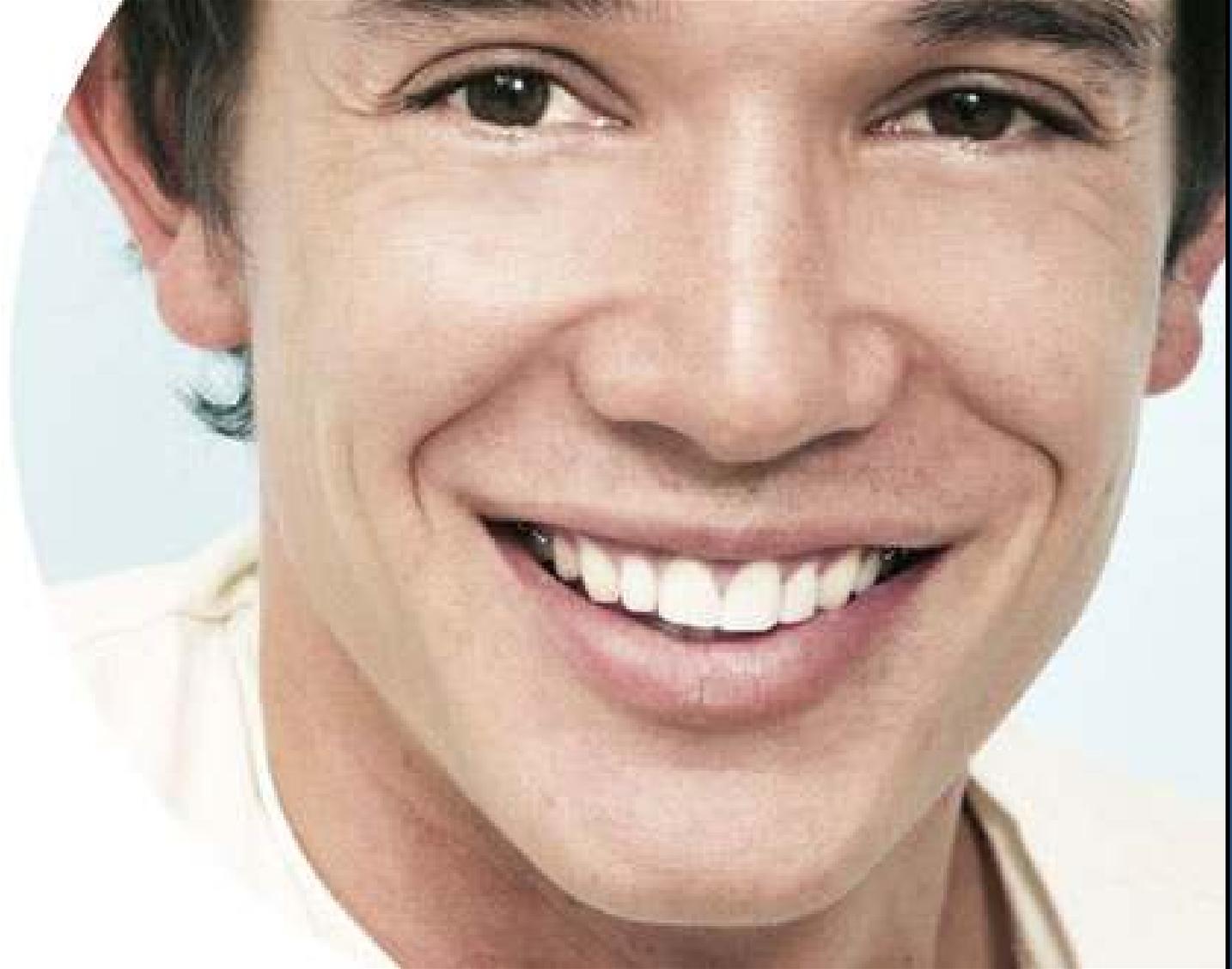
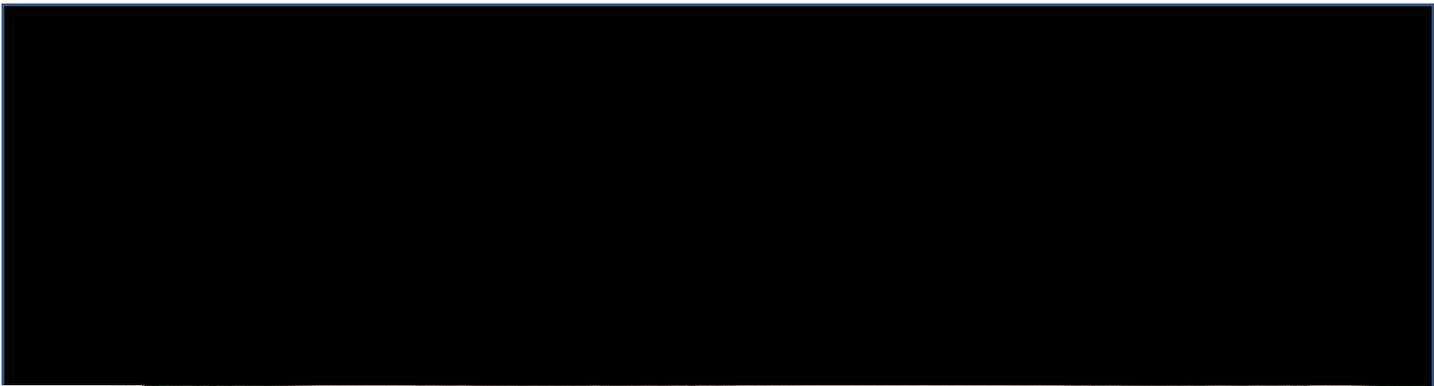




7 Essential Components

- Building structures (incl. awnings)
- Colors
- Signage
- Entrance (s)
- Lighting
- Window displays
- Streetscape

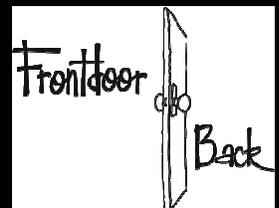




GET NOTICED

(in a positive sort of way!)

