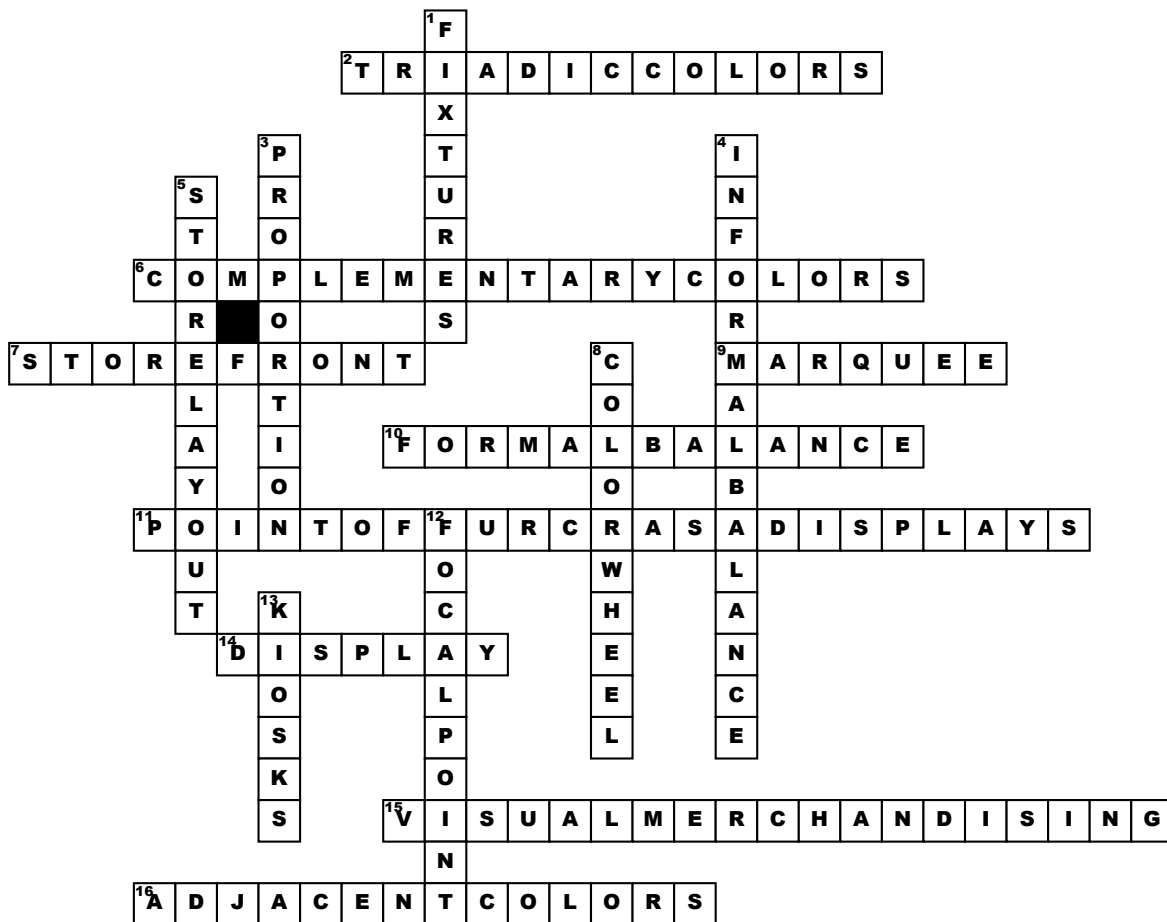


Name: _____

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