



STORE DESIGN

07-01
-2019
AVOCA
DO

power
ed by

retail | branding

CON TEN T

СТРАНИЦА 3

СТРАНИЦА 11

СТРАНИЦА 22

СТРАНИЦА 30

СТРАНИЦА 50

СТРАНИЦА 56

СТРАНИЦА 73

LOGO DEVELOPMENT

1. LOGO
2. DESIGN IDEA
3. STORE DESIGN ELEMENTS
4. POS MATERIALS
5. PHOTO CONCEPT
6. LAY OUT EXAMPLES
7. FACADE

1

LOGO

1

LOGO

avocado

avocado

1

LOGO

avocado
Магазин у дома

avocado

Магазин у дома

1

LOGO

авокадо

авокадо

1

LOGO

авокадо
Магазин у дома

авокадо

Магазин у дома

1

LOGO

avocado
Магазин у дома

avocado

Магазин у дома

1

LOGO

avocado

avocado

1

LOGO

avocado

Pantone 462 C
CMYK: 29.50.97.73
RGB: 84.64.31
Web: 54401f
RAL (D2): 080.30.26

Pantone 389 C
CMYK: 21.0.85.0
RGB: 208.223.0
Web: D0DF00
RAL (D2): 100.80.80

Pantone 395 C
CMYK: 5.0.90.0
RGB: 236.232.26
Web: ECE81A
RAL (K7): 1016

Pantone 7741 C
CMYK: 76.4.100.21
RGB: 68.136.62
Web: 44883E
RAL (K7): 6017

2

DESIGN IDEA

2

DESIGN IDEA



The main branding idea is based on freshness, warmth, joy and happiness. We want to spend the customers a good feeling in their everyday shopping environment. The store design should raise trust in the product quality and his freshness.

The store design should be carried by POS materials mainly and supported by coloured walls and elements. It should be easy to implement with a minimum of

2

DESIGN IDEA



ЗАМОРОЖЕННЫЕ
ОВОЩИ



WE
LOVE
FRESH

avocado

Магазин у дома



2

DESIGN
IDEA
COLOURS
MATERIALS

C1

WALL COLOUR
WHITE RAL 1013



ЗАМОРОЖЕННЫЕ
ОВОЩИ



WE
LOVE
FRESH

final text should be defined by Spar management



W5

METRO TILES

C2

BRIGHT GREEN
PANTONE 389 C
RAL (D2): 100 80 80

C3

DARK GREEN
PANTONE 7741 C
RAL (K7):6017

C4

BRIGHT BLUE
PANTONE:
298 C
RAL (D2):
230 60 40

C5

RED
PANTONE:
1807 C
RAL:
3011

C6

CI Coffee
PANTONE:
462 C
RAL (D2):
080 30 26

C7

DARK GREY
PANTONE
433
RAL 7021

avocado

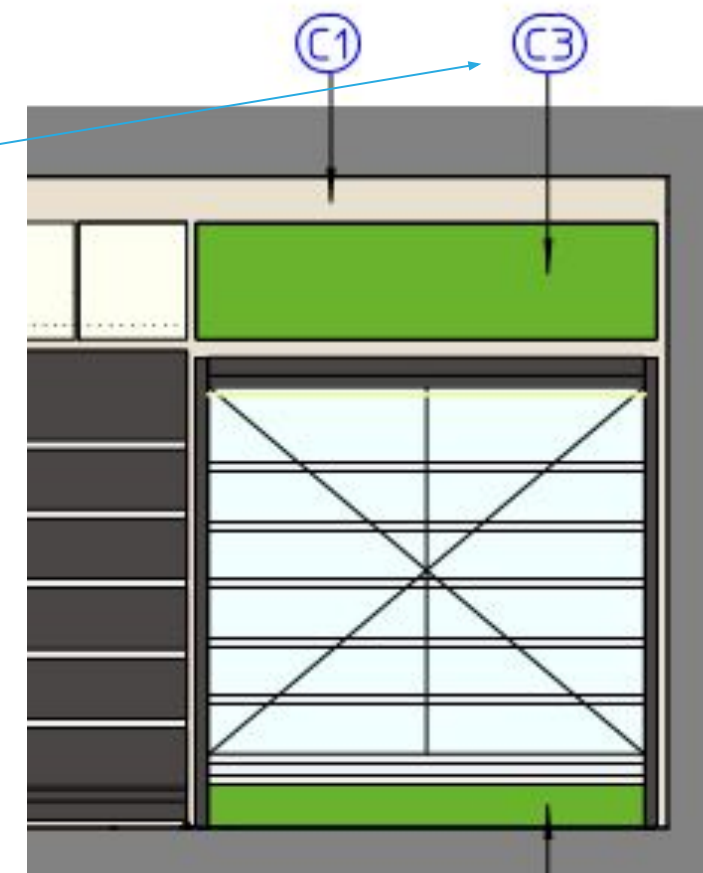
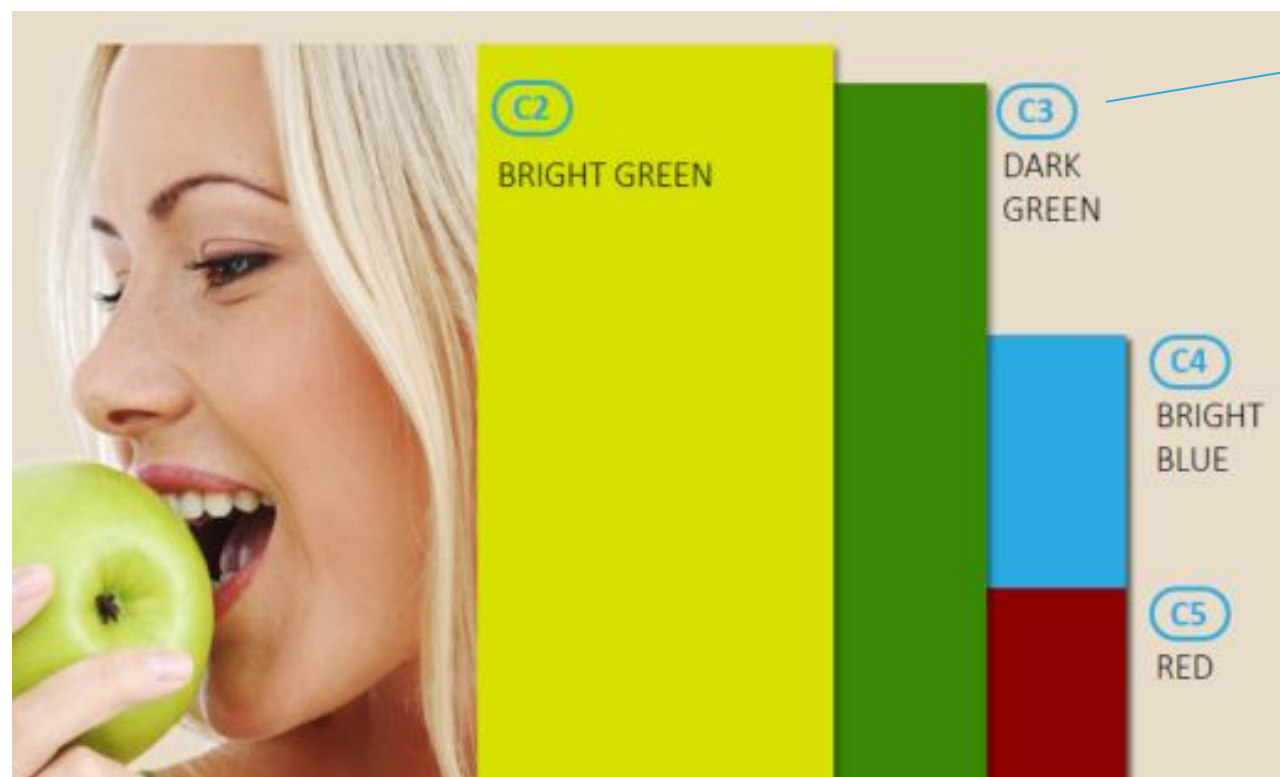
Магазин у дома



2

DESIGN IDEA COLOURS & MATERIALS

For colour and material definitions use the colour codes on the page before



2

DESIGN IDEA COLOURS & MATERIALS



decorative pendant lamps

[LINK](#)

The screenshot shows a product listing for 'T.Y.S. Pendant Lights 7 Colours'. The main image displays seven different colored pendant lamps (black, light blue, white, red, yellow, green, and white) hanging from the ceiling. The product title is 'Moderne Led Anhänger Licht Restaurant Hängen Lampe Indoor Hause Deco Beleuchtung für Kinder Schlafzimmer Esszimmer Suspension Leuchte'. It has a 4.5-star rating from 32 reviews and 125 orders. The price is €3,00 - 8,81 per piece, with a 31% discount. The shipping is free to Austria via China Post Registered Air Mail. The quantity is set to 1, and there are 2392 pieces available. The page includes a 'Jetzt kaufen' (Buy now) button and an 'In den Einkaufswagen' (Add to cart) button.

T.Y.S.

Moderne Led Anhänger Licht Restaurant Hängen Lampe Indoor Hause Deco Beleuchtung für Kinder Schlafzimmer Esszimmer Suspension Leuchte

Originaltitel in englischer Sprache

★★★★★ 4.5 (32 Stimmen) | 125 Bestellungen

Preis: € 4,35 - 12,77 / stück

Rabattpreis: **€ 3,00 - 8,81** / stück **-31%** 23h:14m:17s

Get our app to see exclusive prices

Hauptteilfarbe:

Ausstrahlen von Farbe:

Versand: **Kostenloser Versand an Austria per China Post Registered Air Mail**

Lieferung: 23-36 Tage

Menge: stück (2392 stücke Verfügbar)

Gesamtpreis: Abhängig von den Produkteigenschaften, die Sie auswählen

Pendant Lights 7 Colours

Q Zum Hereinzoomen mit der Maus über das Bild fahren

Jetzt kaufen **In den Einkaufswagen**

2

DESIGN IDEA 3D EXAMPLE

Blue variant



2

DESIGN IDEA 3D EXAMPLE

Green variant



2

DESIGN IDEA 3D EXAMPLE

White variant

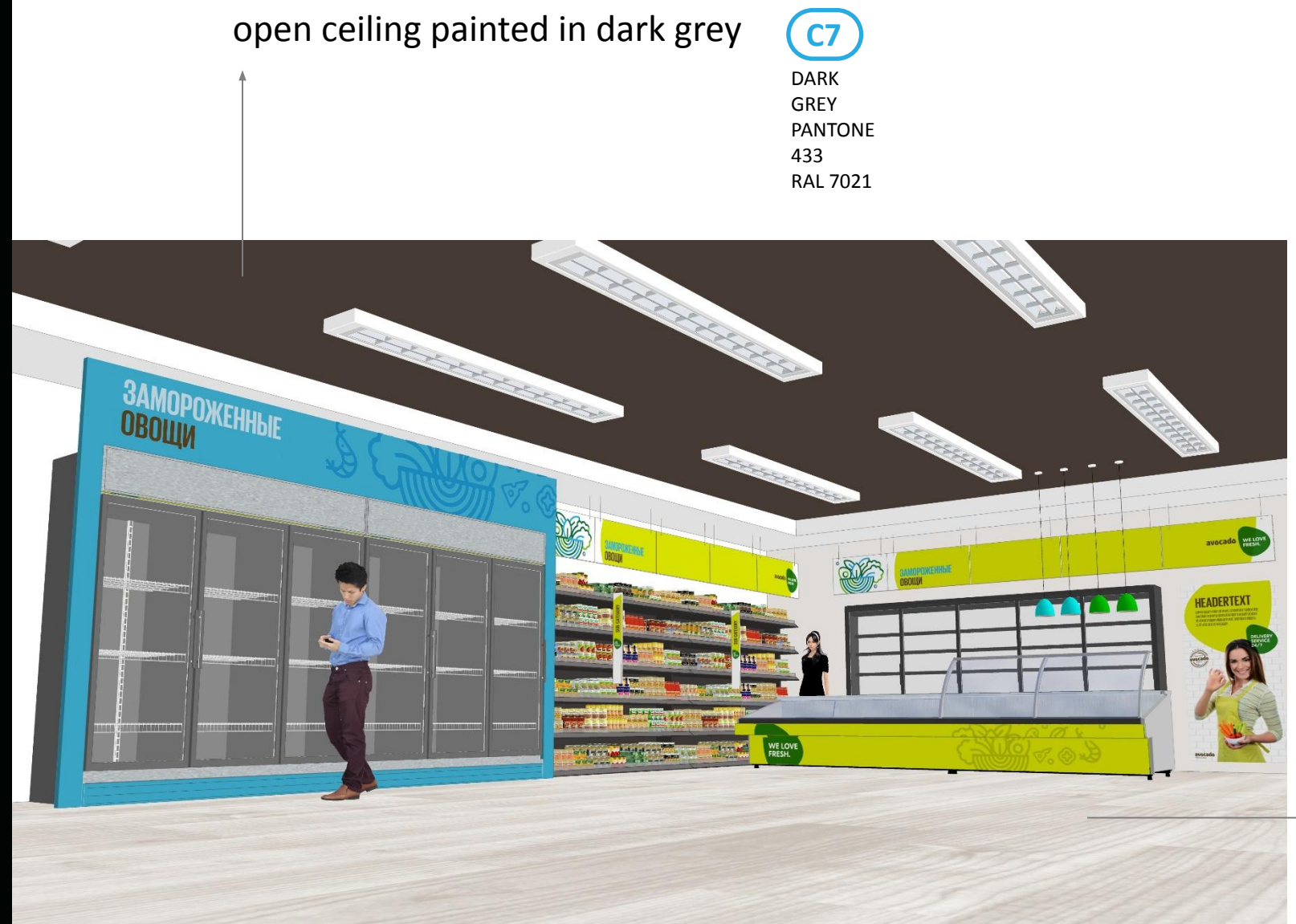


2

DESIGN IDEA 3D EXAMPLE




2 DESIGN IDEA FLOOR & CEILING PLAN



open ceiling painted in dark grey



DARK
GREY
PANTONE
433
RAL 7021




**WOOD OPTIC FLOOR TILES RESPECT
MUSGO 22X85CM**

★★★★★
0.0 of 5 stars

[more details](#) [Sample Information](#)

Customer Hotline
+49 40 797508920

Monday - Friday 9:00am till 4:00pm



floor stone tiles
220x850 reference:

[LINK](#)

3

STORE DESIGN ELEMENT S



3

STORE DESIGN ELEMENTS

Coloured focus walls / columns



The standard colour of back walls is a white. Powerful colours like green, red and blue are only used for accents. These colour accents will spend joy and happiness and strengthen the corporate identity of the Avocado stores.

3 STORE DESIGN ELEMENTS

Coloured focus walls / columns



3D PVC letters (10mm thick)
or stickered as a economy variant



Focus wall, chip wood frame around refrigerators.
An economy variant is offered by only hanging it as a sign over the refrigerators. The pattern is stickered (matt)



The base of the refrigerators should be painted or stickered in the same color.