Retail Visibility









Euton Furniture

W. BROADWAY

Beds

Furniture

Couches

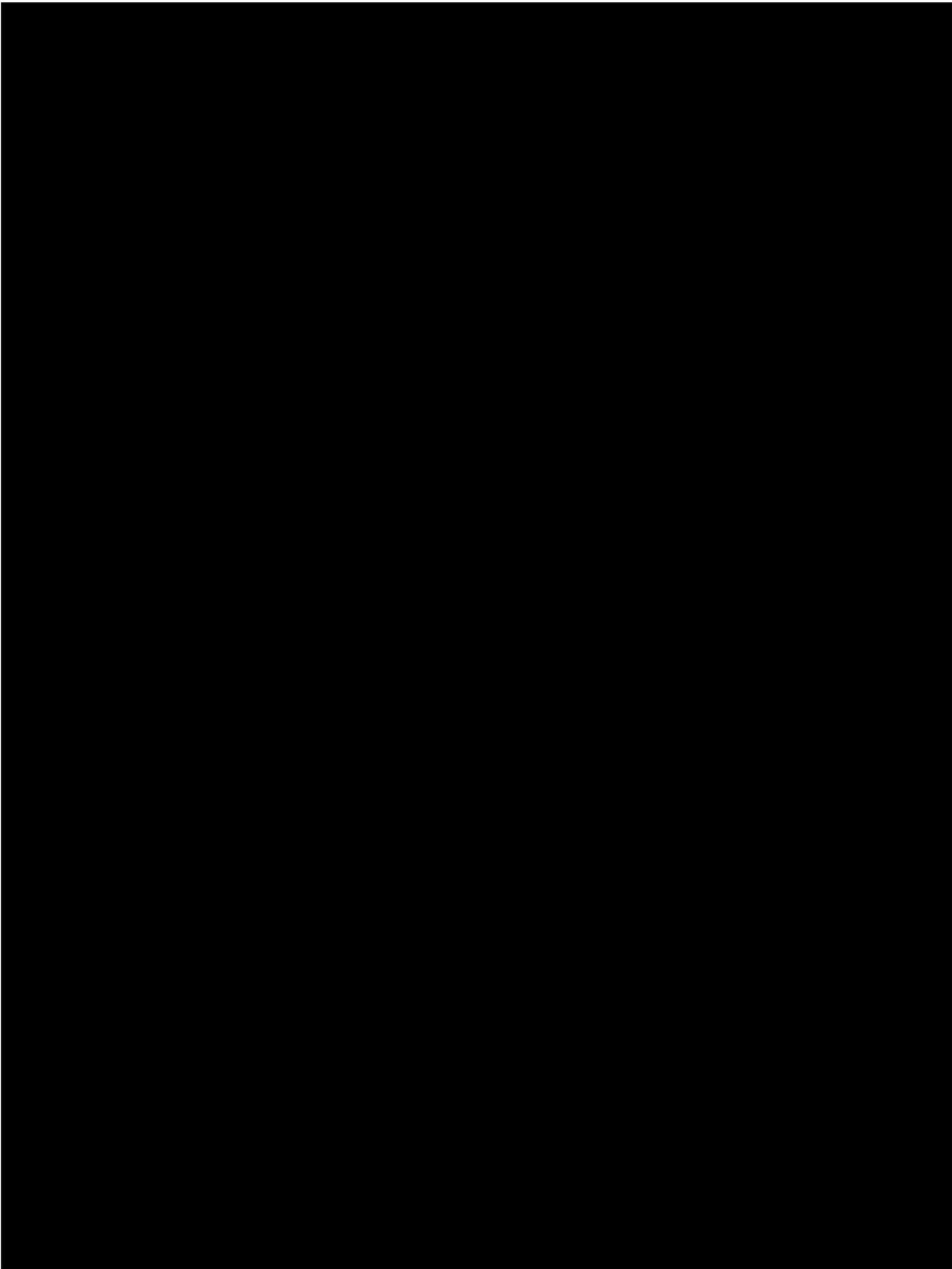
EUTON FURNITURE

Ugot

P

WIDE



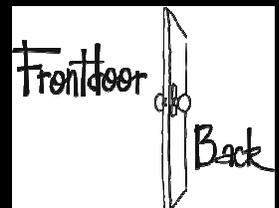






GET UNDERSTOOD

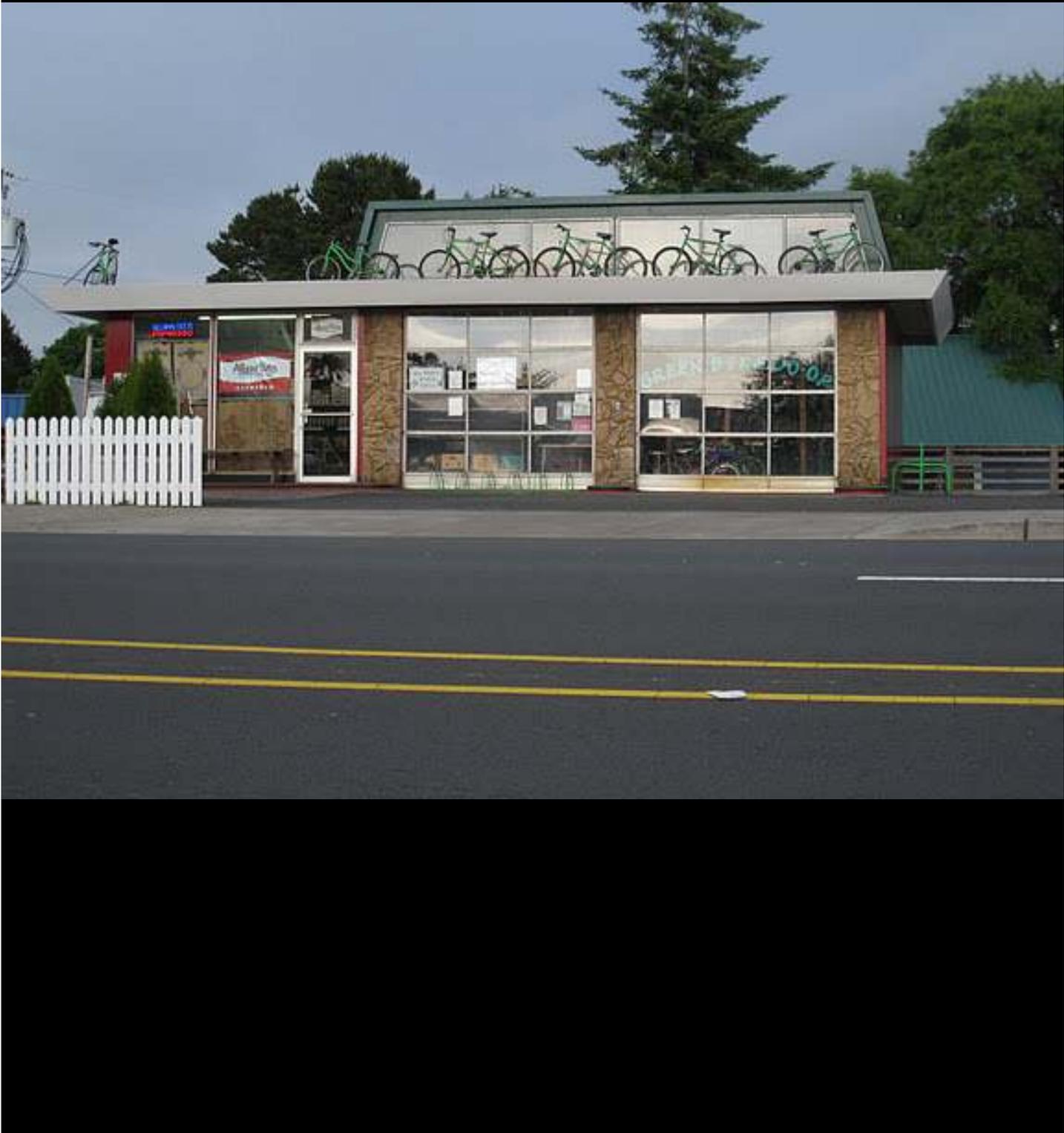
Retail Clarity













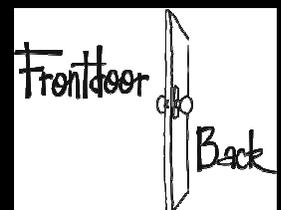




MIMI ROSE
Childrens Apparel



Building structures

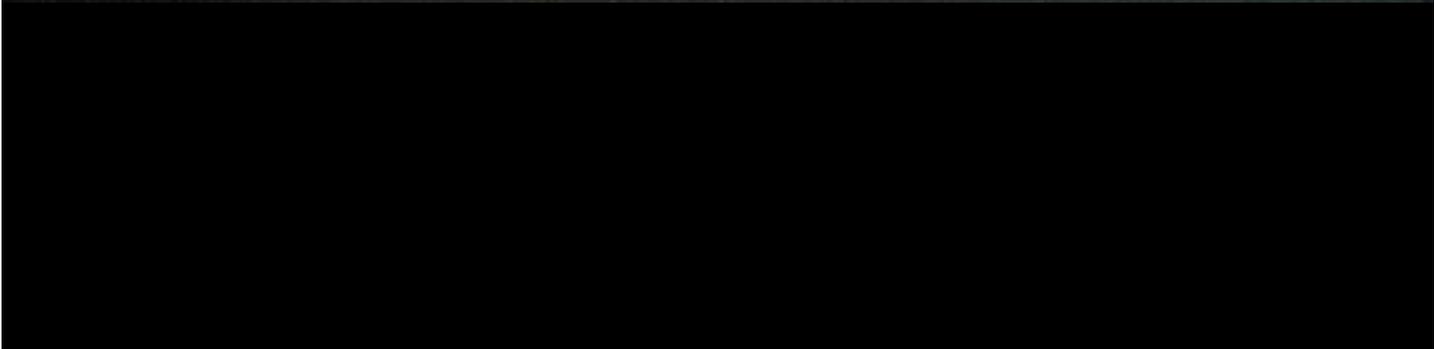
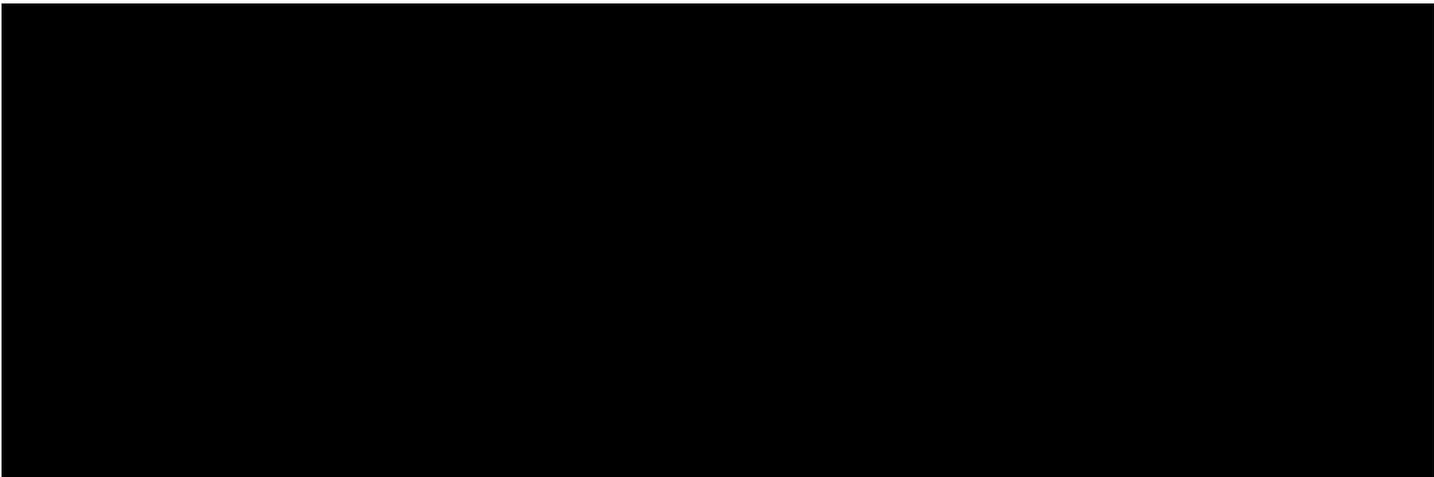
























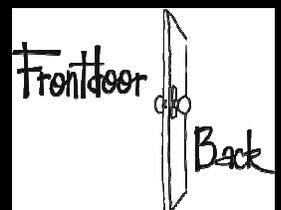








Colors









Frontdoor  Back























