

LCBO Guidelines

In-Store Signage & Supplier Merchandisers

LCBO

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INTRODUCTION & PURPOSE

In-store signage is essential to the LCBO customer experience. It reflects our brand values while guiding and engaging customers in a safe, responsible, and inclusive environment.

These guidelines ensure a consistent and effective visual language across LCBO locations, outlining clear standards for:

CONSISTENCY Standardized design and messaging to support a cohesive brand across stores.	CLARITY Clear, accessible communication that enhances customer experience and supports informed, responsible choices.	COMPLIANCE Alignment with AGCO and AODA regulations to meet legal and accessibility standards.	EFFICIENCY Streamlined processes for signage creation, approval, and installation.
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These guidelines are for LCBO supplier partners involved in signage and merchandiser planning, production, and execution. Adhering to them reinforces our shared commitment to quality, compliance, and customer service excellence.

MARKETING & BRAND IDENTITY

1 LOGO USAGE

Supplier brand logos, sponsorship logos, etc. must be displayed clearly and comply with their specific brand identity rules – Merchants are accountable for facilitating legal documentation for rights usage.

2 TYPOGRAPHY

All fonts used must be clear and legible (avoid complex designs that compromise readability).

3 COLOUR

A minimum of one of the current LCBO thematic promotion colours must be included as the primary colour. Promotion colour swatches and signage visual references are available upon request.

4 IMAGERY

All imagery must be in accordance with LCBO Social Responsibility mandates (*see next page*).

5 LANGUAGE REQUIREMENTS

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.
- Translation services are available upon request.

6 MESSAGE

For optimal customer experience, layout design and content copy should be clear and concise. This is especially important in bilingual formats, where English and French must share the same space without compromising the design or hierarchy.

REGULATION REQUIREMENTS

SOCIAL RESPONSIBILITY MANDATES

- Age restrictions (no minors, models must appear a minimum of 25 years of age).
- Responsible drinking messages (no intoxication, no images depicting physical activity, irresponsible consumption, or consumption in public places). Include “Must be legal drinking age” statement where possible.
- Must meet AGCO requirements: www.agco.ca
- Must meet Ad Standards Canada (Ad Standards – Canada) guidelines.

ACCESSIBILITY STANDARDS

AODA (Accessibility for Ontarians with Disabilities Act) is legislation enacted into law in 2005, governing accessibility standards for provincially regulated entities. Supplier signage must meet AODA compliance in regards to font size, color contrast and legibility.

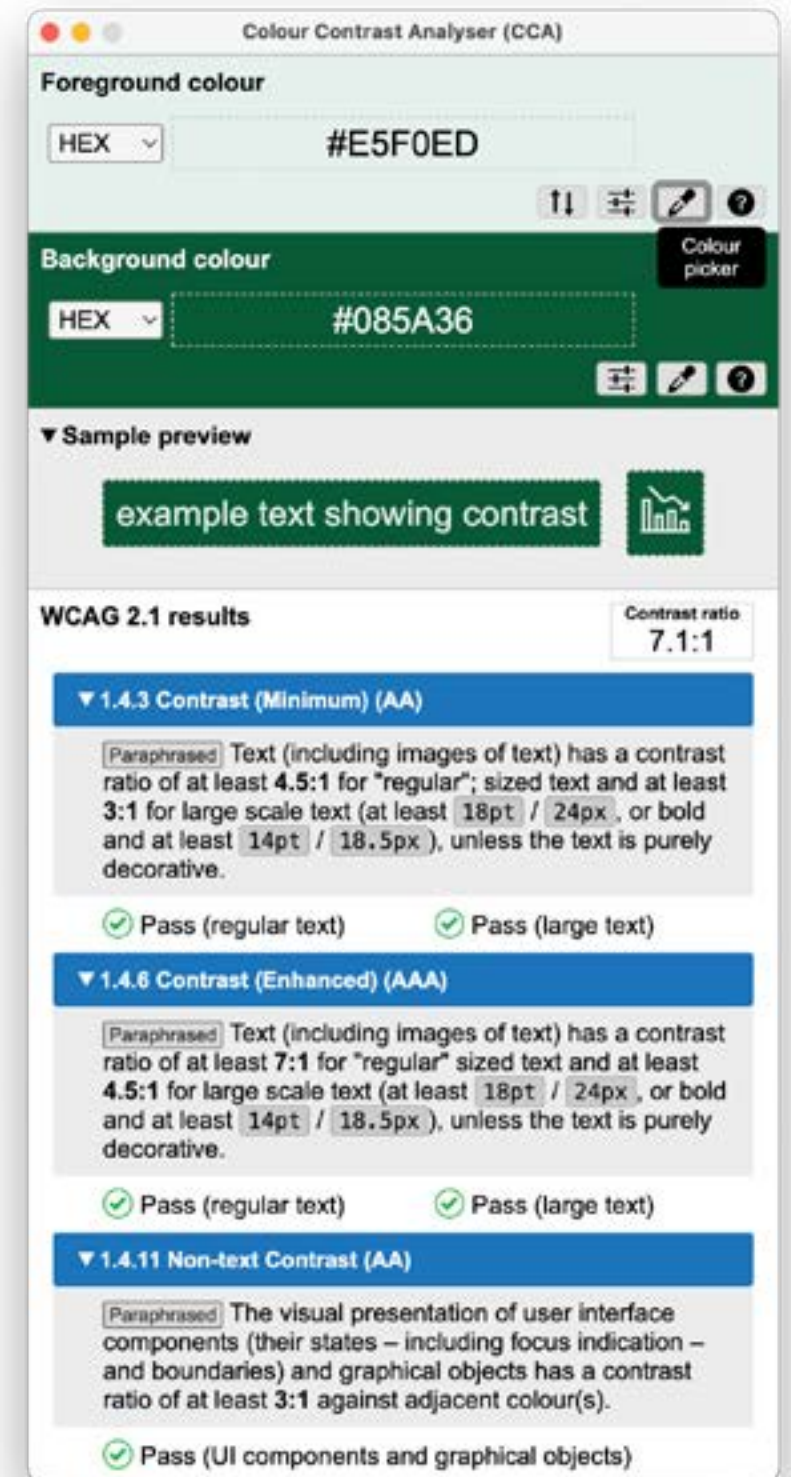
Using easy-to-read typefaces and highly contrasting colors ensures text is distinguishable from its background. Minimum contrast standard for compliance is WCAG 2.0 Level AA. Contrast ratio must be **4.5:1** or greater for large (display headlines) and regular text (body copy).