3

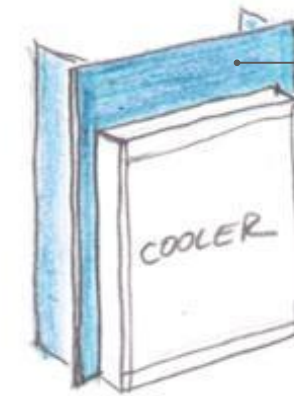
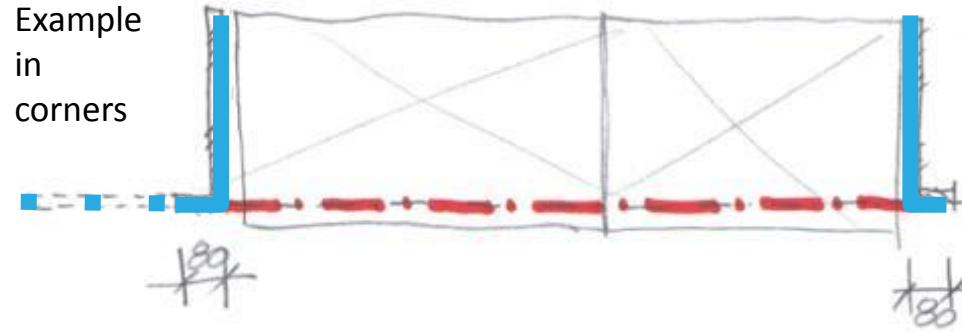
STORE DESIGN ELEMENTS

Coloured focus walls / columns

1

MAXI variant
(most beautiful for longer distances)

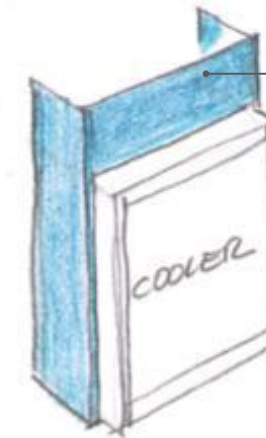
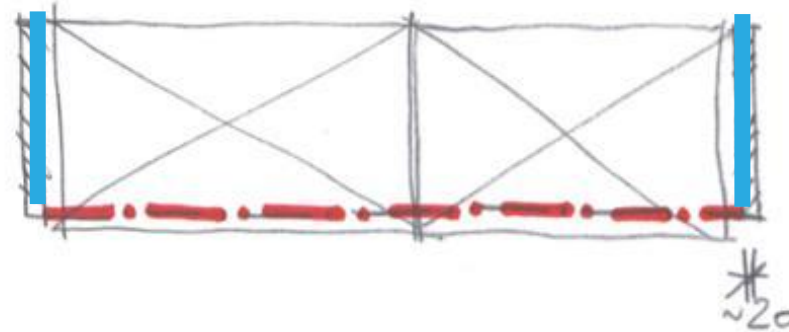
Example in corners



Laminated chip wood frame 80mm (or more in corners)

2

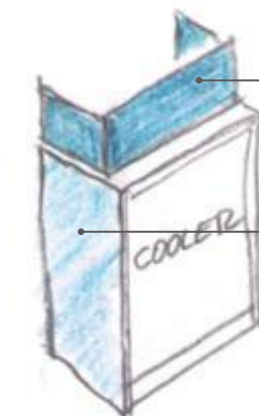
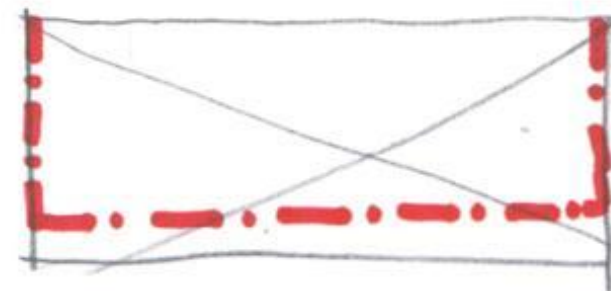
MIDI variant



Laminated chip wood frame with end-panels only

3

MINI (Economy) variant



made more easy by only hanging it as a sign over the refrigerator (foamex)

Sticker only

3 STORE DESIGN ELEMENT

Before



After



3 STORE DESIGN ELEMENT

Blue variant



Green variant



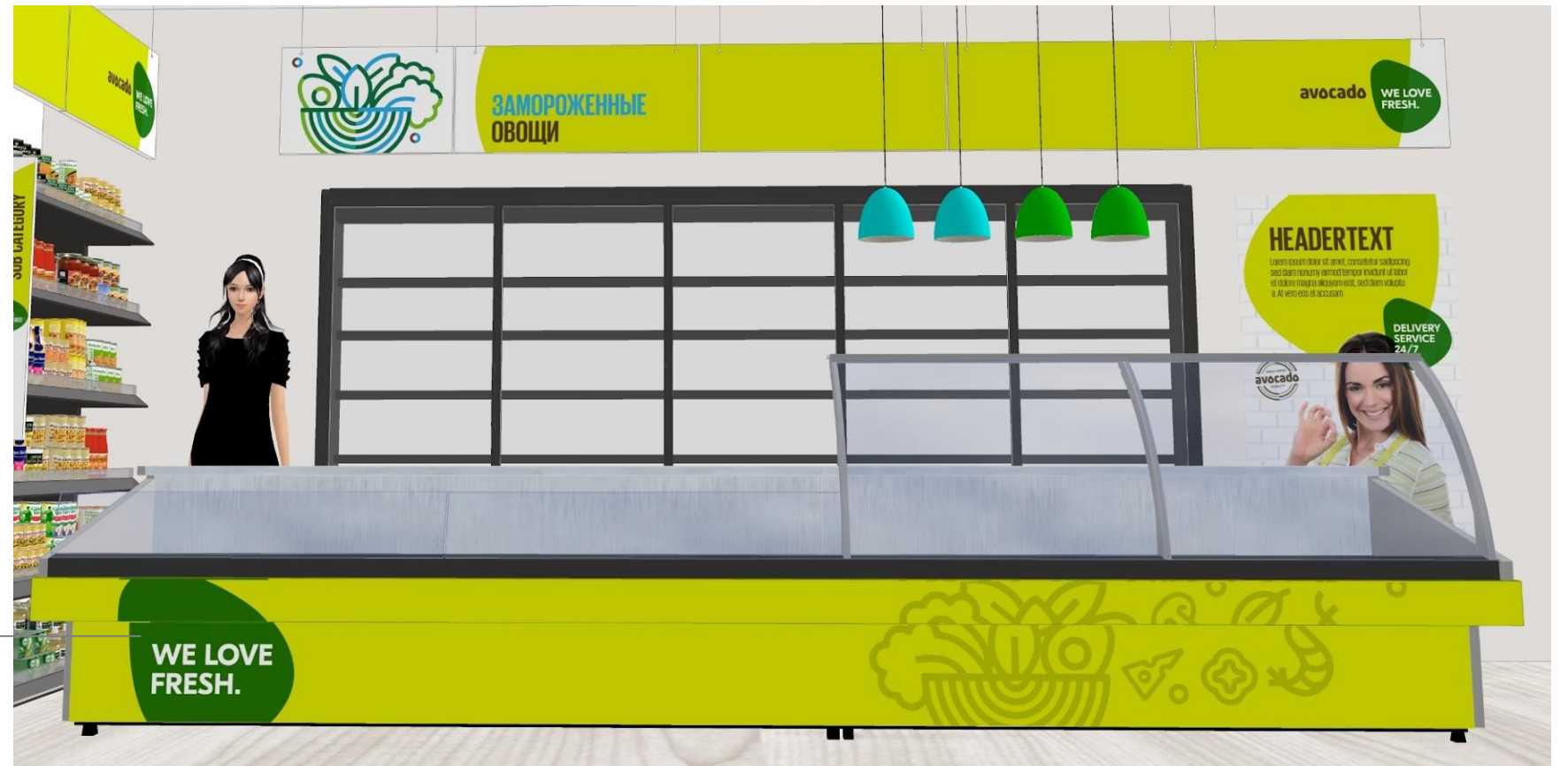
3

STORE DESIGN ELEMENTS

COLOUR & GRAPHIC STICKERS



Fresh sticker
size and dimensions depending on location
Text should be defined by Spar management



counter sticker, size and dimensions depending on location, can also be used for coolers and freezers

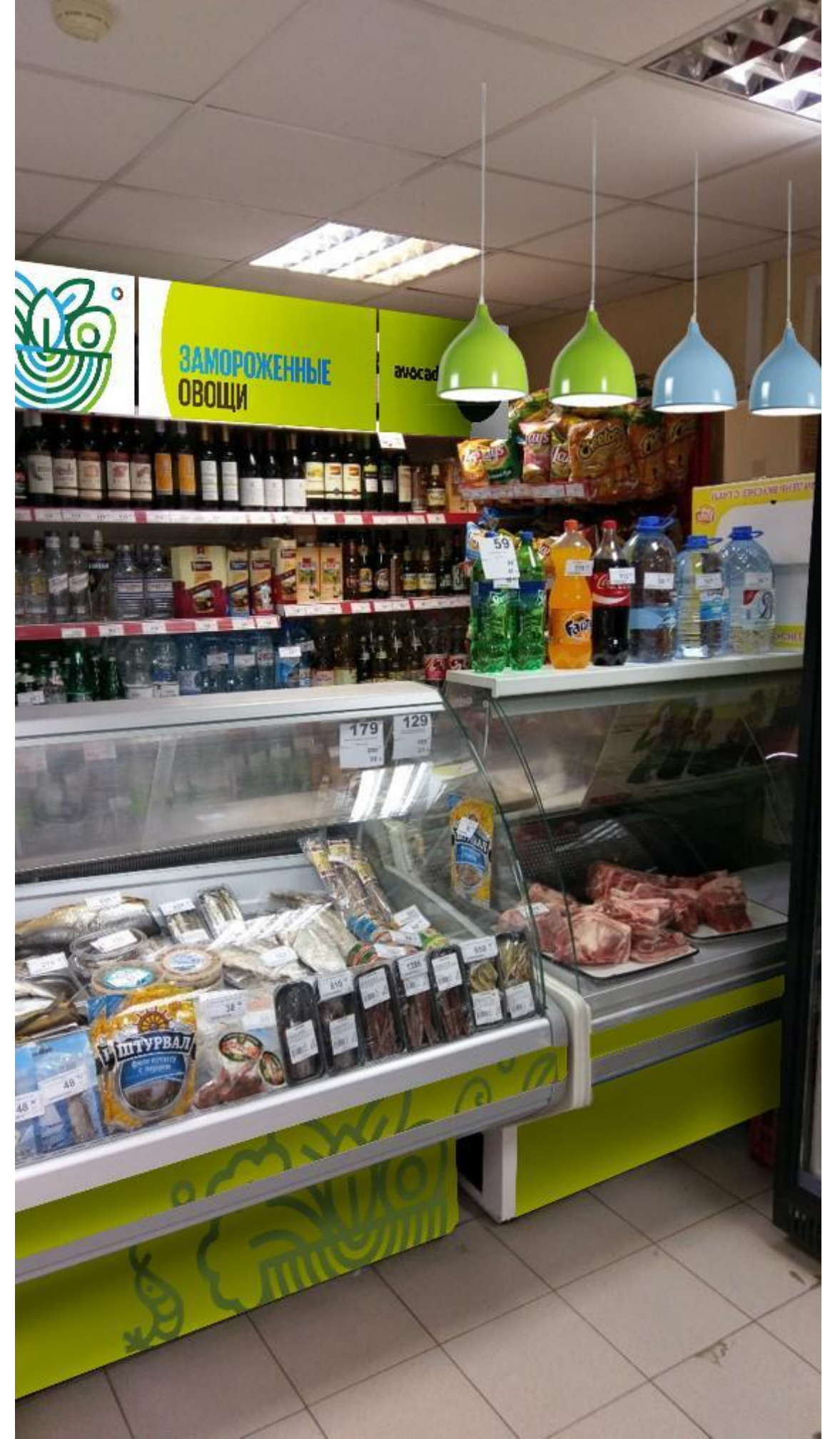
3

STORE DESIGN ELEMENTS

COLOUR &
GRAPHIC
STICKERS



before



after

4

POS MATERI ALS

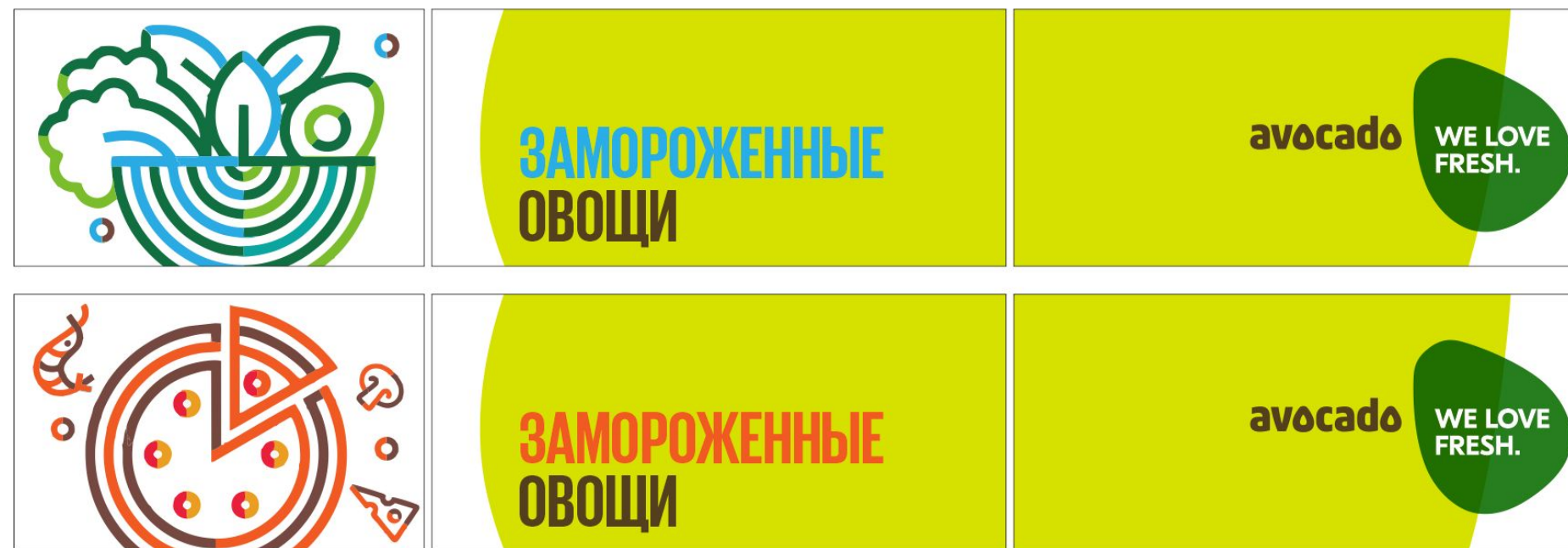
4

POS MATERIALS

THIRD LEVEL COMMUNICATION



With the help of simple printed or stickered Foamex boards we want to bring emotion in the stores. The boards will optimize the design quality of the most visible part of the store; the third level. The colours will brighten up the store and spend a pleasant feeling to the customers. The orientation boards also strongly tribute to the corporate identity strength of the Avocado stores.