**THE ISRAELITE CHURCH
OF GOD & JESUS CHRIST INC.**



- The 12 Tribes of the Israelites of Israel according to the
1988 Chapter of God, David Chapter of the Book of Job
- 1. Judah
 - 2. Benjamin
 - 3. Levi
 - 4. Dan
 - 5. Ephraim
 - 6. Manasseh
 - 7. Simeon
 - 8. Zebulun
 - 9. Issachar
 - 10. Asher
 - 11. Naphtali
 - 12. Gad

**Emerald Forest
Herbarium**

YES

...
...
...





Demo shelves above windows

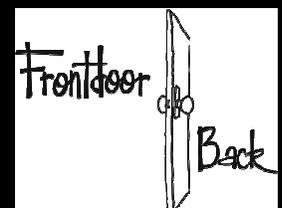








Signage





ANIMAL RESCUE
SOFIA



onwine_m

<*)))>{

CodeFish

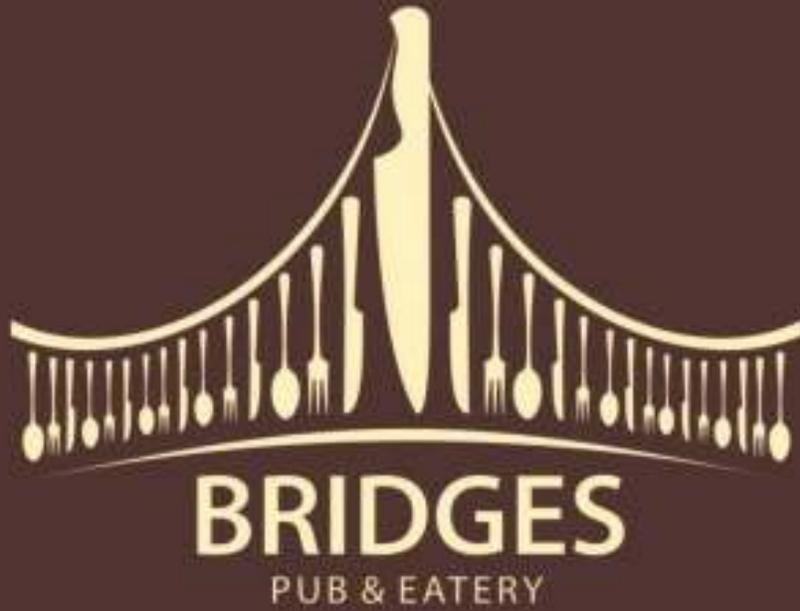


WATER DROP



getwired.

