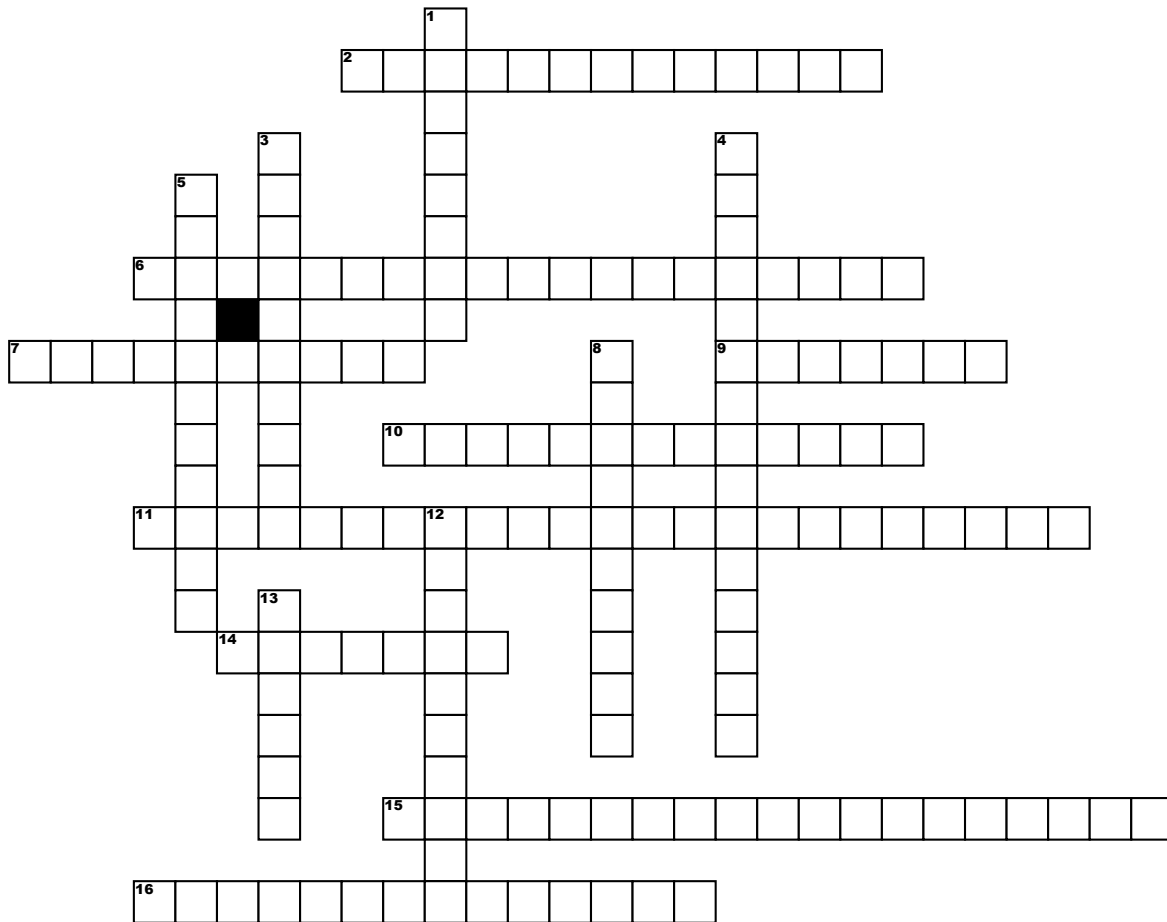


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Visual Merchandising and Display



## **Across**

- 2.** involve three colors equally spaced on the color wheel, such as red, yellow, and blue
- 6.** found opposite of each other on the color wheel and are used to create high contrast
- 7.** encompasses a store's sign or logo, marquee, banners, awnings, windows, and the exterior design, ambiance, and landscaping
- 9.** architectural canopy that extends over a store's entrance
- 10.** created when large items are placed with large items and small items are placed with small items

- 11.** consumer sales promotion device

- 14.** refers to the visual and artistic aspects of presenting a product to a target group of customers

- 15.** encompasses all of the physical elements that merchandisers use to protect an image to customers

- 16.** also known as analogous colors, are located next to each other in the color wheel and share the same undertones

## **Down**

- 1.** principal installations in a store

- 3.** refers to the relationship between and among objects in a display

- 4.** created when several small items are placed with one large one

- 5.** ways that stores use floor space to facilitate and promote sales and serve customers

- 8.** illustrates the relationships among colors

- 12.** area in the display that attracts attention first, above all else

- 13.** playing a growing role in point-of-sale merchandising