4

POS MATERIALS

THIRD LEVEL COMMUNICATION



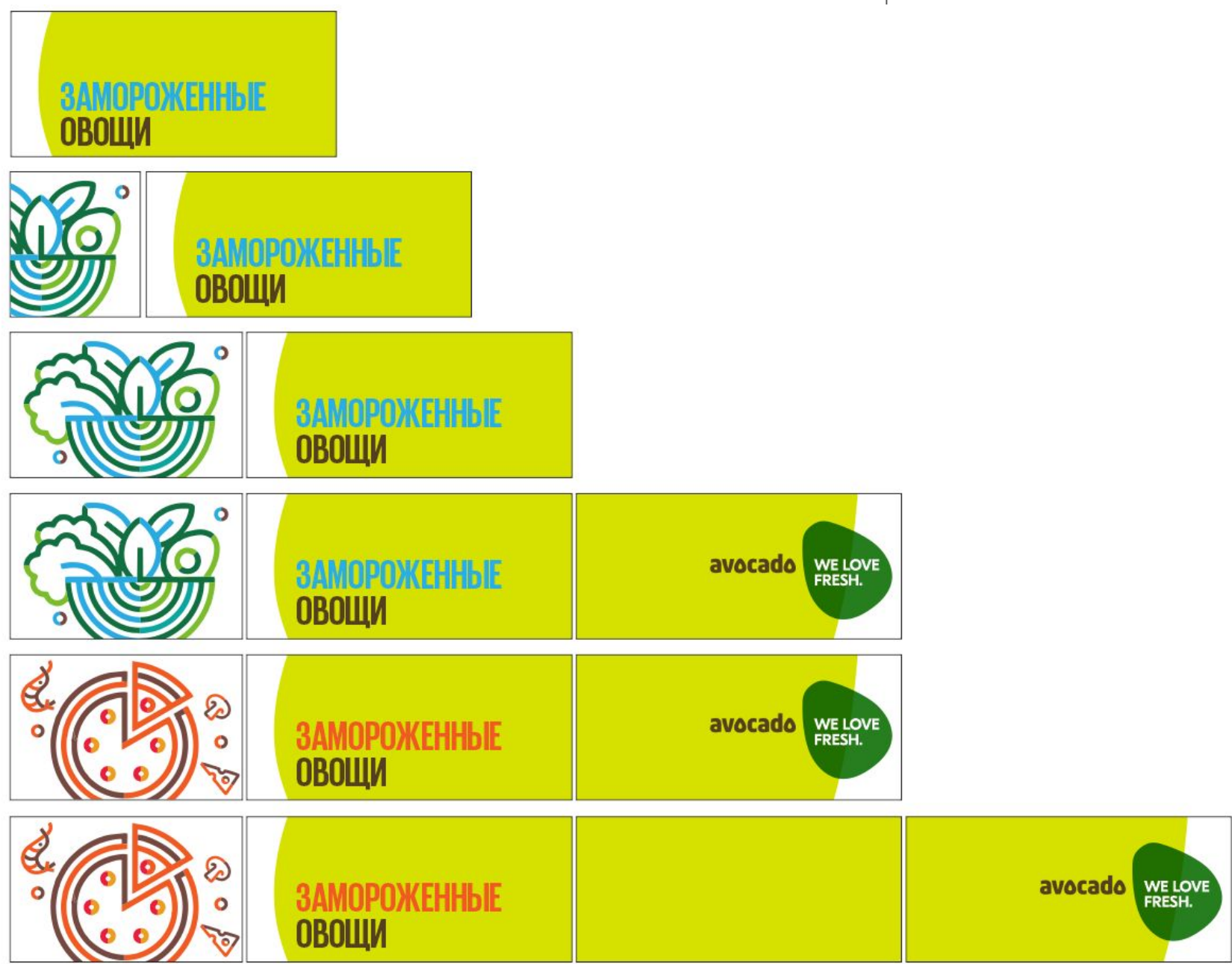
4

POS MATERIALS

THIRD LEVEL COMMUNICATION



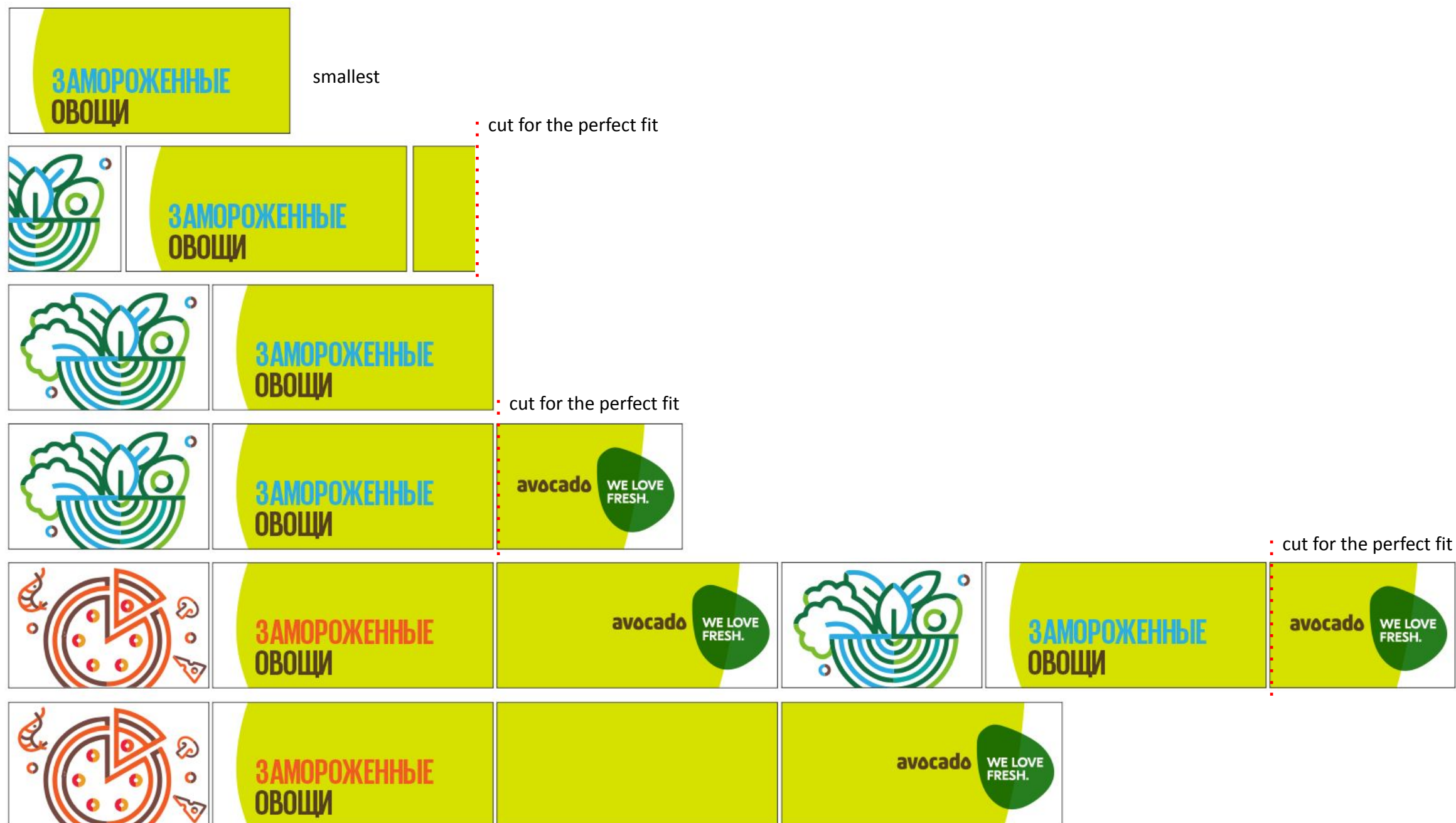
can be cut for the desired length while installing



4

POS MATERIALS

THIRD LEVEL COMMUNICATION



can be made longer by adding more uni-coloured panels

4

POS MATERIALS

THIRD LEVEL COMMUNICATION

All available graphics



4

POS MATERI ALS

THIRD LEVEL
COMMUNICAT
ION

All available graphics



4

POS MATERIALS

THIRD LEVEL COMMUNICATION

Hanging instructions



Remove all products & equipment higher than 2m

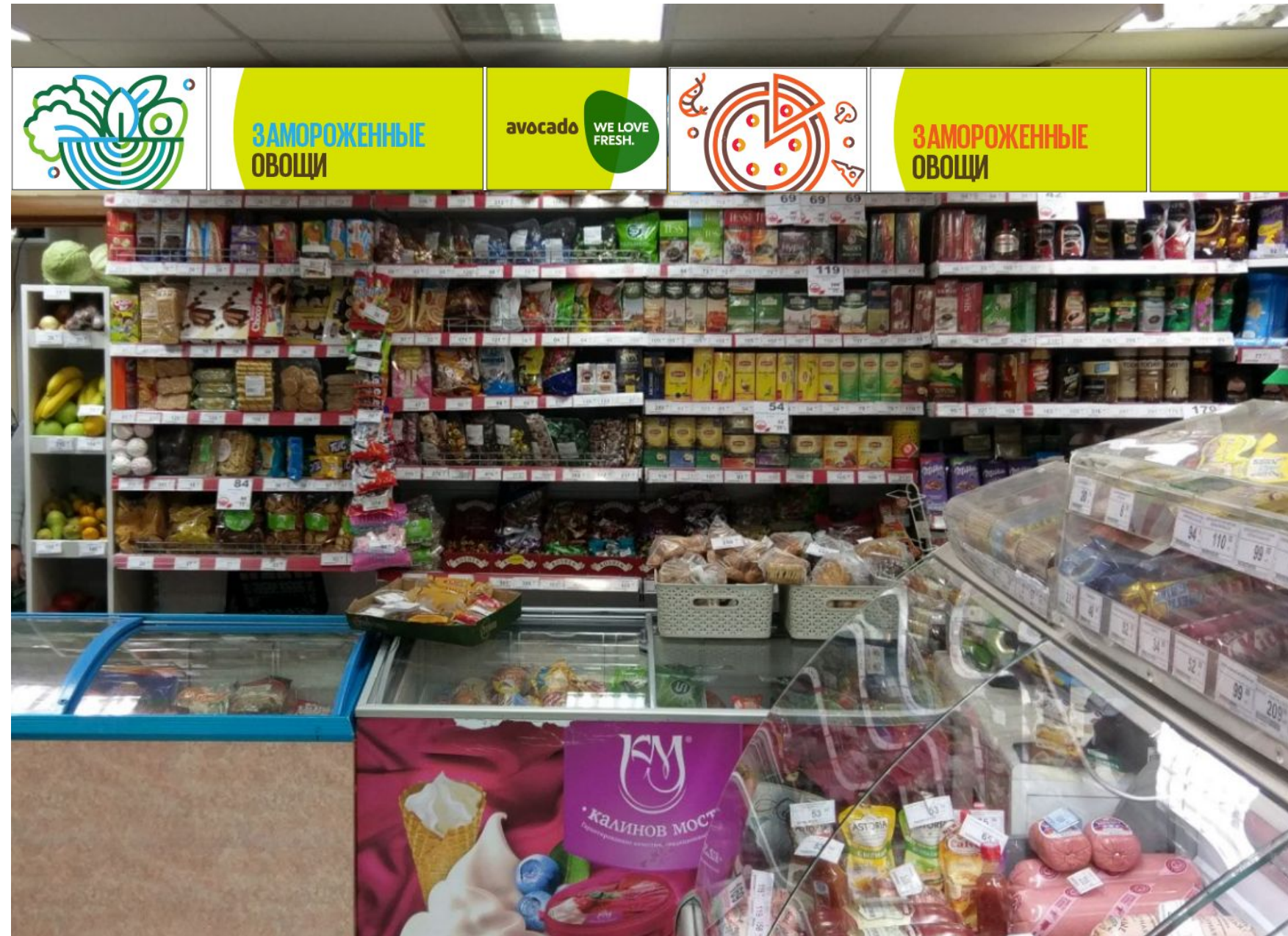
2 m

4

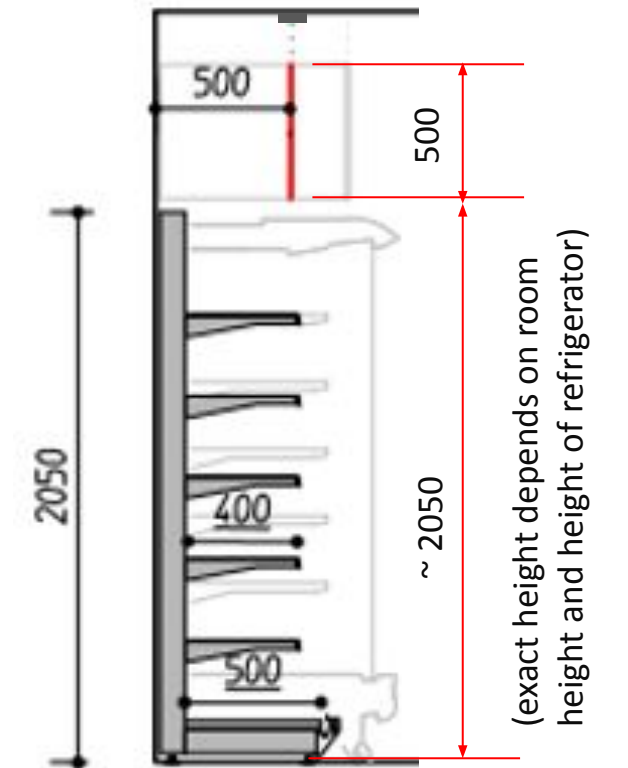
POS MATERIALS

THIRD LEVEL COMMUNICATION

Hanging instructions



Add orientation panels



All 3rd level carton boards through out the store should have the same height as much as possible.

4

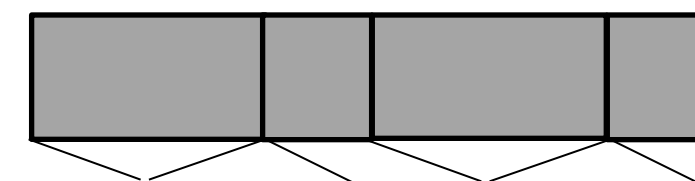
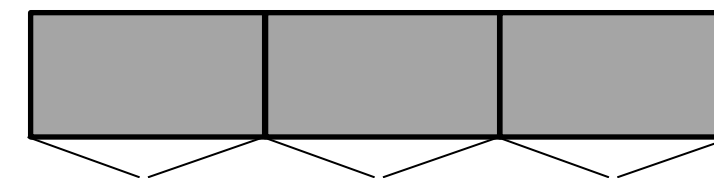
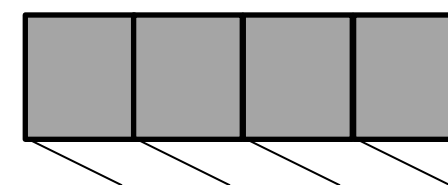
POS MATERIALS

THIRD LEVEL COMMUNICATION

Hanging instructions



Wall units and refrigerator (H approx. – 2050mm) should have the same height as much as possible.



Try putting models that are the same together in one row, avoid mixing them.