AODA website compliance checklist for 2025:

<https://accessibe.com/blog/knowledgebase/aoda-compliance-checklist>

AODA colour compliance contrast checker (contrast ratio guidelines to the right):

<https://webaim.org/resources/contrastchecker/>



IN-STORE SIGNAGE SPECS

Flagship Spotlight

Metal Frame
47.5" W x 77.25" H

Hanging Frame
42.5" W x 30" H

Nesting Table Sign
40"W x 19.75" H

Metal Frame (47.5" W x 77.25" H) + Hanging Signs (42.5" W x 30" H)



*Please contact LCBO for more information.
InDesign templates available upon request.*

IN-STORE SIGNAGE SPECS

Entrance Table (ET)

15.845" W x 11.75" H

Front Nesting Table (FNT)

Middle Nesting Table (MNT)

40" W x 19.75" H

End Aisle Backer Card

30"W x 24" H

End Aisle Backer Cards (30" W x 24")



*Please contact LCBO for more information.
InDesign templates available upon request.*

IN-STORE SIGNAGE SPECS

End Aisle Backer Card (supporting shelf for Digital Display)

30"W x 24" H



IN-STORE SIGNAGE SPECS

POP-UP Displays

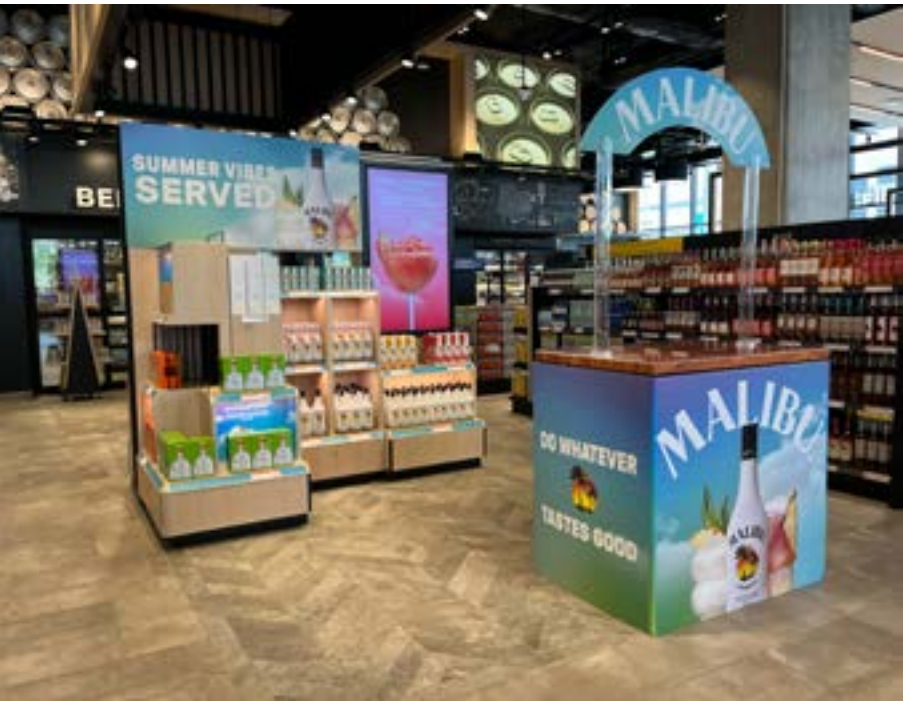
Backlit Transparencies
18" W x 51" H

Digital Screen
2160 W x 3840 H pixels

Backlit Transparencies (18" W x 51")



Digital Screens (2160 W x 3840 H pixels)



*Please contact LCBO for more information.
InDesign templates available upon request.*

SUPPLIER MERCHANDISERS

Suppliers are reminded that the Value-adds displayed inside the merchandisers may not extend beyond the dimensions noted below to allow for signage to always be clearly visible (i.e. value-adds for End Aisles may not exceed 10" in height when placed inside the merchandiser).

