

Franchise Promotional Display Guidelines

Date: [Insert Date]

To: [Franchisee Name]

From: [Franchisor Name]

Subject: Guidelines for Promotional Displays

Dear [Franchisee Name],

We are excited to provide you with our promotional display guidelines to help enhance your franchise's visibility and drive sales. Please adhere to the following guidelines:

Display Placement

- All promotional displays must be positioned within [specific area] of your store.
- Ensure that displays do not obstruct any exit routes or safety equipment.

Design and Branding

- Use approved colors and logos as per the brand guidelines.
- Display materials must align with our corporate image and messaging.

Compliance and Safety

- All displays must comply with local regulations and safety standards.
- Regularly inspect displays for stability and remove any damaged materials promptly.

Promotional Content

- All promotional content must be pre-approved by the marketing team.
- Ensure that promotions are current and accurately reflected in your displays.

Your cooperation in adhering to these guidelines is essential for maintaining our brand integrity and ensuring a cohesive customer experience across all locations. Should you have any questions or require further clarification, please do not hesitate to reach out.

Thank you for your commitment to our brand's success.

Sincerely,

[Your Name]
[Your Title]
[Franchisor Name]