4

POS MATERIALS

THIRD LEVEL COMMUNICATION

Hanging instructions



4

POS MATERI ALS

PRICING & SIGNING

Price signs A4 / A5

DAILY FRESH

Abcdefghijklmnopqrstuv
Abcdefghijklmnopqrstuv

AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq
AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq
AbcdefghijklmnopqrstuvwxyzAbcdefghij
AbcdefghijklmnopqrstuvwxyzAbcdefghi



12345⁰⁰
rub

avocado  Abcdefghijklmnopqrstuvwxyz 12345-

SPECIAL OFFER

Abcdefghijklmnopqrstuv
Abcdefghijklmnopqrstuv

AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq
AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq
AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq
AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopq

~~345⁰⁰~~ **ABCDEFHIJKLMN**
99%

2345⁰⁰
rub

avocado  Abcdefghijklmnopqrstuvwxyz 12345-

4

POS MATERIALS

PRICING & SIGNING

Price signs A4 / A5



4

POS MATERI ALS

PRICING & SIGNING

Price signs 83 x 90



Price signs 65 x 39

basic price shelve sign



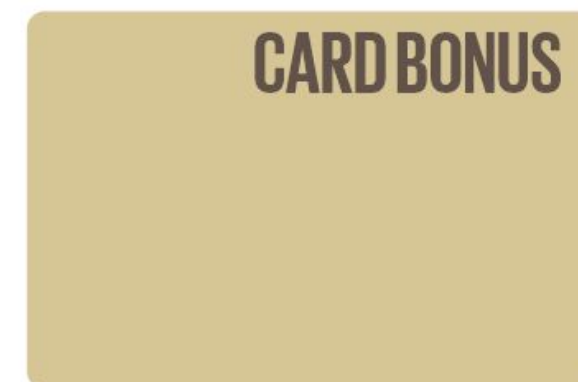
basic price shelve sign



basic price shelve sign



Price signs add-on 75 x 50



4

POS MATERIALS

PRICING & SIGNING



4

POS MATERIALS

PRICING & SIGNING



Product name
199⁰⁰ 159⁰⁰
avocado 250 grams 1 kg, 636

SPECIAL OFFER
Product name
199⁰⁰ 159⁰⁰
avocado 250 grams 1 kg, 636

NEW ARRIVAL
Product name
199⁰⁰ 159⁰⁰
avocado 250 grams 1 kg, 636

CARD BONUS
Product name
199⁰⁰ 159⁰⁰
avocado 250 grams 1 kg, 636

SPECIAL OFFER

NEW ARRIVAL

CARD BONUS

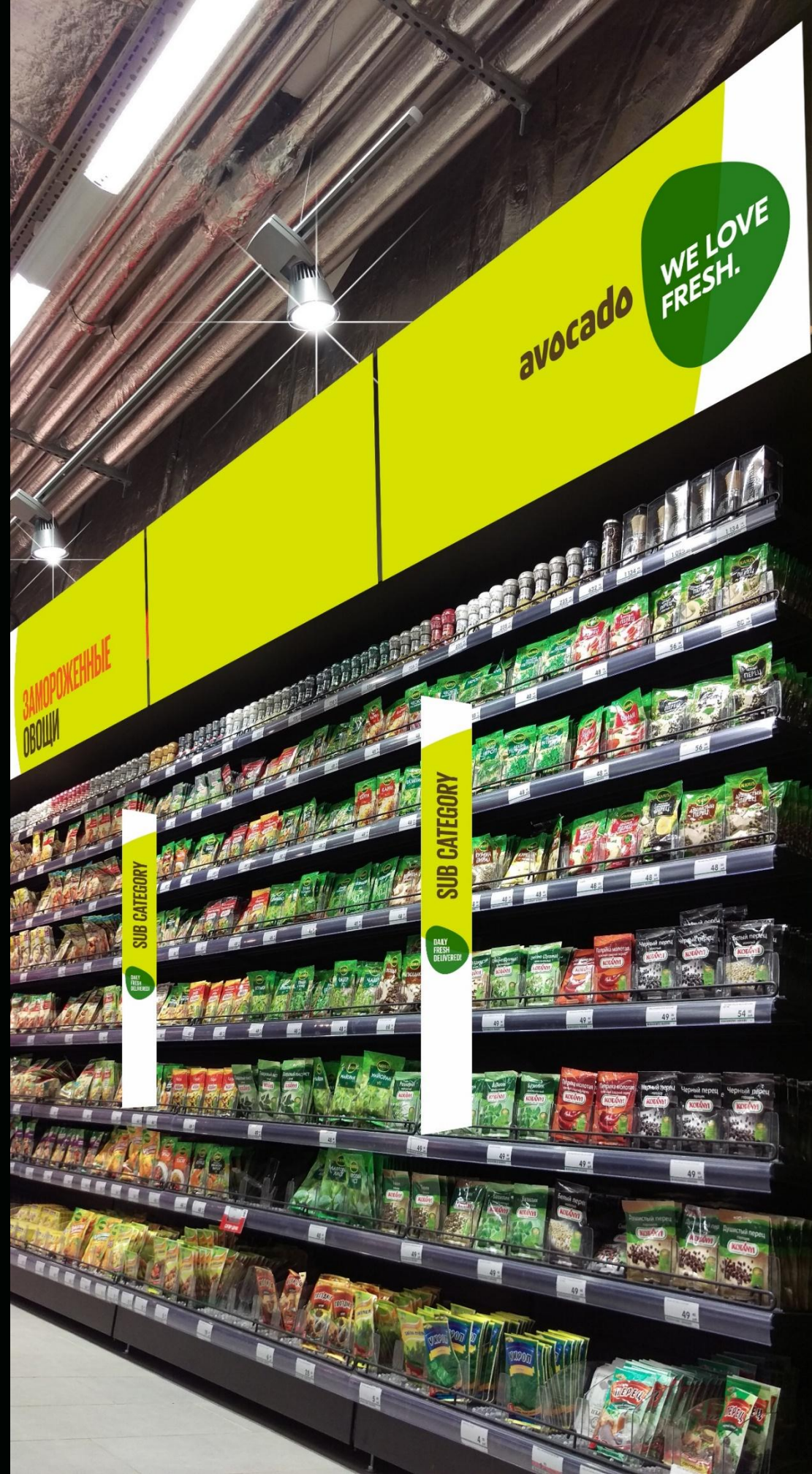
Abcdefghijklmnopqrstuv
12345⁰⁰ **ABCDEFHJKLMN** 99%
12345⁰⁰ rub
avocado 1 kg, 636

SPECIAL OFFER
Abcdefghijklmnopqrstuv
12345⁰⁰ **ABCDEFHJKLMN** 99%
12345⁰⁰ rub
avocado 1 kg, 636

4

POS MATERI ALS

PRICING & SIGNING



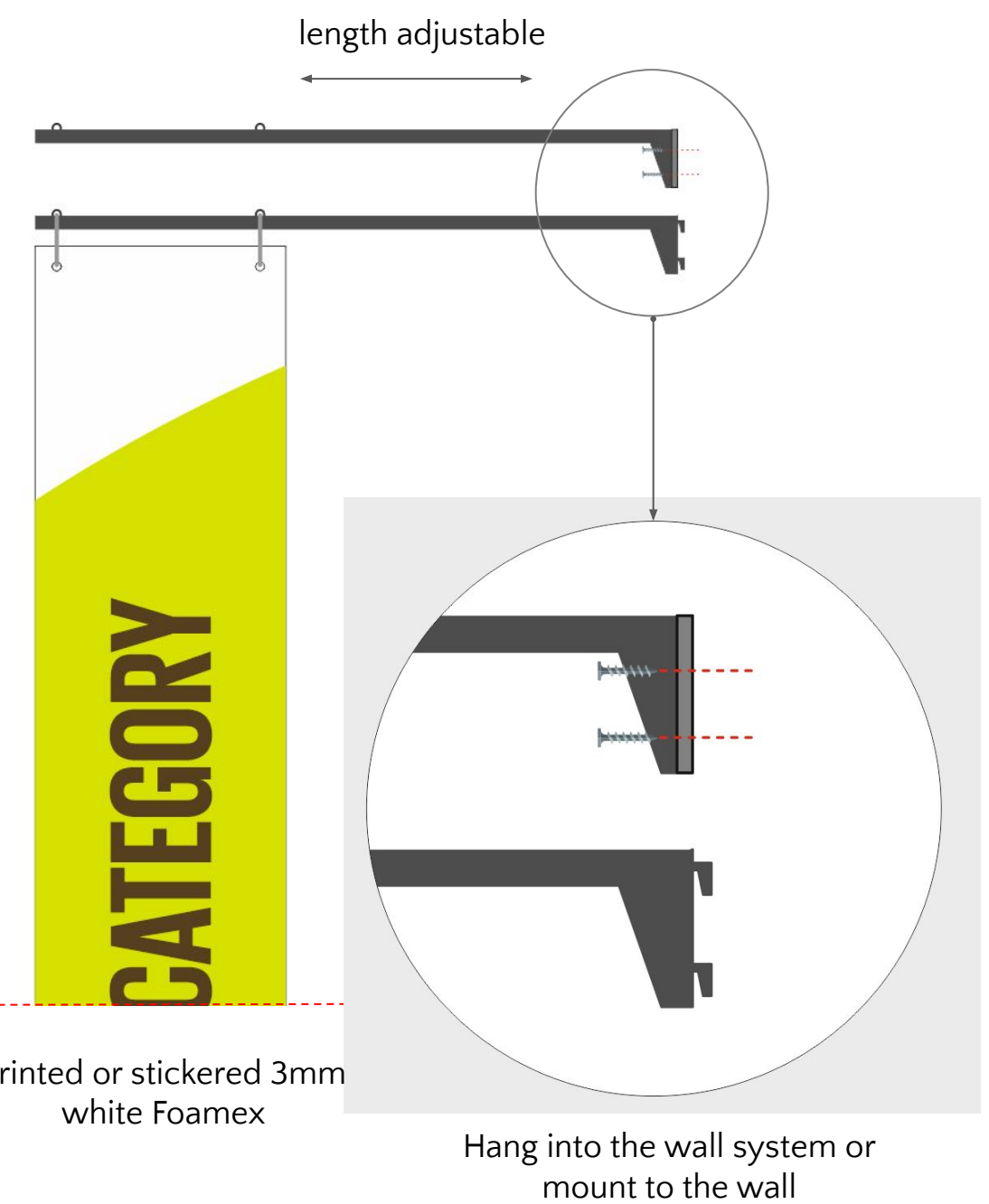
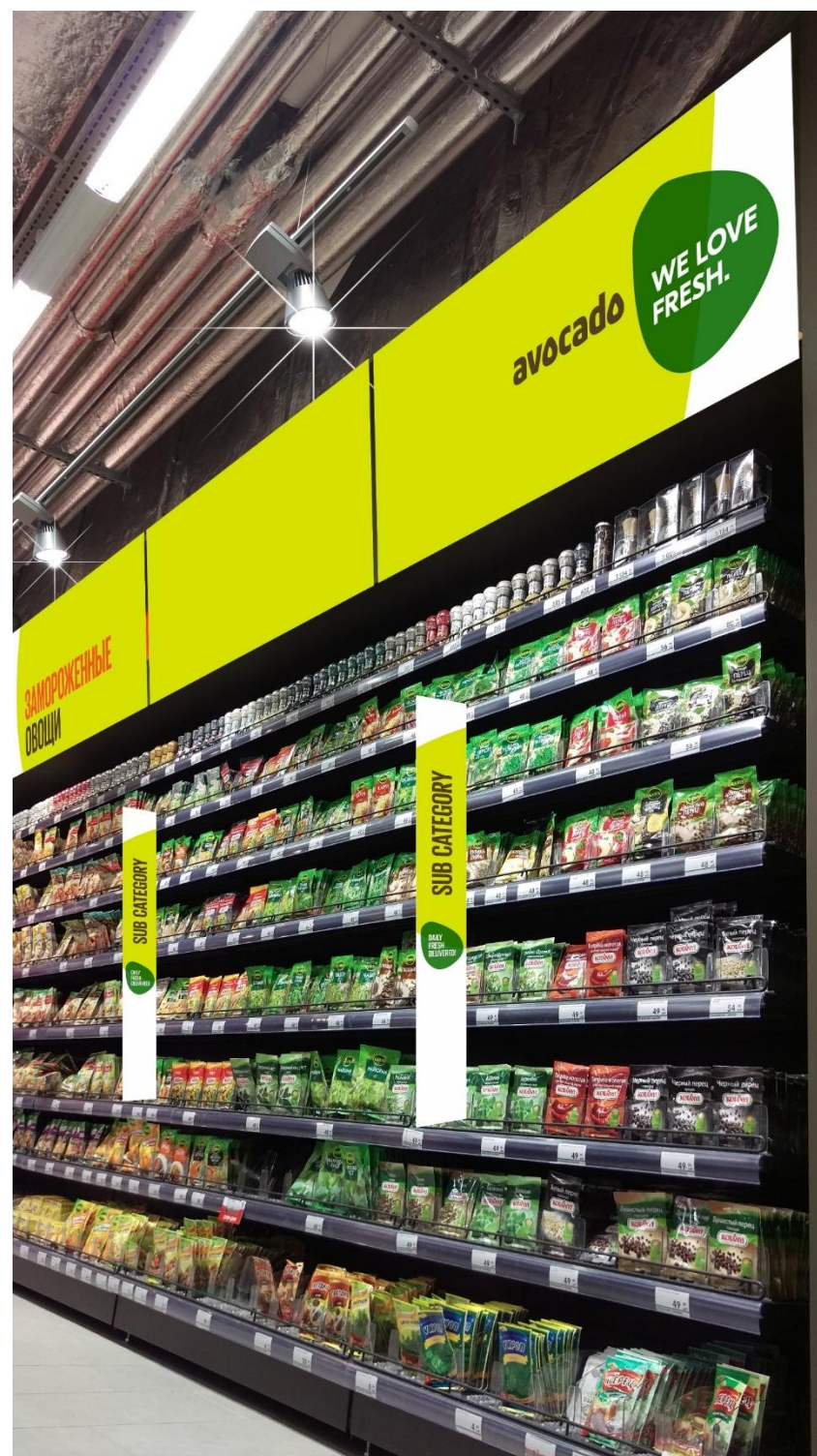
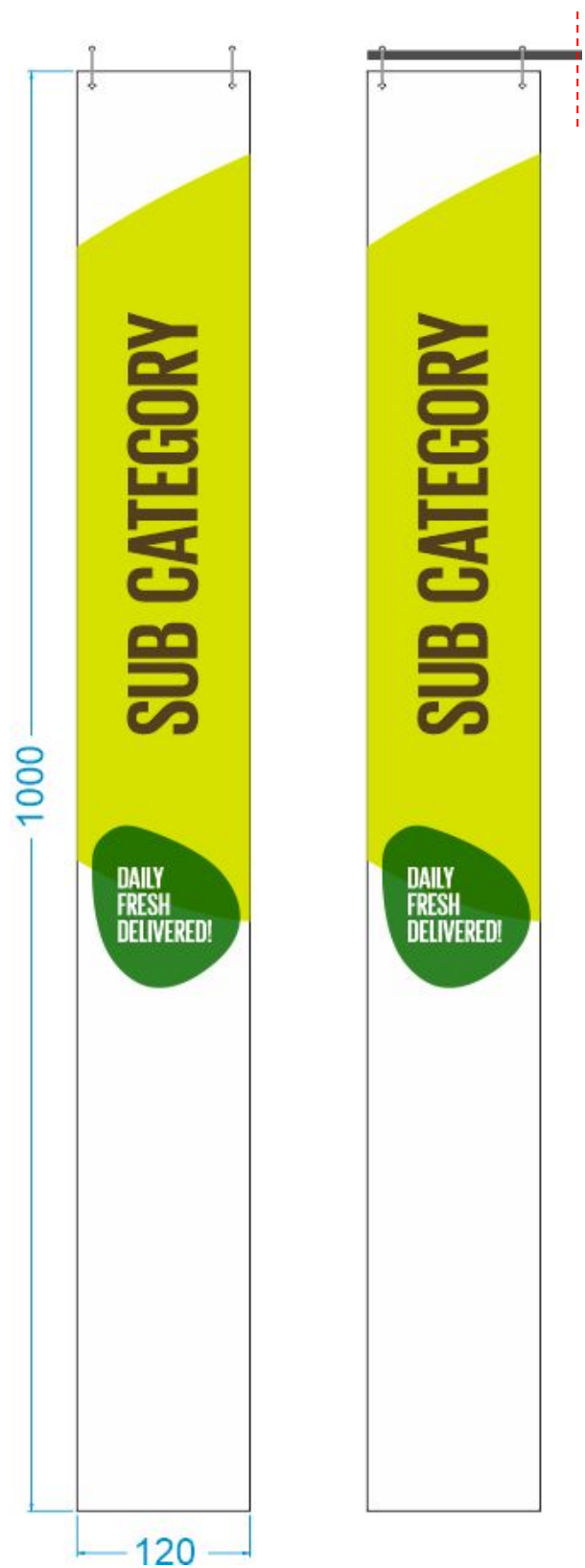
sub-category signs