www.creativefan.com



www.creativefan.com

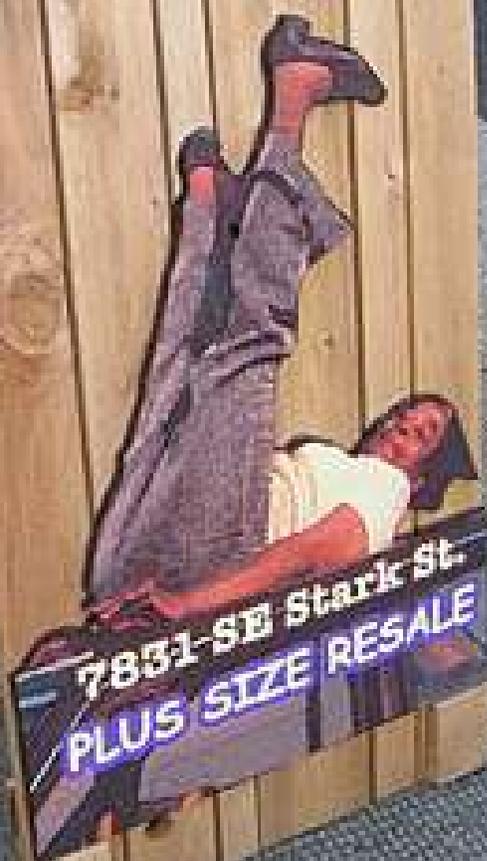


PEPSI

Joe **BROWN'S**
BREAKFAST - LUNCH

SCHOOL of MUSIC

Been There



**7831-SE Stark St.
PLUS SIZE RESALE**



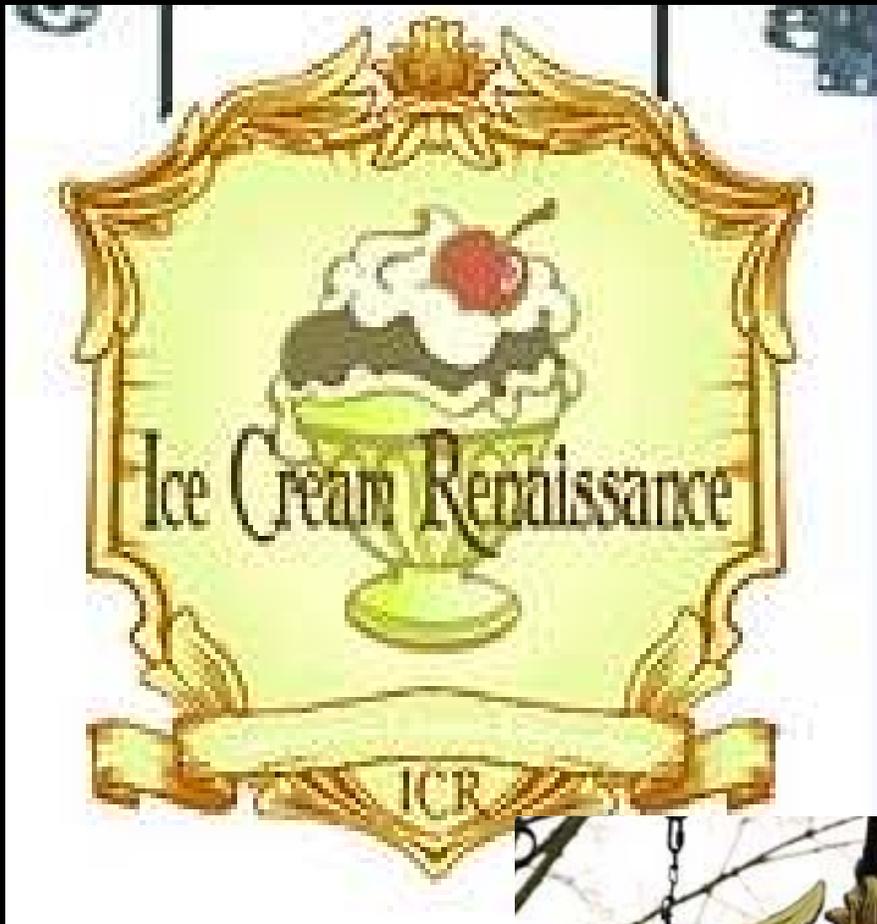






Ice Cream
Renaissance

























OM IS CASH ONLY
SIA DESOLATION IPA
CITY YANKEE LAGER
CITY PANTHER LAKE PORTER
QUANTUM
ORIGINAL LAGER GERMANY
VÄLSCH

104
WEST E





USED

THOUSAND
SAME DAY

VISIT
ALL
THREE
LEVELS
•
UPSTAIRS
MEZZANINE
•
MAIN
FLOOR
•
GAIN
ENT

FURNITURE & BEDS
of Oregon
Quality, Selection and Value
VISA
MasterCard
Store Hours
Monday - Friday 10-6
Saturday 10-6
CLOSED SUNDAY
Phone: (541) 924-0494
230 LYON ST

Cash
And
Carry
Prices
•
Credit
Cards
Welcome
•
Financing
Available
OAC

THOUSAND
SAME DAY







ITEMS IN STOCK
EASILY AVAILABLE

New & Used Furniture

LIVING ROOM

DINING ROOM

BEDROOM

899.95
49.95
899.95
899.95



FURNITURE
&
BEDS
ORDER HERE
←











1006 MAIN

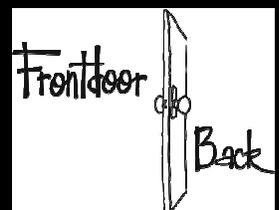
**DOWNTOWN
NUTRITION LLC**
DELICIOUS & NUTRITIOUS

May You Live a Long Life Full of Gladness and Health

360-695-2015



Entrances

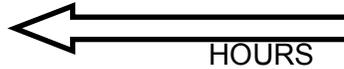




before

Current Signage Text

Lounge Entrance



Monday	8 – 9pm
Tuesday	8 – 9pm
Wednesday	8 – 9pm
Thursday	8 – 9pm
Friday	8 – 9pm
Saturday	8 – 9pm
Sunday	8 – 8pm

- Restaurant hours not in primary position
- Too many lines of text to read through
- Lounge hours missing
- Directions to Lounge should be differentiated better
- Small Tommy O logos on doors are redundant
- Decals clutter up the clean lines of the entrance

Proposed Signage Text

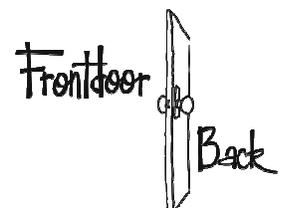
RESTAURANT

Mon – Sat 8am – 9pm
Sun 8am – 8pm

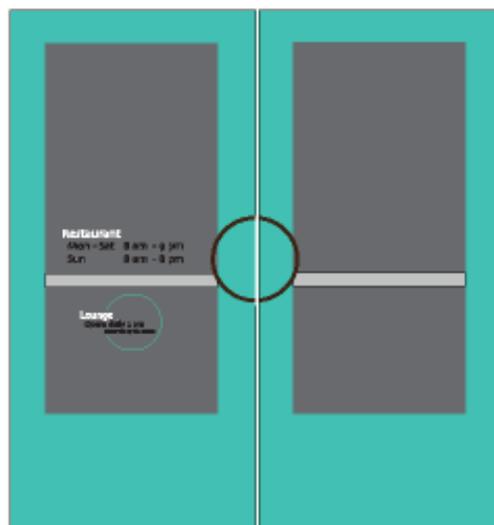
LOUNGE

Opens 2 pm daily

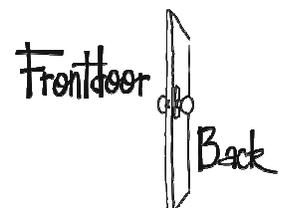
- Simplify text and reduce time to gather information
- Directions to Lounge Entrance in secondary but visually interesting position
- Introduce blue “O” customers will see on lounge door
- Remove decals and redundant logo’s



Proposed Layout of front door text



- Utilize blue color to distinguish entrance
- Repetition of “O” pattern on door pull and lounge directions to support branding
- Increase awareness of directions to lounge











Closed

The Purple Cow Code
Please no food or drink
Outside under 10 years
to be accompanied by an adult
The laws here?
NO WHITTIE!

PRE-SCHOOL FUN!
A night of fun and games for preschoolers
with music, stories, and more!

TROLL
SLED LOVE
A night of fun and games for preschoolers
with music, stories, and more!

ASTORIA HIGH SCHOOL
Producing
BLACK COMEDY
an evening of humor
by peter shaffer
feb. 19, 20, 26, 27 at 7:00pm
feb. 20, 21, 27 & 28 at 2:00pm
adults: \$7
students/children: \$5

music + dance
Sunday, February 25, 7pm, doors open 6pm, 7:00
and MC: Dan & Andrea in costume + more of the crew
WOW!S!

Public Parks
Authority

Libe Bibe
A night of fun and games for preschoolers
with music, stories, and more!
Feb. 19, March 7, 2018
6:30 PM to 8 PM
The Lakota Plaza
121 Astoria
NW, 1-2nd Street

ASTORIA

PLEASE
DO NOT
PUT ANY FOOD
OR DRINKS
INTO THE
MACHINE

Seed
It Out

BUSINESS HOURS:

Mon.	9:00	to	5:00
Tues.	9:00	to	5:00
Wed.	9:00	to	5:00
THUR.	9:00	to	5:00
Fri.	9:00	to	5:00
Sat.	9:00	to	5:00
Sun.	CLOSED		

CLOSED WILL RETURN

Please Call Again



with Business ASTORIA

Liberty Theater
USAINA



The Astoria Music Festival Presents
3 FREE CONCERTS!

VENUE	MUSICIAN	THAT'S HOT!
		
		
		

Once Upon A Shoe...



Join the Fisher Farm Gathering



MLA BOOKS FESTIVAL 2010

Presented by
Museum of Life and Science
February 4th - 6th 2010

Presented by
Museum of Life and Science
February 18th - 20th 2010

ARTS - JAZZ

LIBERTY THEATER

WILLY ZOLLER

IN THE MOOD

ROSE WIDE GLE

JOHN JONES

2nd Saturday ART WALK

9:00 to 3:00 pm - Downtown Astoria



LIBERTY THEATER

WILLY ZOLLER

IN THE MOOD

ROSE WIDE GLE

JOHN JONES

JOHN JONES

ASTORIA MUSIC FESTIVAL











August 3 - 5
Tues Wed Thur
STAFFED HOURS
10 am-1 pm
4 pm-7 pm
Tuesday - Wednesday & Thursday
4:30 - 6:30
Monday & Friday
are regular
STAFFED HOURS

STAFFED HOURS
10 am-1 pm
4 pm-7 pm
Monday-Friday
or by appointment
call 300.720.5000

OPEN 24 HOURS everyday!

pull

WARNING

AED

FUN & FASH

24 HOURS everyday!

OPEN

Store Hours

Monday	Closed
Tuesday	10:00-6:30
Wednesday	10:00-6:30
Thursday	10:00-6:30
Friday	10:00-6:30
Saturday	10:00-5:00
Sunday	11:00-4:00

