

Franchise Branding Merchandising Instructions

Date: [Insert Date]

To: [Franchisee Name]

From: [Franchisor Name]

Subject: Branding and Merchandising Guidelines

Dear [Franchisee Name],

As part of our ongoing commitment to maintaining a cohesive brand identity across all locations, we have outlined the following merchandising instructions for your franchise:

Branding Elements

- All signage must follow the approved brand standards.
- Use official brand colors: [List Colors].
- Logos should be displayed prominently, according to the provided guidelines.

Merchandising Display

- Ensure all products are displayed according to the outlined planograms.
- Maintain cleanliness and organization of merchandise at all times.
- Incorporate promotional materials in designated areas only.

Compliance and Review

Compliance with these guidelines is crucial. Regular audits will be conducted to ensure adherence to these merchandising standards. Non-compliance may result in corrective actions.

Please feel free to reach out if you have any questions or require further clarification.

Best regards,

[Your Name]

[Your Position]

[Franchise Company Name]