4

POS MATERIALS

PRICING & SIGNING

Sub category signs

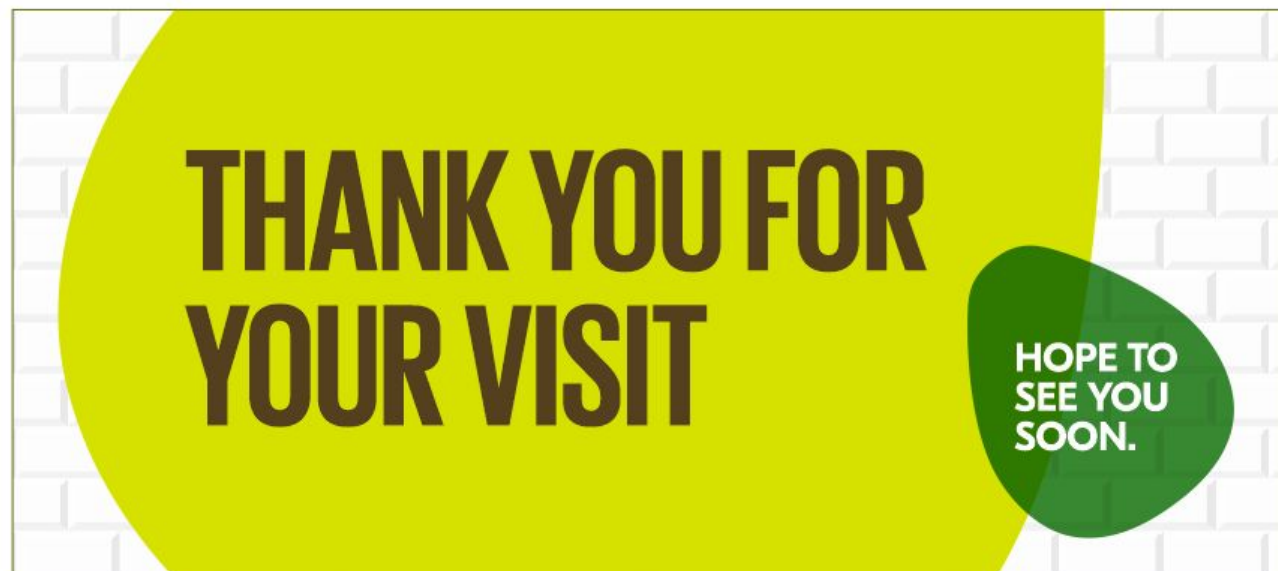


4

POS MATERI ALS

PRICING & SIGNING

Exit signs



Sizes are depending on location, printed / stickered carton board or 3mm white Foamex

5

PHOTO
CONCE
PT

5

PHOTO CONCEPT

Photo concept



The Avocado photo concept is clean, straight and simple, strong branding elements make it unique and easy too recognize. Big faces of happy, healthy and smiling people shows the added value of enjoying fresh food.

5

PHOTO CONCEPT

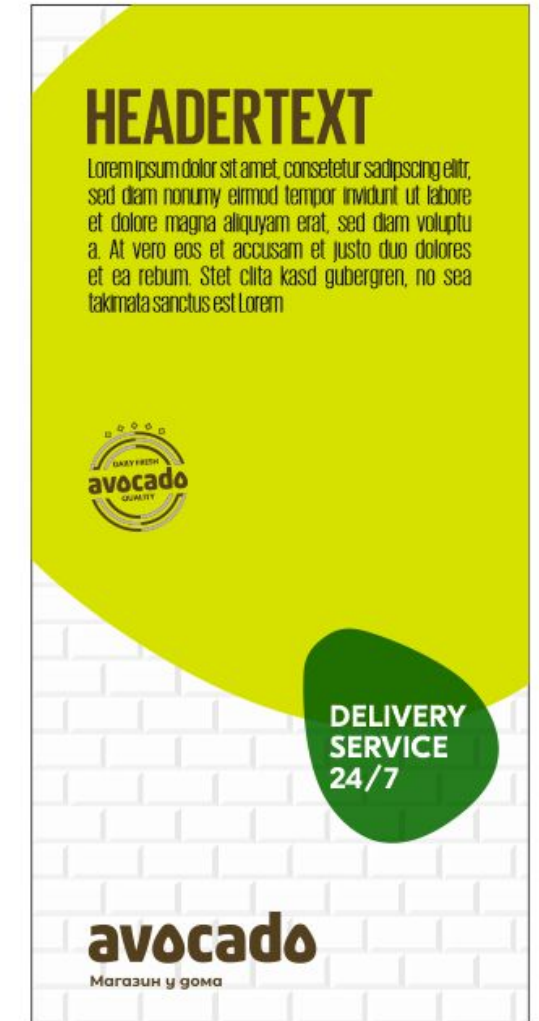
Photo concept – possible configurations



5

PHOTO CONCEPT

Photo concept – possible configurations text only



5

PHOTO CONCEPT

Photo concept – examples

HEADERTEXT

Lorem ipsum dolor sit amet, consetetur sadipscing sed diam nonumy eirmod tempor invidunt ut labor et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam

Dolor sit amet, consetetur sadipscing sed diam nonumy eirmod tempor invidunt ut labor et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam

avocado
Магазин у гона

DELIVERY SERVICE 24/7

DAILY FRESH
avocado
QUALITY

5

PHOTO CONCEPT PT

Photo concept – examples

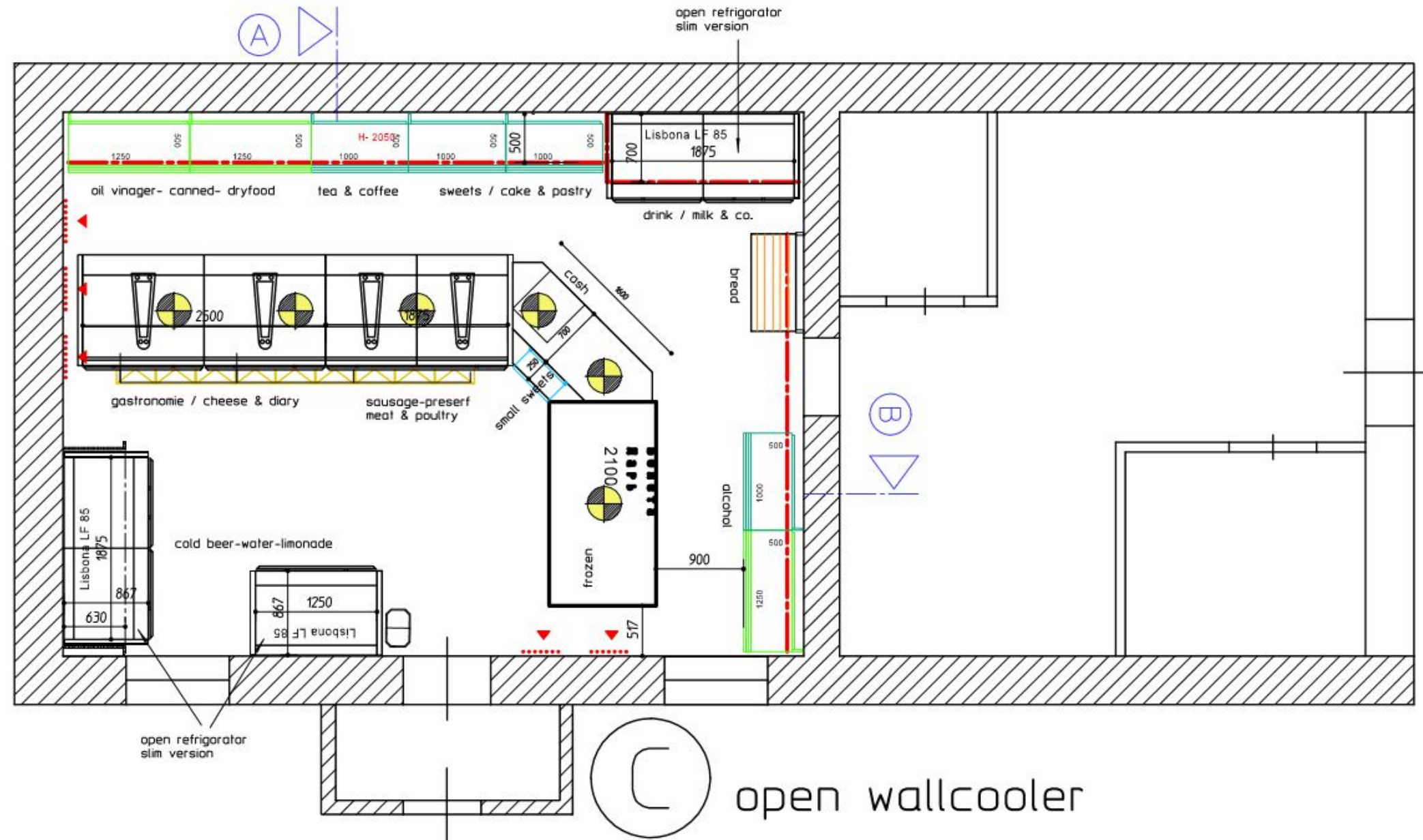


6

LAY OUT EXAMPL ES

6

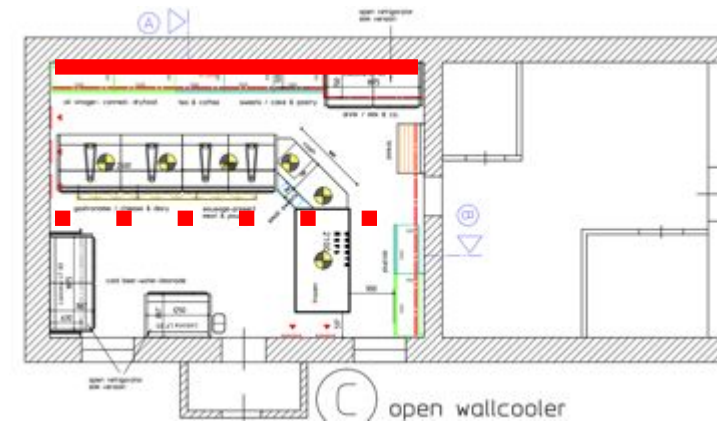
LAY OUT EXAMPL ES



6

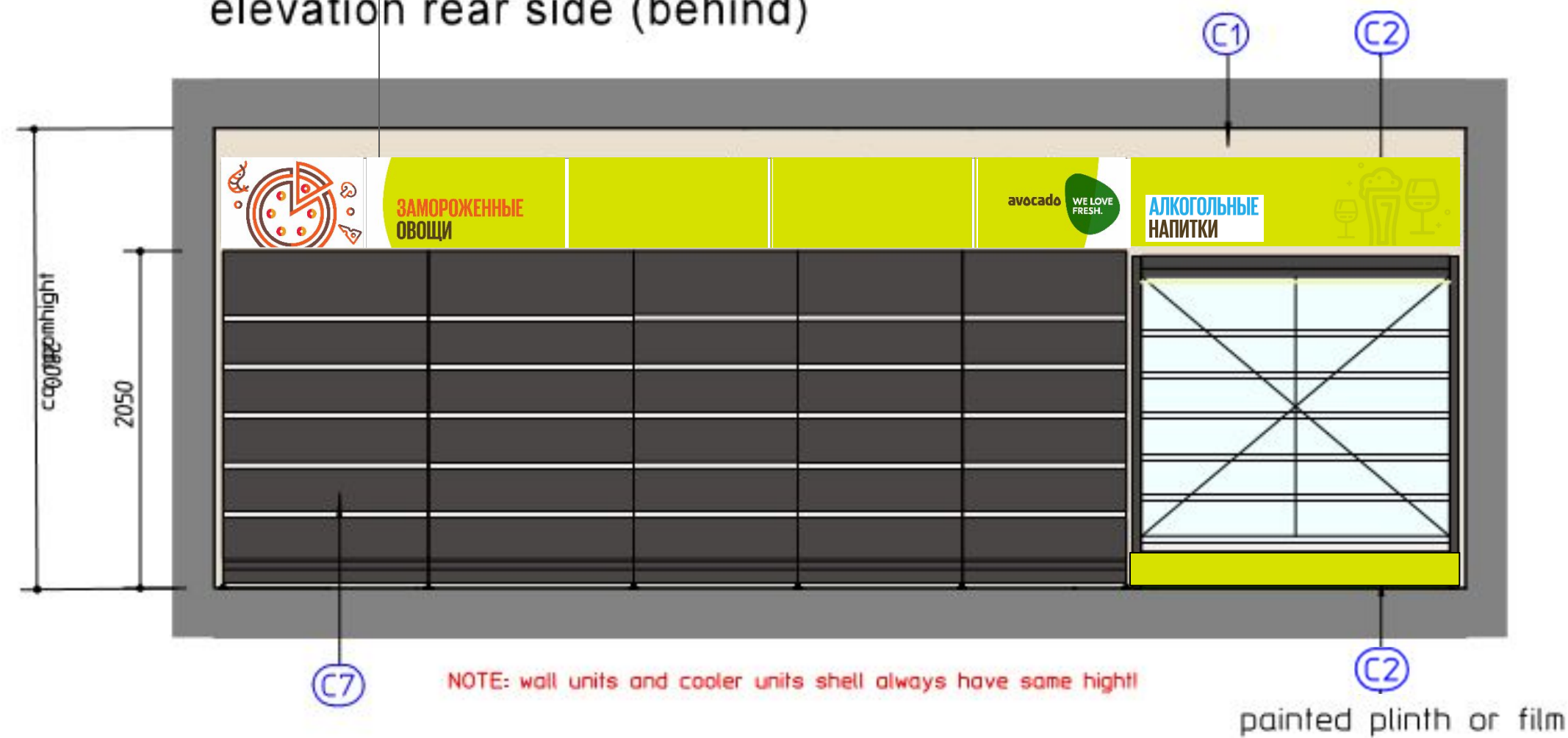
LAY OUT EXAMPL ES WALL ELEVATIONS

Wall elevations



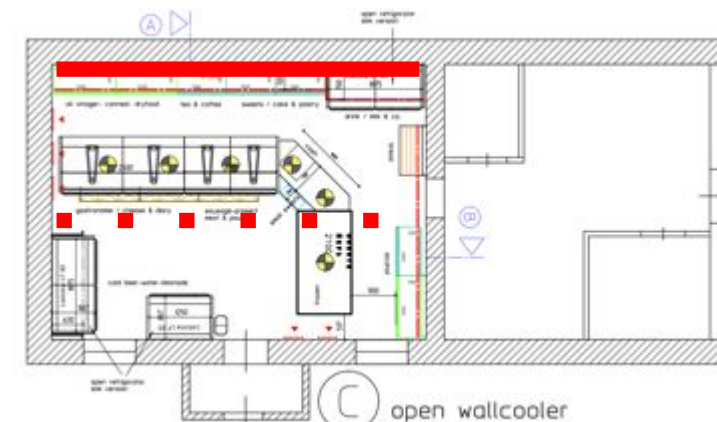
example
only

elevation rear side (behind)