Maximum Supplier Merchandiser Dimensions:

Display	Version	Dimensions
End Aisles	End Aisle Shelf	18" W x 10" H (including signage) x 10"d
Excitement Zone 21A*	End Aisle Shelf + Plinth Display (both versions required)	18" W x 10" H (including signage) x 10" D + 18" W x 50" H x 18" D
Excitement Zone 21C*	End Aisle Shelf + Plinth Display (both versions required)	18" W x 10" H (including signage) x 10" D + 18" W x 50" H x 18" D
Excitement Zone 21D	End Aisle Shelf	18" W x 10" H (including signage) x 10" D
Block Piles	Value-add and Stand Alone Merchandisers	42"–58" H (including signage) x 36" W x 30" D

Displays & Value-Add Merchandisers:

- Maximum size: 32" W x 72" H x 44" L (including relevant signage)
- The merchandiser creative and details on how LCBO product signage (i.e. 8" W x 7" H Pricer Cards) are displayed on the merchandiser must be submitted at time of application.

Supplier Produced Merchandisers:

The purpose of this display is to enhance our customer experience in-store. It tells a strong brand story that may be associated with a tactical occasion occurring within the period; the display/merchandiser must be relevant to the period. (e.g. Halloween merchandiser during P8, Mother’s Day merchandiser during P2). The merchandiser creative must be submitted for approval at the time of the initial application. Please ensure the material used to produce the merchandiser is strong enough to support any product displayed.

Please contact LCBO for more information.

SUPPLIER MERCHANDISERS

Merchandiser Set Up:

- Merchandisers must be delivered on the first Monday of the promotional period and fully assembled and merchandised by agents.
- Displays must also be removed on the first Monday of the next period by agents.
- LCBO Retail Employees are not responsible for merchandiser assembly or take-down.

Beer Cold Room (Plinth)



Beer Cold Room (Excitement Zone)



Blockpile



Blockpile



Please contact LCBO for more information.

SUPPLIER MERCHANDISERS (VALUE-ADD)

- Preferred message to communicate a Value-Add (VA) is **FREE WITH PURCHASE**. **GIFT WITH PURCHASE** is also permitted.
- Value-Add messaging should always be accompanied with **While supplies last** and **Must be legal drinking age** statements.
- Ensure messaging around customer purchase, is as clear as possible (avoid vague language such as ‘participating products’).
- The legal/fine print must include the SKU number(s) of the products that qualify a customer for the VA.
- Value-Adds on Supplier Produced Display/Merchandisers should be attached to the product, or a merchandiser should be supplied within the allotted space to hold the Value-Add.



Please contact LCBO for more information.

DESIGN & FILE DELIVERY SPECIFICATIONS

Layout

File format: Hi-Res PDFx1a with crop mark and bleeds + Adobe InDesign collected files (preferred format for pre-press check and potential troubleshoot measures at print stage)

– *LCBO InDesign artwork templates available upon request*

Safety Area: Allow 0.5"-1" artwork/copy safety boundary from fixture frame (*specific margins set within InDesign templates*)

Bleed: 0.125" (1/8") set all around trim edge

Versions: English & Bilingual

Colours

CMYK 4-Colour Process (no PMS spot colours or RGB files)

If possible, tie-in to current LCBO thematic colour-palette (available upon request).

Fonts

- All fonts must be supplied or outlined in layout.
- Supplier must secure licensing rights for all fonts used.
- Display and body copy font size must be larger than 30 pts.
- Legal copy must be a minimum of 12 pts.
- If supplier wishes to leverage LCBO brand font (Aktiv Grotesk) for better in-store alignment, font is available as free download with Adobe Creative Suite license: <https://fonts.adobe.com/fonts/aktiv-grotesk>

Images

- Minimum 300 dpi full-size resolution print output (effective PPI).
- Raster images should be TIFF or PSD file formats (no JPGs).
- Supplier, partnership and sponsor logos should be provided as vector art (EPS or SVG). PNGs allowed only if minimum full-size effective resolution and print quality requirements are met.
- Supplier must secure licensing rights for all royalty-free or rights-managed stock images used in layout.
- LCBO logo should not be included in supplier artwork.

Final Art

- InDesign collected folder (fonts & links must be included). ZIP folder to ensure files are not corrupted in transfer.
- Include Adobe Acrobat PDF for visual reference.

File Delivery

Dropbox, WeTransfer or FTP secure file transfer (e.g. Fetch).

Timing

Draft of signage must be sent to marketing contact for review a minimum of 8 weeks before the start of the promotional period. LCBO requires a *minimum of two weeks* to review and approve.