GROUP
MACKENZIE

Entrance
through Heritage Building Doors



**DOG
DAY CARE**

Monday thru Friday
6:30am - 6:30pm

**BOUTIQUE &
SELF-SERVICE DOG WASH**

Monday thru Friday
6:30am - 6:30pm

Saturday 9:00am - 5pm

Sunday 11:00am - 5pm

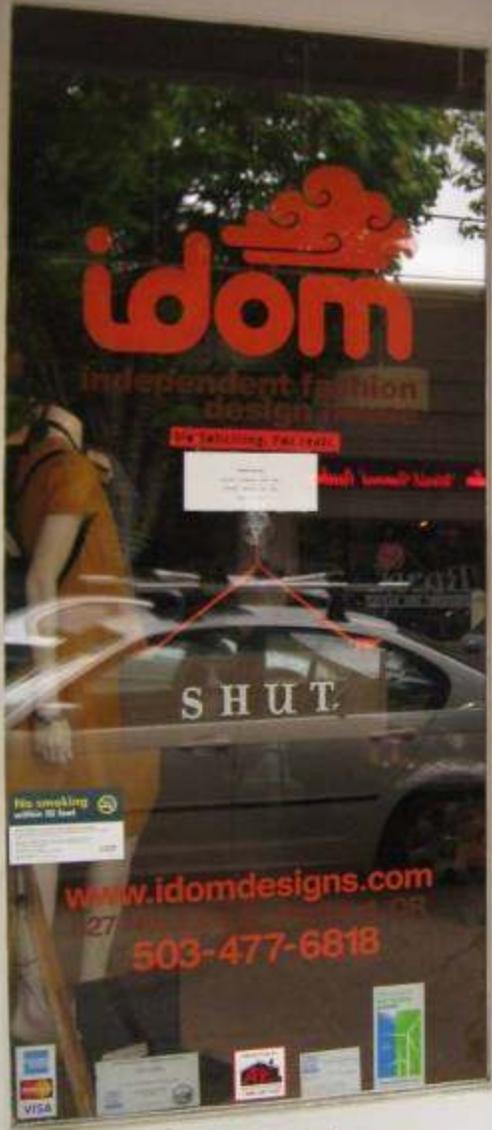
**Last dog wash accepted
one hour before closing**

PULL
DOOR
SERVING
HOT FOOD
FOR
HOT FOOD
SERVING





827



The storefront window features a large graphic design. At the top, the word "idom" is written in a bold, red, stylized font with a crown-like flourish above the 'o'. Below it, the text "independent fashion design studio" is visible in a smaller font. A prominent white sign with the word "SHUT" in black capital letters is placed across the middle of the window. At the bottom of the window, the website "www.idomdesigns.com" and the phone number "503-477-6818" are printed in red. A "No smoking within 10 feet" sign is also present. The window reflects the street scene outside, including a car and trees.



The window display is illuminated from within, creating a warm, golden glow. It features large, stylized red and white graphics, including a large red cloud-like shape and a red and white striped pattern. A mannequin wearing a white dress is visible inside the window. The display is framed by a white border.



hours

mon - sat 11am - 6 pm
3rd thursdays 11am - 8pm
closed Sunday
or by appt. 253.272.6884




Lexi Dog & Social Club
Dog Daycare - Grooming - Boarding - Boutique
913-243-8376

DAYCARE HOURS
Monday - Friday 8:00AM to 6:00PM
Saturday & Sunday 9:00AM to 12PM

BOUTIQUE HOURS
Monday - Friday 10AM to 5PM
Saturday 10AM to 12PM
Sunday 11AM to 2PM