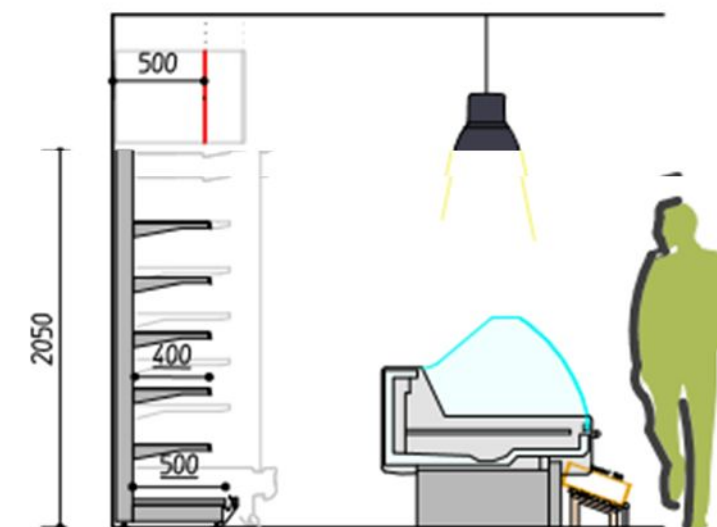
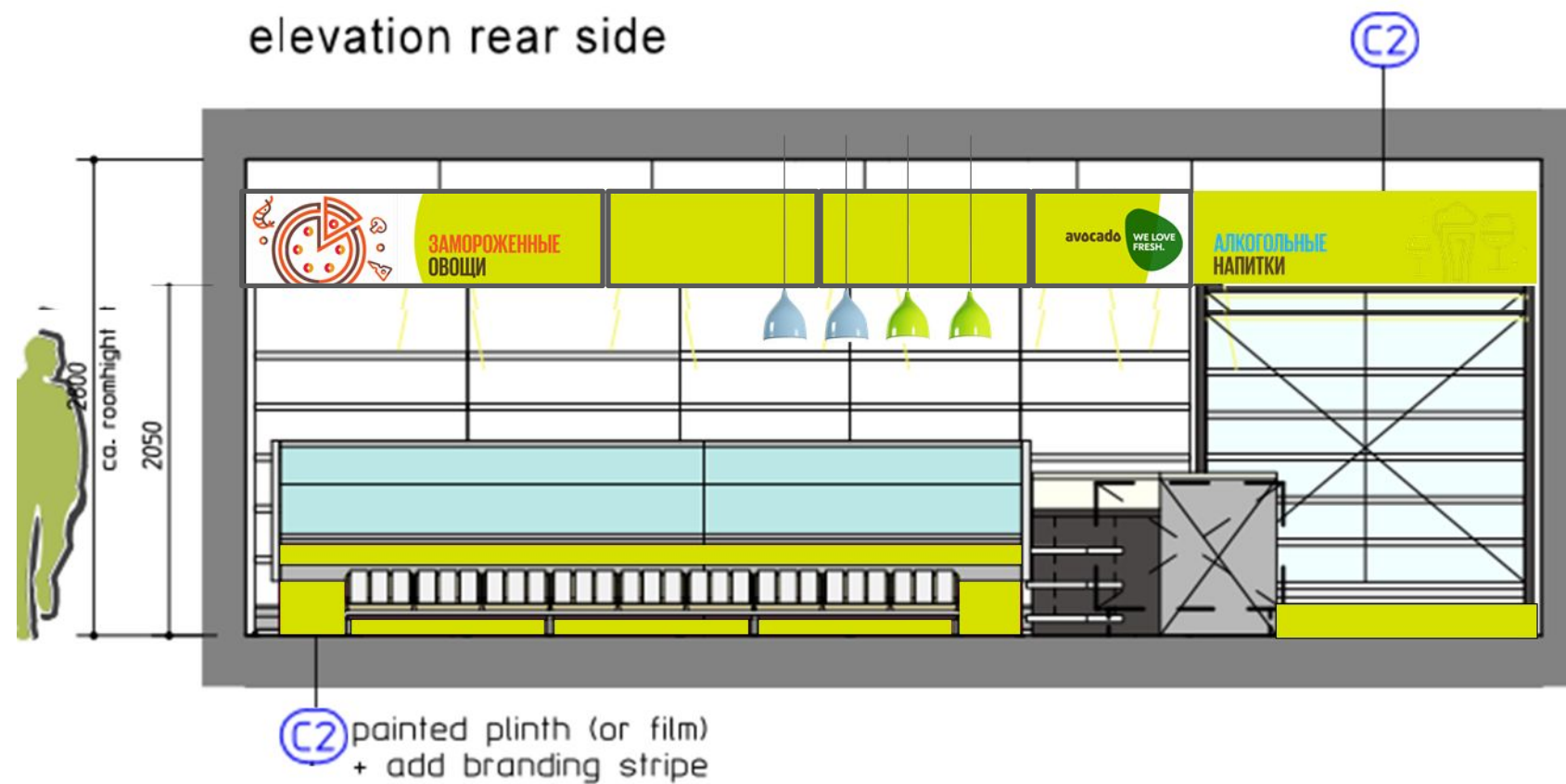


6

LAY OUT EXAMPL ES WALL ELEVATIONS



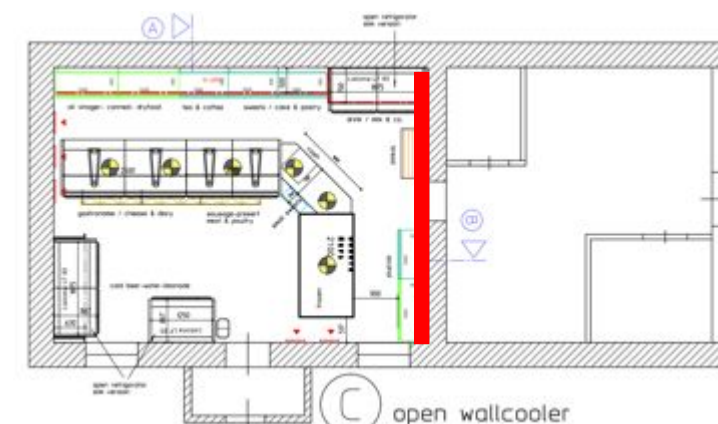
elevation rear side



section A

6

LAY OUT EXAMPL ES WALL ELEVATIONS



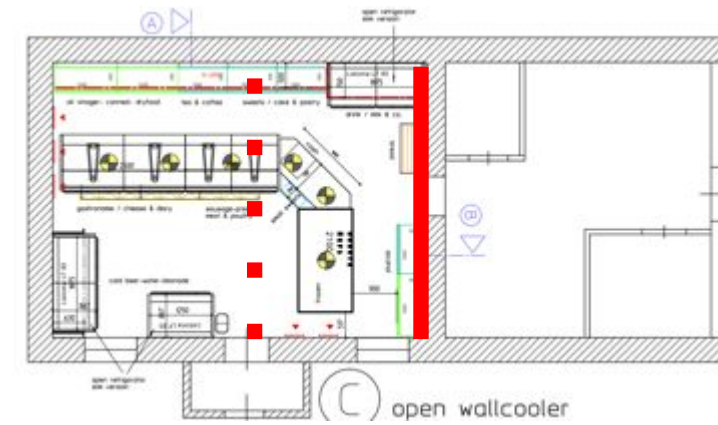
elevation right side (behind)



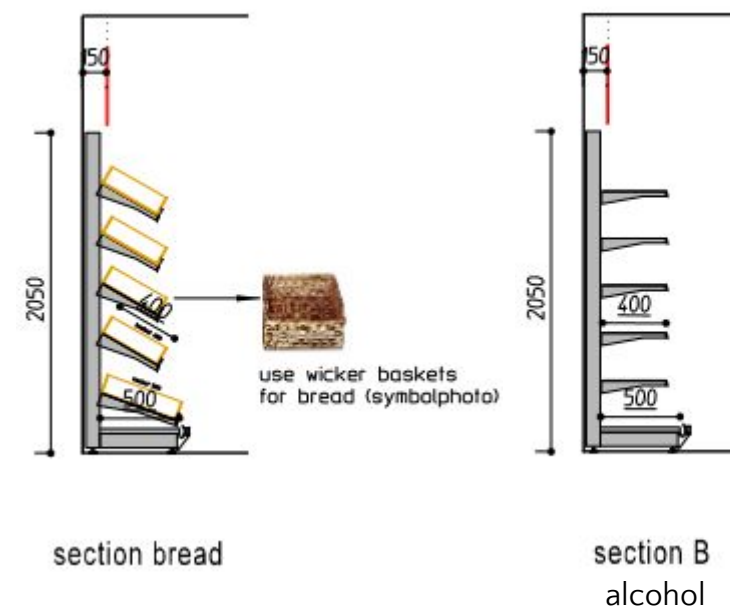
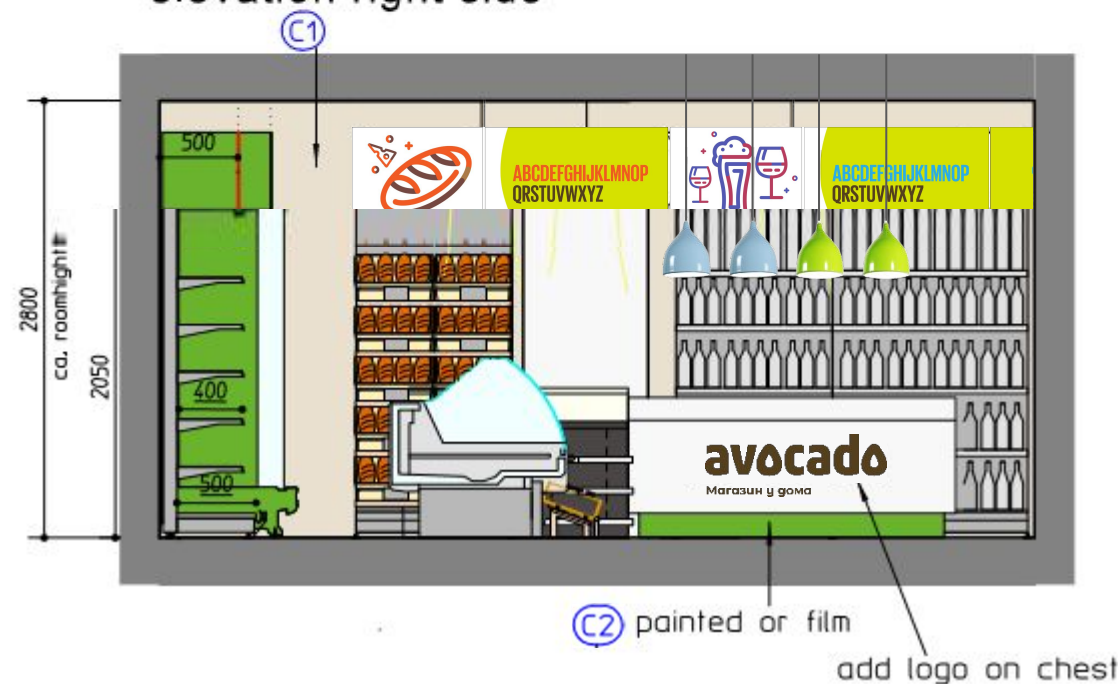
6

LAY OUT EXAMPL ES WALL ELEVATIONS

elevation right side (behind)

