

Supplier-Produced Merchandiser GUIDELINES: ENTRANCE TABLE

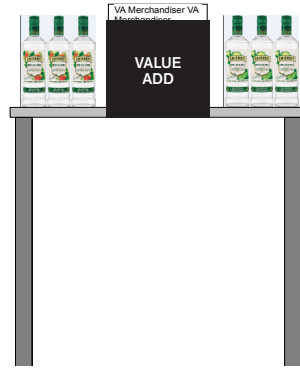
CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Entrance Table.

SQUARE TABLE



ROUND TABLE



Maximum Merchandiser Dimensions:

- 12" w x 13" h (including signage) x 10" d

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

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.

Value-Add Message:

- Preferred message to communicate a VA is "FREE WITH PURCHASE."
- Value-Add messaging should always be accompanied with a "While Supplies Last" statement.
- "GIFT WITH PURCHASE" is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)