Business License
City of Overland Park
Overland Park, KS
1234567890
1234567890



Lexi Dog on Macadam
Dog Daycare - Grooming - Boarding - Boutique
503-245-4363

DAYCARE HOURS

Monday - Friday 6:30AM to 7PM
Saturday & Sunday 9AM to 5PM

BOUTIQUE HOURS

Monday - Friday 11AM to 7PM
Saturday 10AM to 5PM
Sunday 10AM to 3PM

Open

Tuesday - Saturday

10:00 am - 6:00 pm

Sunday

12:00 pm - 4:00 pm





Hop on in!
Monday *thru* Saturday
10~6
Sunday
11~5



OUR HOURS



MONDAY-FRIDAY 10-5:30

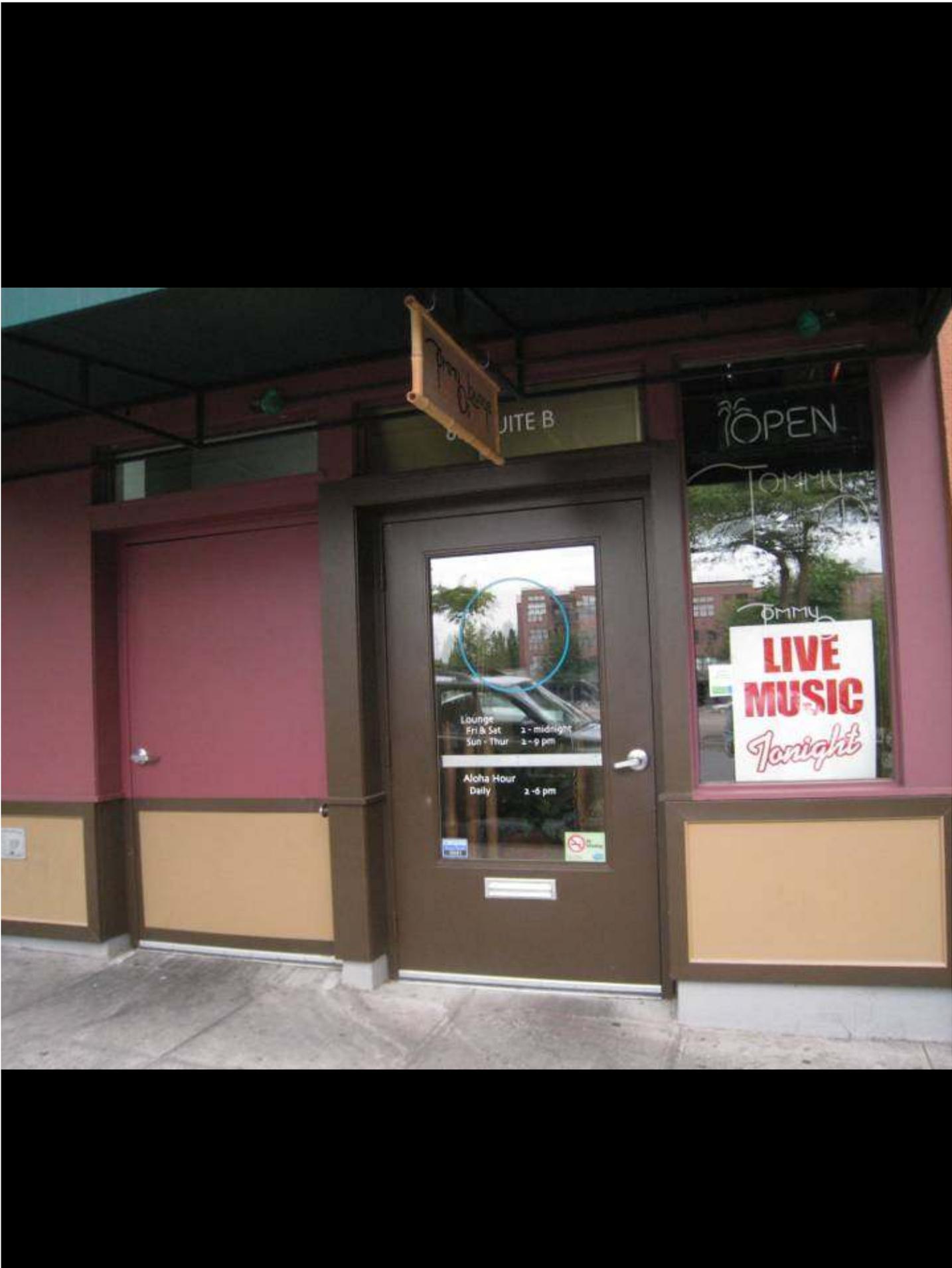
SATURDAY 10-5

SUNDAY-closed



TRIBAL





PMU
OPEN

SUITE B

OPEN

TOMMY

PMU

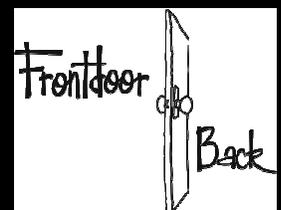
**LIVE
MUSIC**
Tonight

Lounge
Fri & Sat 2 - midnight
Sun - Thur 2 - 9 pm

Aloha Hour
Daily 2 - 5 pm

No Smoking

Lighting









ELLINGTON



LEATHER GOODS

www.ellingtonleather.com

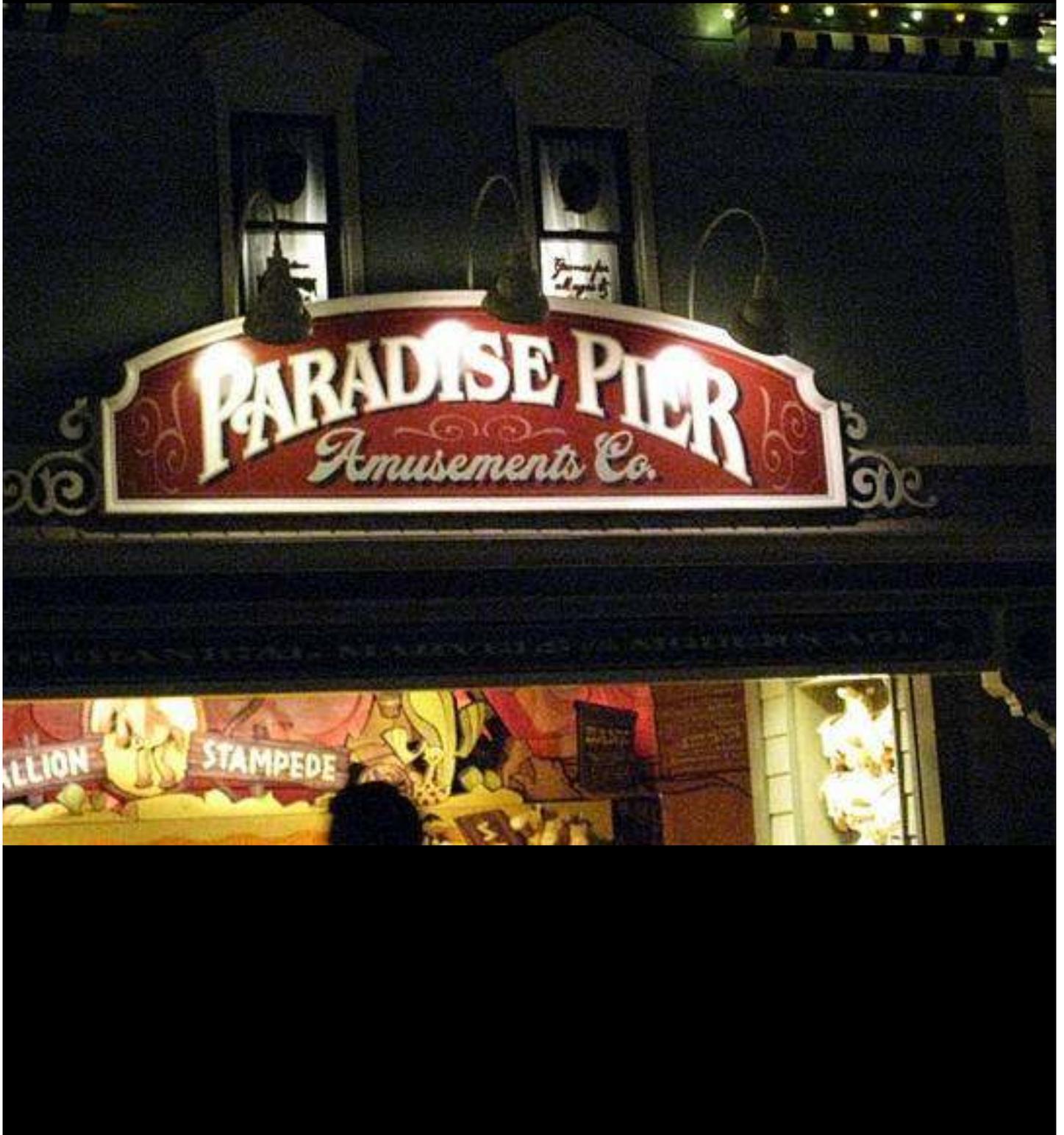
OPEN

ELLINGTON

ELLINGTON









Uncovered Ruby
Interior & Garden Accents
Vintage Treasures & Gifts
Redesign & Decorating Services
510 E. Main St. Suite 101



The Cupola Gallery

Uncover Ruby







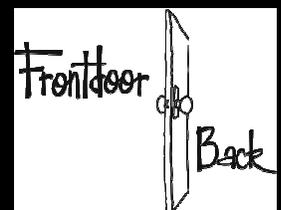








Window Displays



Window Displays

Basics of Design and Composition

- ❑ Color – draws your eye through the display and unites the space and objects
- ❑ Focal Point to build around – otherwise it's all pattern
 - Use light to reinforce focal point or create one
- ❑ Repetition of objects – at least 3 times
- ❑ Simplicity – don't confuse customers with too many messages or too much product
- ❑ Scale – depends on distance and speed of audience
 - Smaller props and images for pedestrian pace
 - Bigger and bolder images for cars – 3-5 seconds to take-in display if that
- ❑ Depth and dimension (foreground, middle and background) – use all three if you can
 - Tallest object in background, offset slightly to one side
- ❑ Sightlines and backsides of backdrops
 - Don't block views into smaller stores – customers want to see what's inside
 - Think about how to stage objects/merchandise on the backside
 - 72" width and 24"-36" depth is a good size
 - Can creatively segment longer window sections into more manageable ones

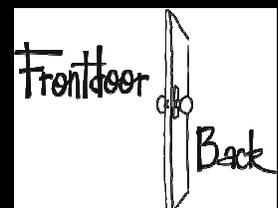


Window Displays

Entertain

- ❑ Brainstorming ideas
 - Inspiration from products, books, **magazines**
 - Re-purpose items; hardware store, good will, storage, garden supplies, construction materials, bath supply stores
 - Lists of supplies you can use, style you like or colors that work for your merchandise or store; paper bags, corrugated cardboard, post its, rubber duckies, binder clips

- ❑ Planning the display
 - 12 month schedule
 - Materials
 - Laminated photo of blank window with dimensions on the back



Window Displays

☐ Frequency

- Pedestrian traffic = **every 2-3 weeks** (can use smaller, detailed, signage)
- Auto traffic = **every 4 weeks** but no longer (big, bold, simple)
- Change frequently or windows become wallpaper and people will ignore them
- Keep them relevant: no outdated holidays, expired event posters, seasonally appropriate