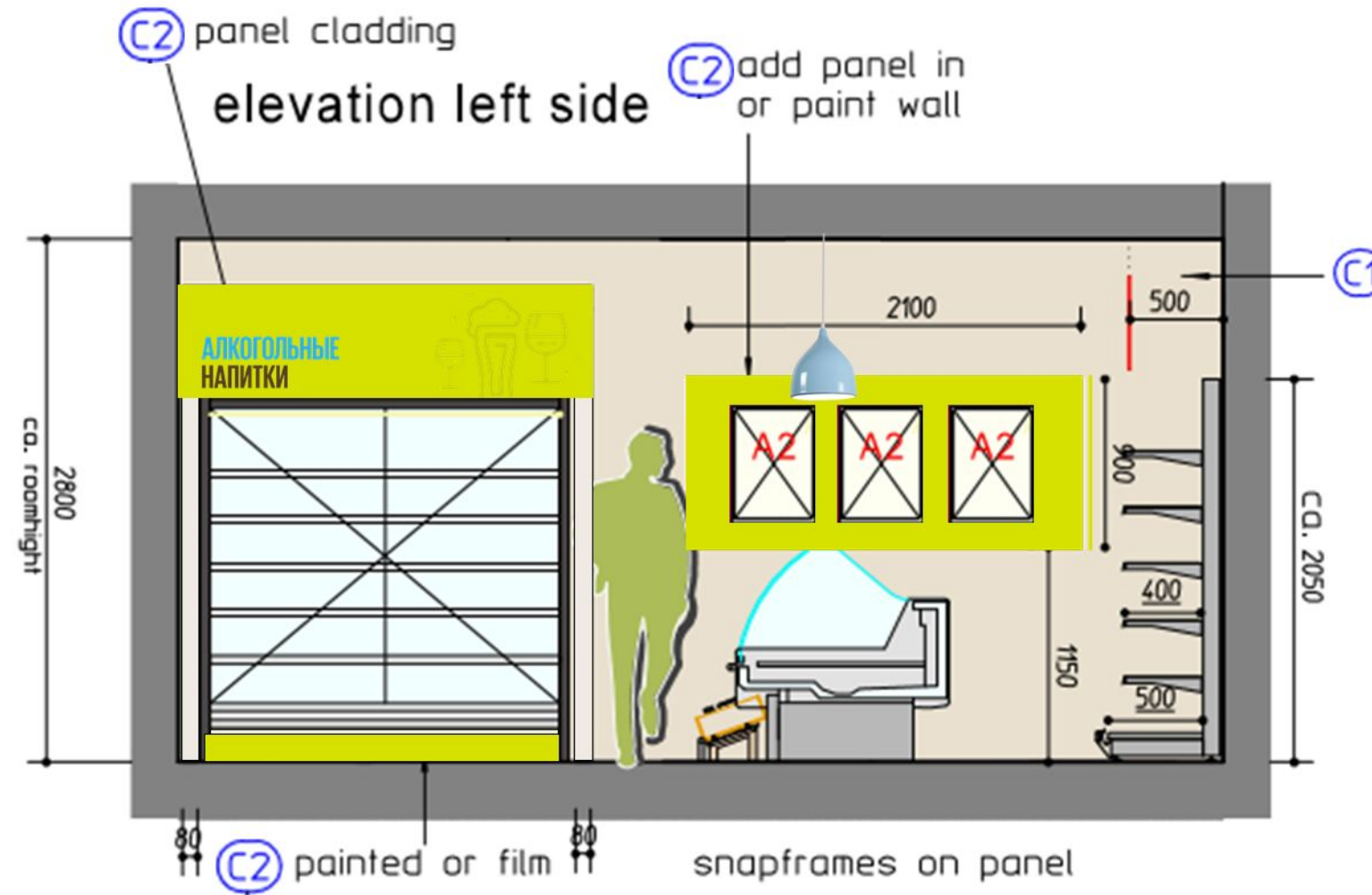


elevation right side



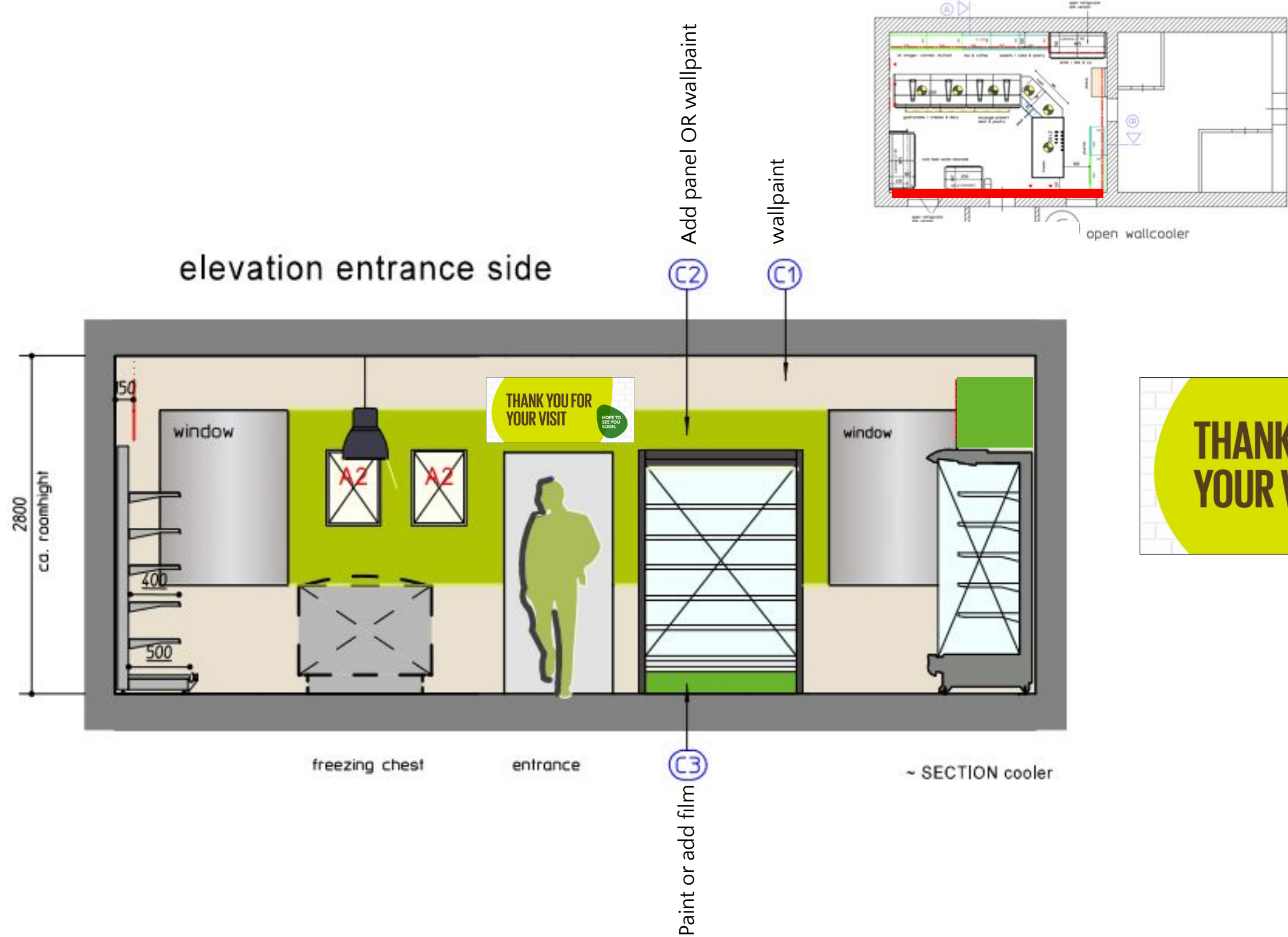
6

LAY OUT EXAMPLES WALL ELEVATIONS



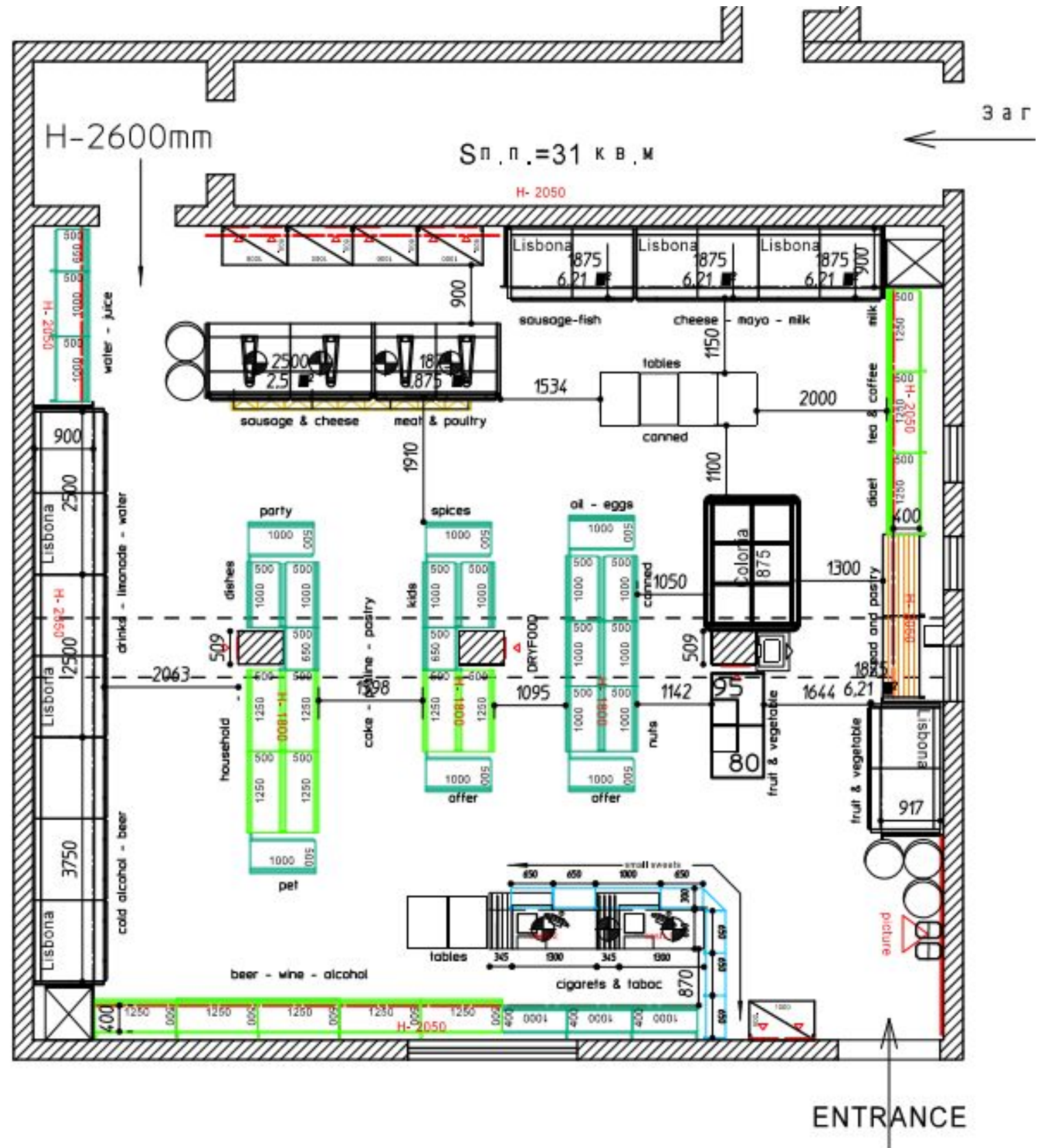
6

LAY OUT EXAMPL ES WALL ELEVATIONS



6

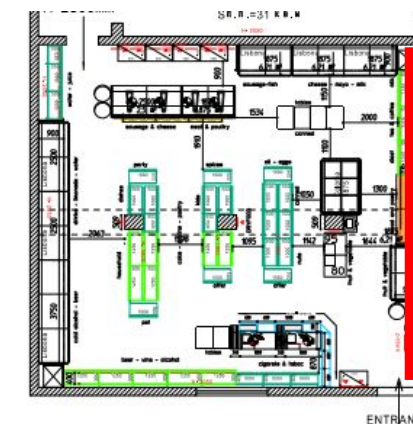
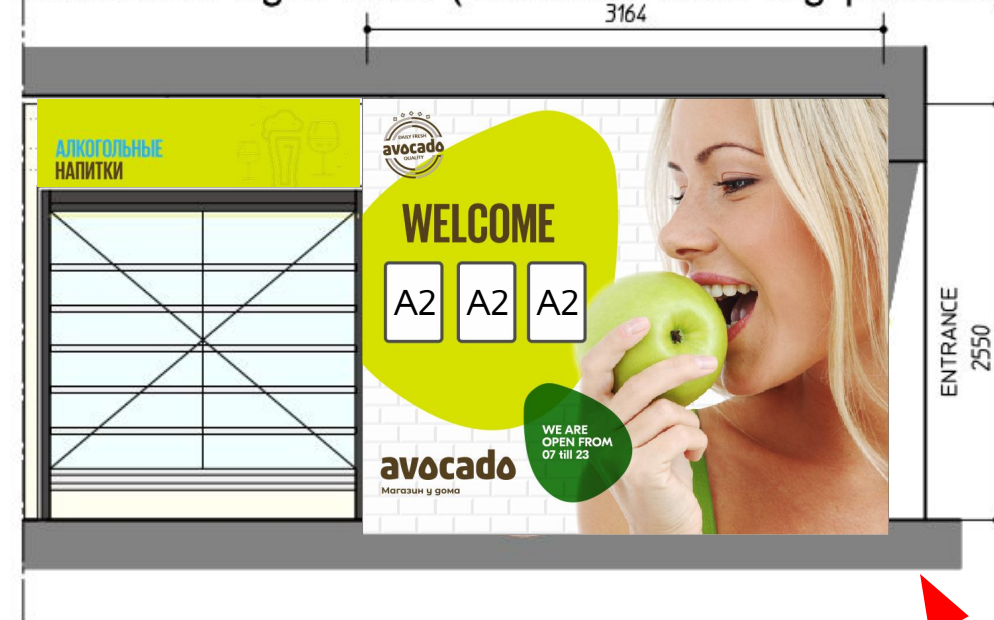
LAY OUT EXAMPL ES



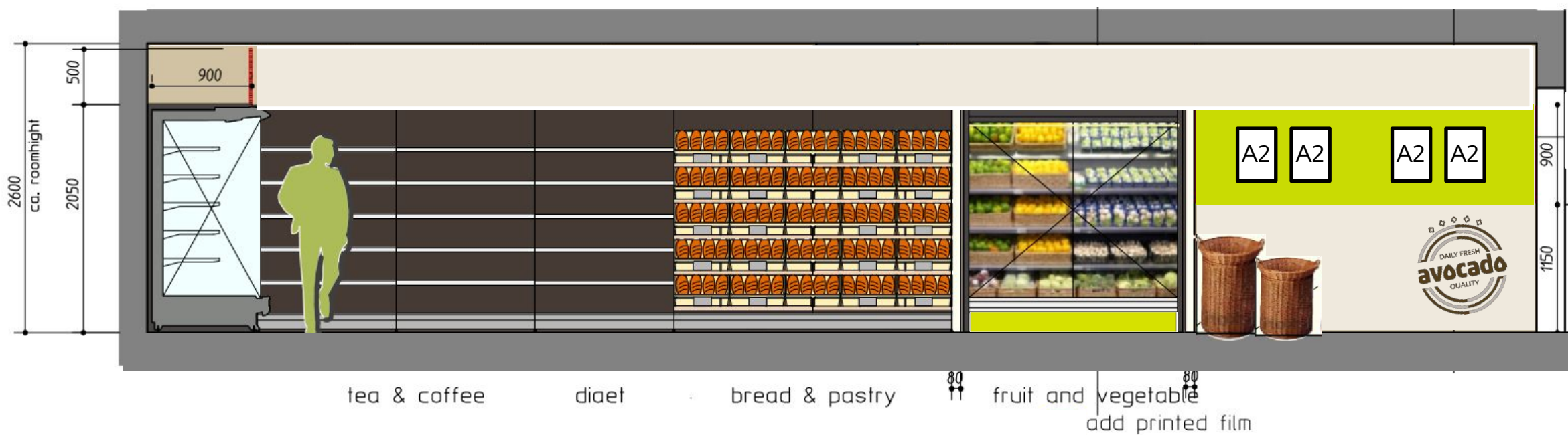
6

LAY OUT EXAMPL ES WALL ELEVATIONS

elevation right side (Variante with big picture)

