

Monthly Window Display Award

Judging Criteria

25% Focal Point:

- ⇒ Needs some blank space to give emphasis to the space filled.
- ⇒ Keeps eye in the display.

25% Color:

- ⇒ Too much color will make the window look cluttered and confusing.
- ⇒ Shows colors in the rainbow spectrum.
- ⇒ Use of three colors is good.
- ⇒ Single color is good to attract car traffic.

15% Theme:

- ⇒ Does it generate excitement?
- ⇒ Does it follow through within store displays?

15% Signs:

- ⇒ If signs are used in the window, do they distract from the display?
- ⇒ Are the signs poorly done?

10% Cleanliness of Glass:

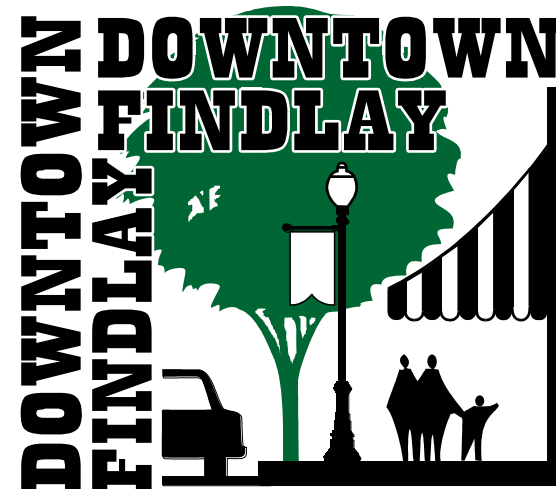
- ⇒ Are the windows clean?

10% Enter Store:

- ⇒ Would this window display make you want to enter the store?

For more information contact: **Downtown Findlay**
123 East main Cross Street
Findlay, Ohio 45840

Monthly Traveling Window Display Award



The Place to Be!

Sponsored By
Downtown Findlay
Findlay Downtown Area Association
and
The Olde North End Association

Intoduction:

Downtown Findlay, FDAA and ONE are proude to sponsor the Monthly Traveling Window Display Award. This is an opportunity to recognize the outstanding window displays within the Central Business District. Each month a different organization will be judging the windows within the CBD. If your business would like to be judged please call Downtown Findlay at 422-3315 or Fax 422-9508.

Window Displays

The typically large glass windows in most shopfronts offer excellent opportunities for the attractive display of merchandise. In addition, shopfront windows can also establish a distinct visual identity for your business image. Street level window displays are a functional extension of your interior display space. Quality display windows should be considered as essential to your storefront as an attractive sign; they help not only to advertise your merchandise but also serve as an exciting invitation to window shoppers passing by.

Empty, cluttered or clumsy window displays are a lost resource for your business and will only detract from what may otherwise be an attractive storefront. Consider some of the following the next time you prepare your display windows.

Product Display not Product Storage:

A good window display should attractively exhibit products in simple but interesting ways. Often display windows are simply used to store products. Avoid using important window space to simply stock or store extra merchandise. Be selective in the number and variety of products which you display.

Design:

Showcase display windows typically frame the entryways of most storefronts. Your display windows should be designed to attract the interest and attention of the passing viewer. Each object that is

placed in the window will have its own form, shape, color, and texture. These individual visual characteristics should be explored in the selection and arrangement of merchandise which you place in your windows.

Product Advertising:

Let your products speak for themselves. Exhibit you products or merchandise in interesting ways to illustrate important appearance or functional features. Avoid large or repetitious advertising signs. Keep written information on window signs to a minimum.

Temporary Window Signs:

Certain window signs may occasionally appear as part of your window display. Temporary window signs announcing a grand opening, a seasonal sale or special promotional event will often become a necessary part of your window display. When temporary signs are used, keep the message content simple. The size of window signs should not dominate your window display. As a general rule, temporary signs should never occupy more than 15% of the total glass areas of any individual display window.

Lighting:

Provisions for directional artificial illumination should be considered essential for most store display windows. Recessed accent lighting or suspended track lighting is well worth the cost of installation. Display lighting should be controllable in intensity and flexible in placement to allow for special accent or highlighting of product displays. Incandescent illumination will provide the most attractive source of illumination.