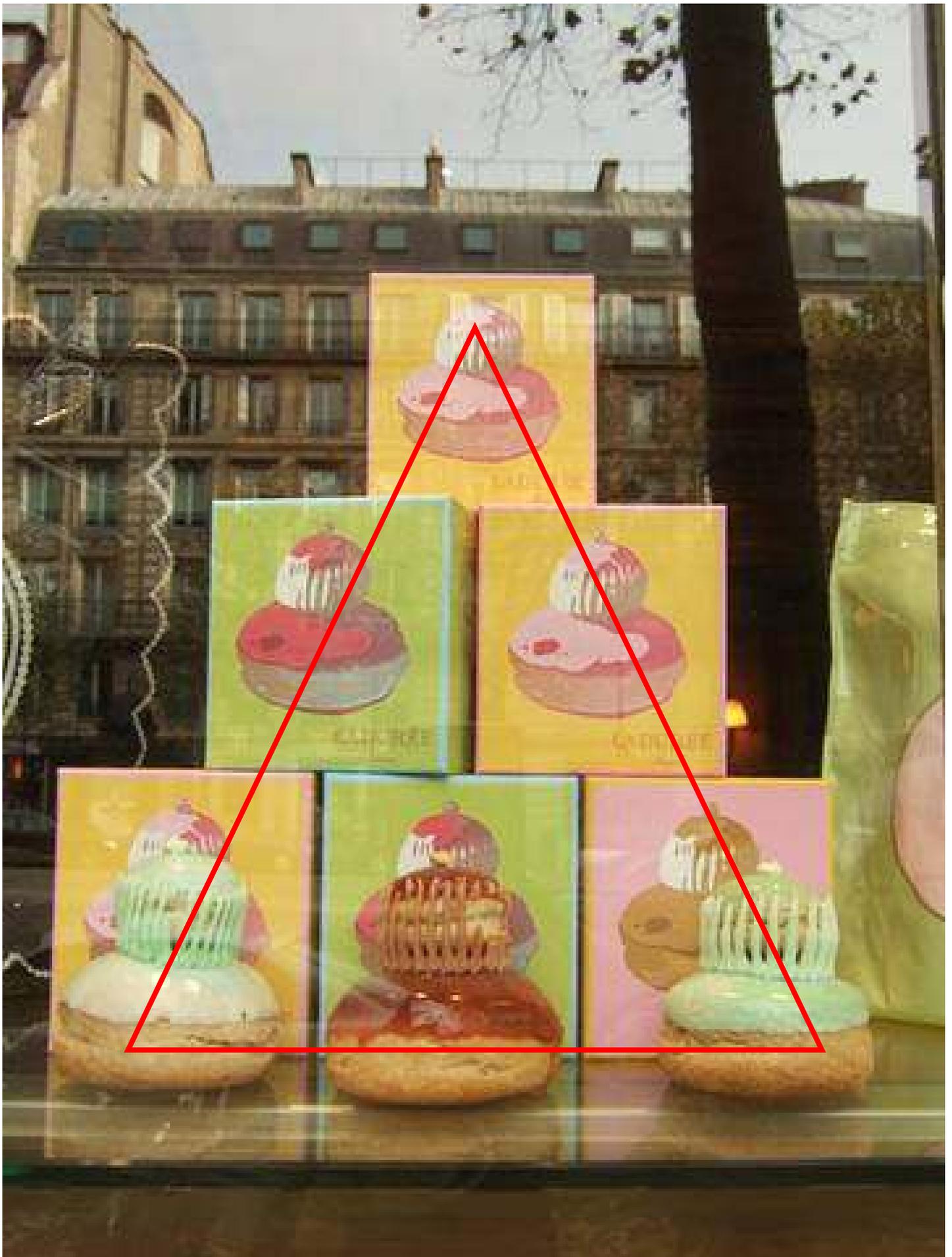
☐ Costs

- \$0 - \$200 – depending on props, signage
- Props can be used for several years then retired

☐ Resources

- www.frontdoorback.com
- Facebook: FrontdoorBack
- Visual Merchandising and Store Design publication
- www.Lindacahan.com
- www.designspongeonline.com









World Cup
The Soccer Club

Watch The World's Best Teams
Kick It Out On Our Cinema Screen

Garden Party

ASIAN CLUB FOUNDATION
2 MANY DJ's
TOOTS & THE MAYTALS
THE ORB - AIM
ANDY CATO
TONY HAMPBRIES
FAT FREDDY'S DROP
LORANCA PEREIRA
ALL NIGHT LONG

Electric City

David **LIVE**
Garretta



















































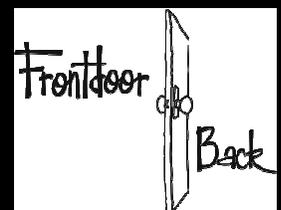
<http://www.swirlmarketing.com/blog/retaildetails/>



<http://www.swirlmarketing.com/blog/retaildetails/>



Sreetscape















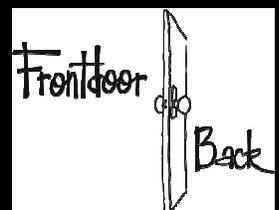








Ice Cream Renaissance

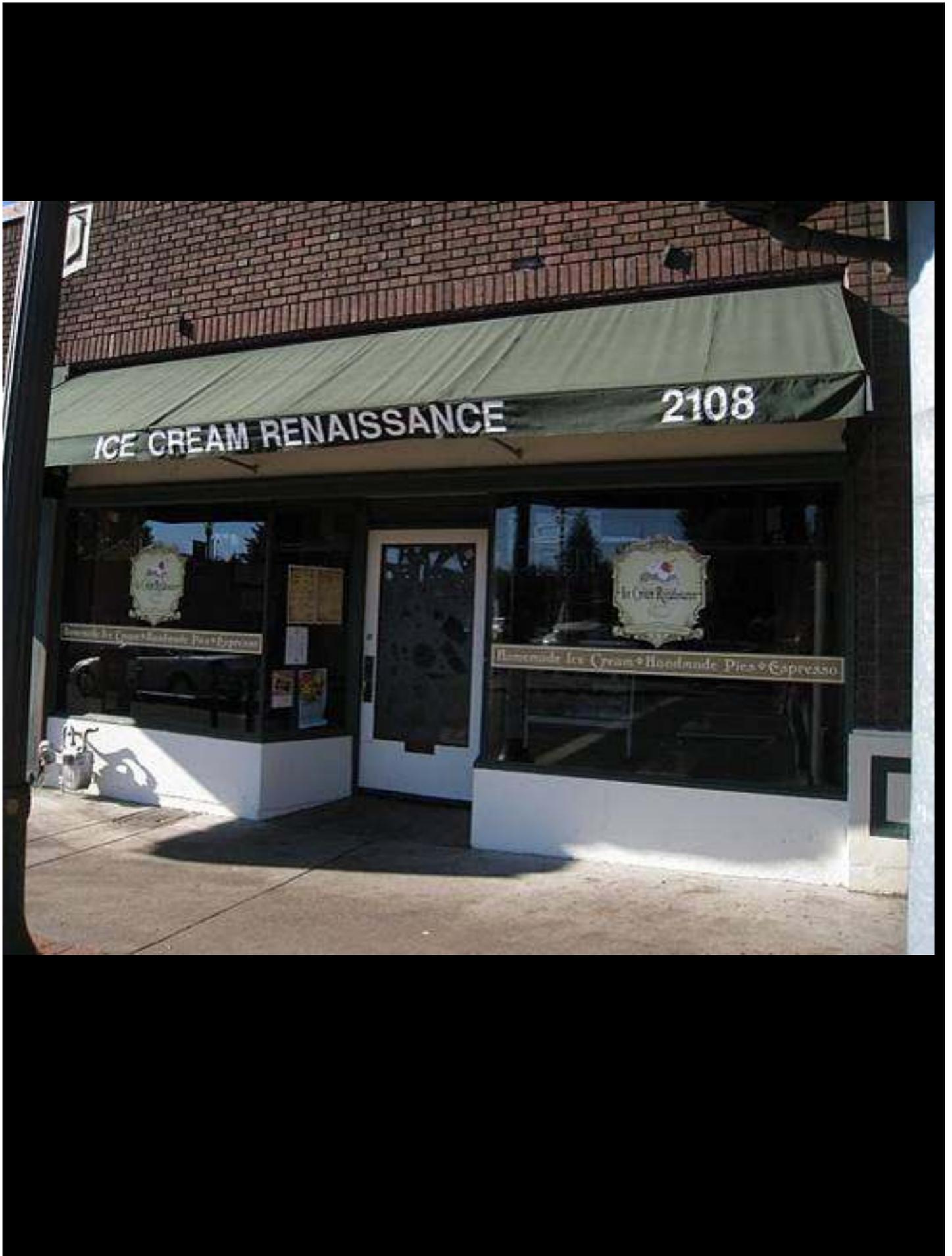


ICE CREAM RENAISSANCE

2108

Handmade Ice Cream • Handmade Pies • Espresso

Handmade Ice Cream • Handmade Pies • Espresso





















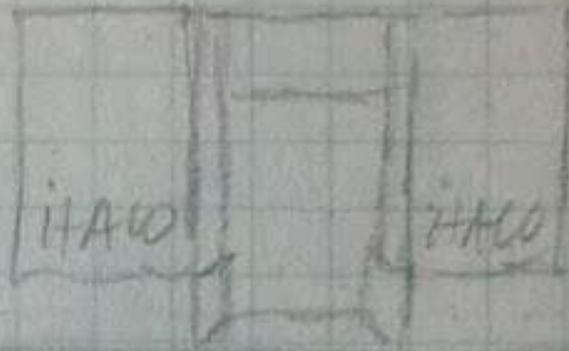
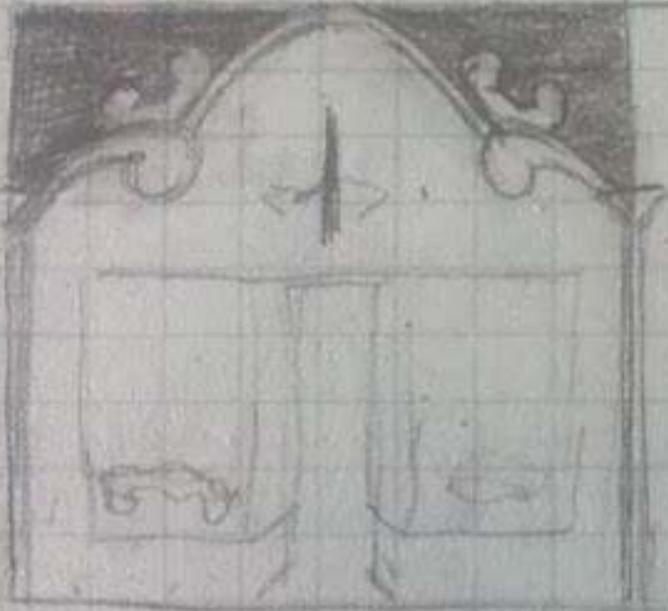






ICR

HALO





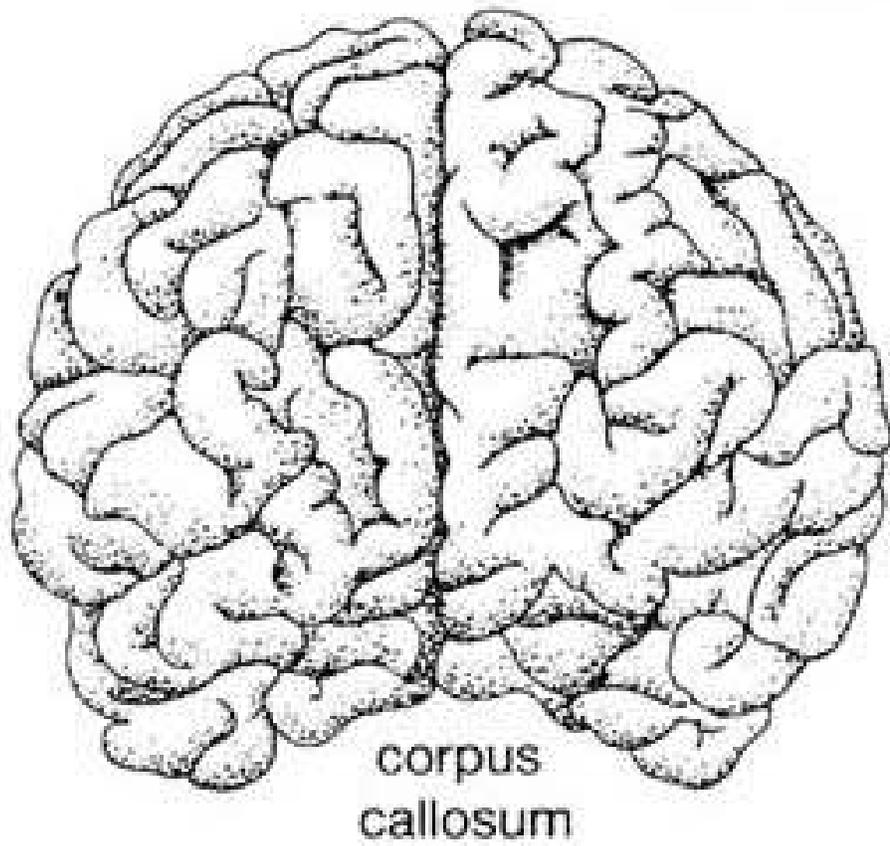
1925

PLEASE DO NOT FEED ANIMALS DURING BUSINESS HOURS



EST. 1925



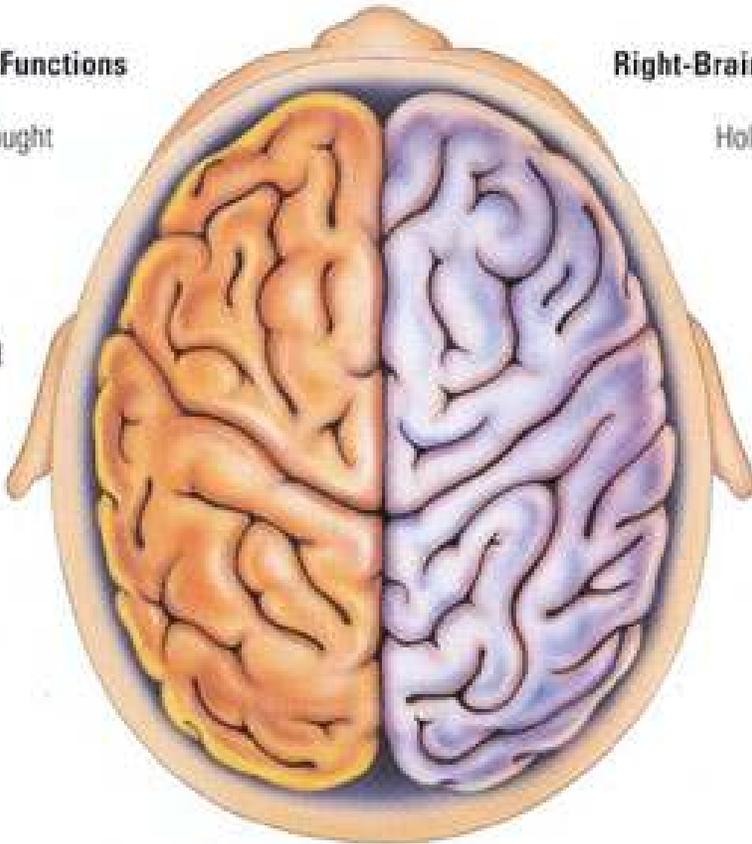


EXPERIENCE =

USABILITY/ANALYTIC + DESIGN/CREATIVE

Left-Brain Functions

- Analytic thought
- Logic
- Language
- Science and math



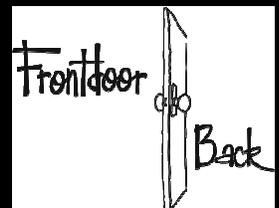
Right-Brain Functions

- Holistic thought
- Intuition
- Creativity
- Art and music

GET NOTICED

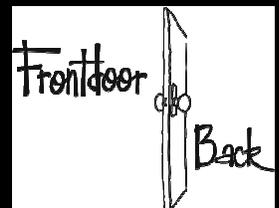
(in a positive sort of way!)

Retail Visibility



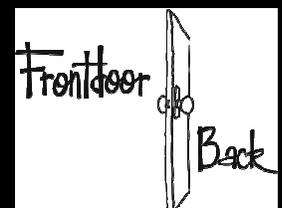
GET UNDERSTOOD

Retail Clarity



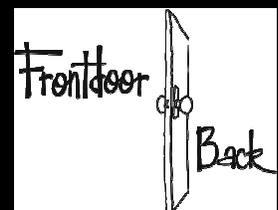
7 Essential Components

- Building structures (incl. awnings)
- Colors
- Signage
- Entrance (s)
- Lighting
- Window displays
- Streetscape



Next Steps

- Evaluate yourself with fresh eyes on each of the 7 essentials
- What can you do for no \$\$?
Rearrange, clean, get rid of?
- What can you afford to do now? Paint, signage
- Prioritize the big expenses and start saving or find a way to make them happen because you can't afford to do nothing.



Resources

www.frontdoorback.com

www.destinationuniversity.com
/conferences