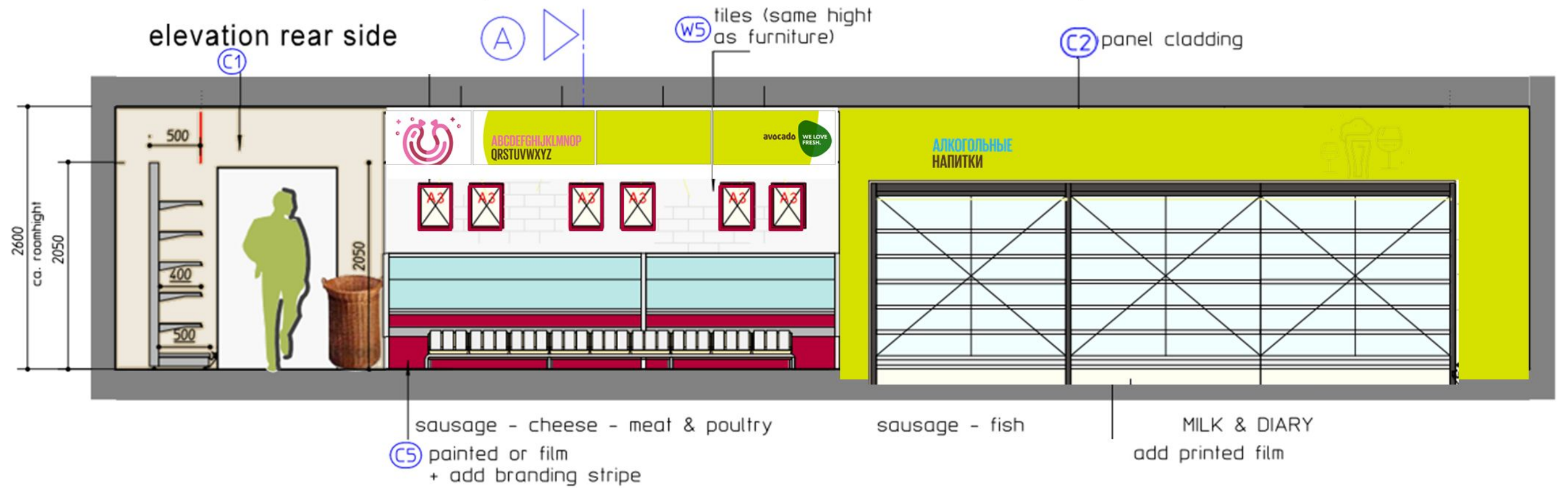
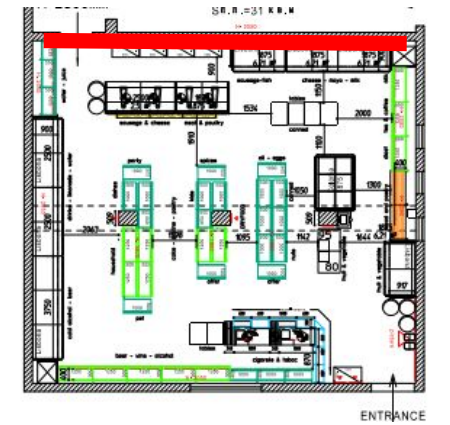
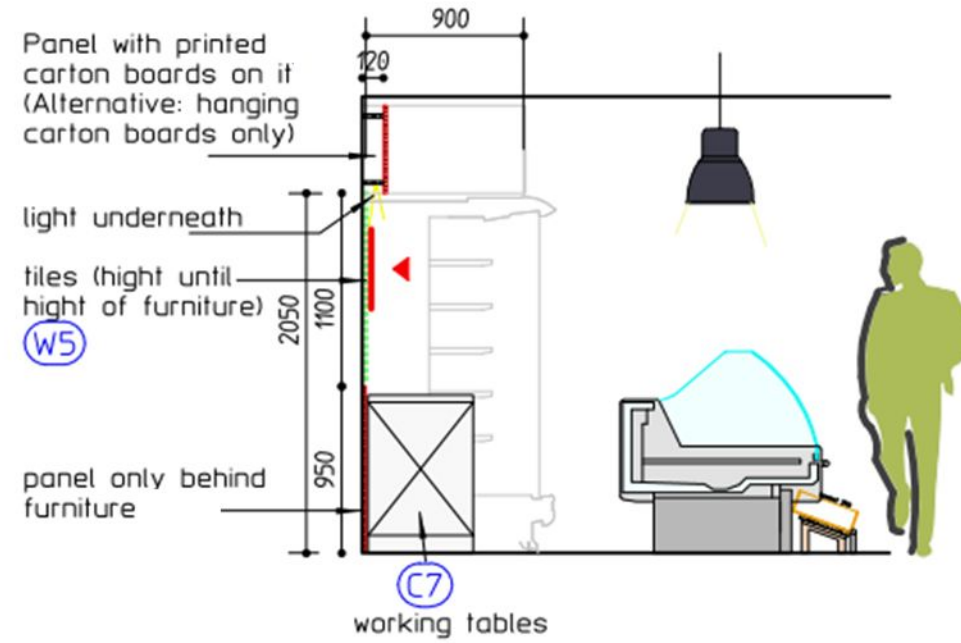


elevation right side



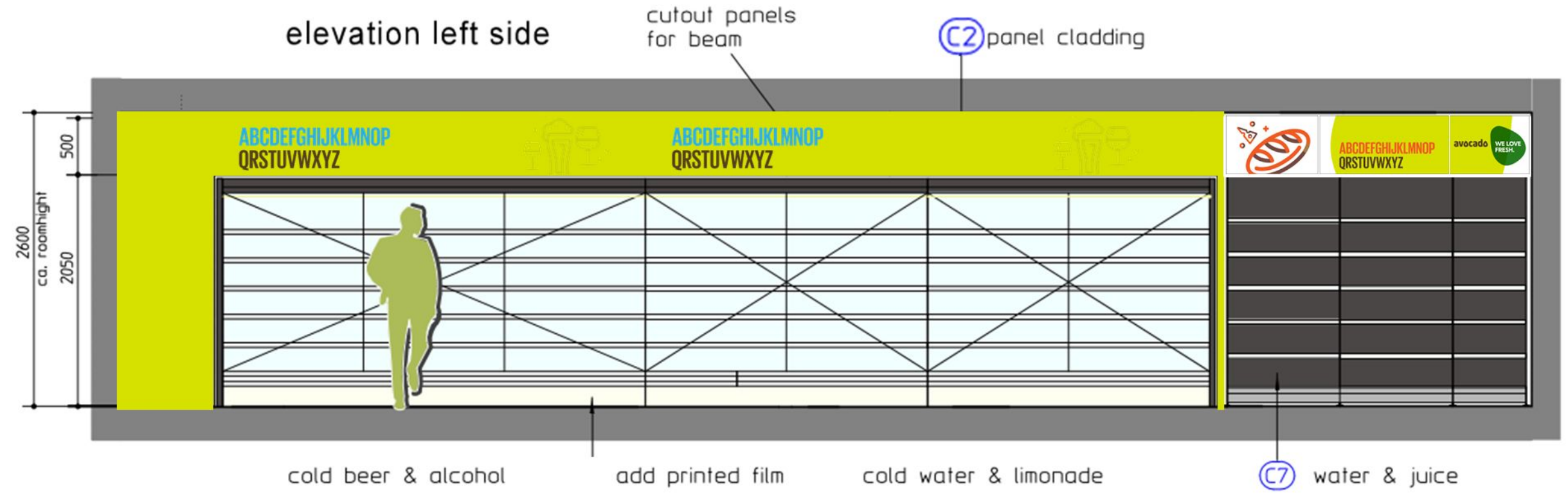
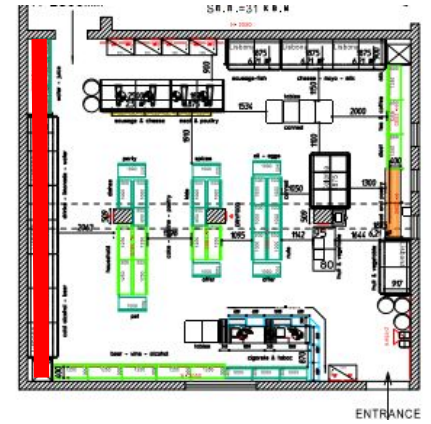
6

LAY OUT EXAMPL ES WALL ELEVATIONS



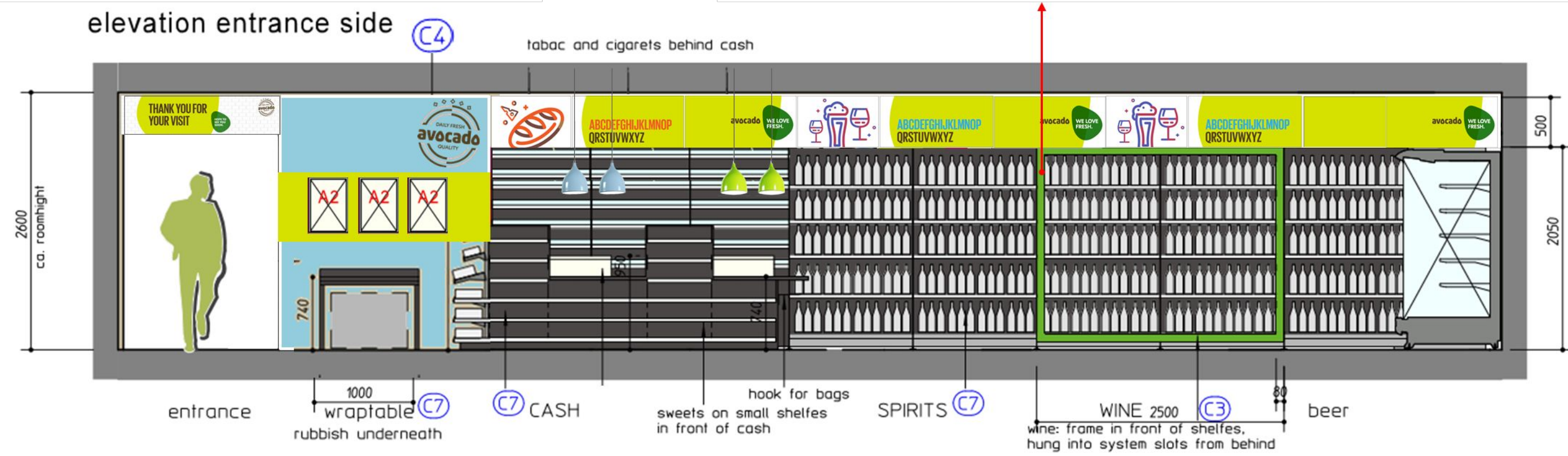
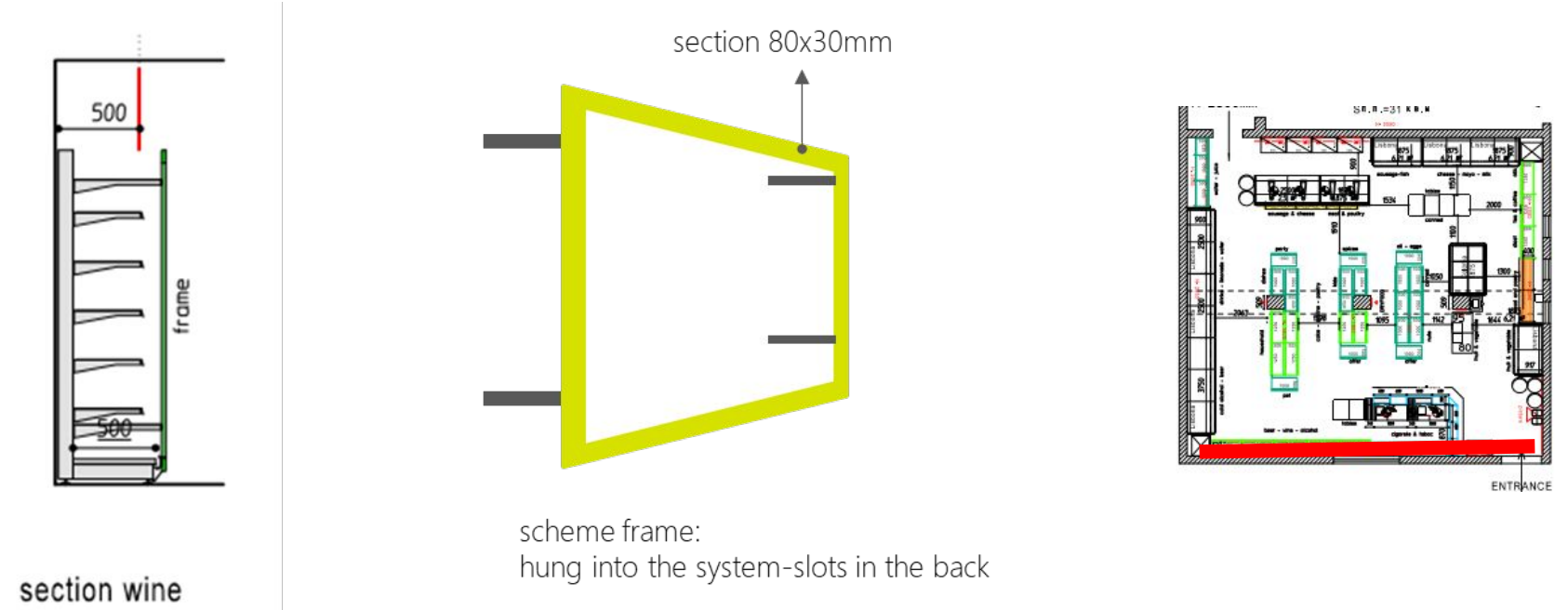
6

LAY OUT EXAMPL ES WALL ELEVATIONS



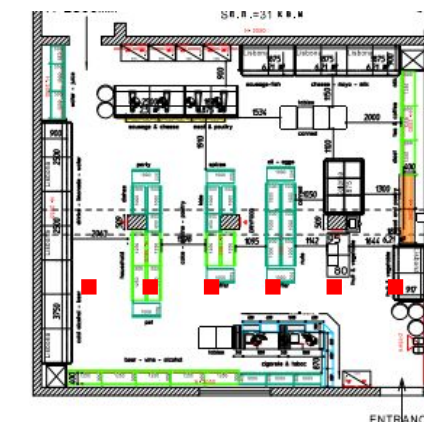
6

LAY OUT EXAMPL ES WALL ELEVATIONS

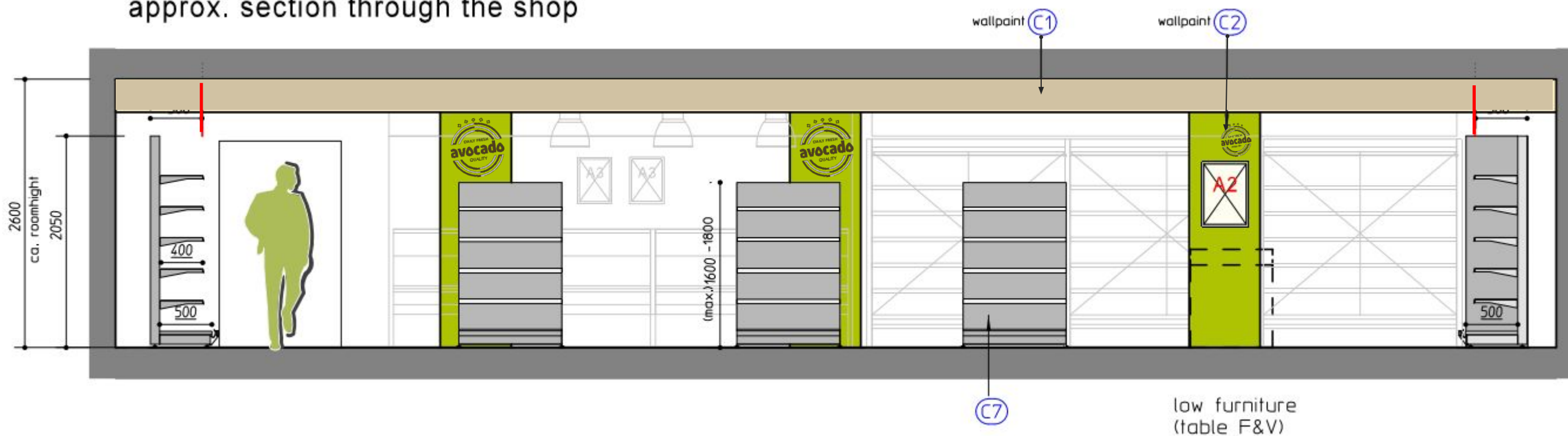


6

LAY OUT EXAMPL ES WALL ELEVATIONS



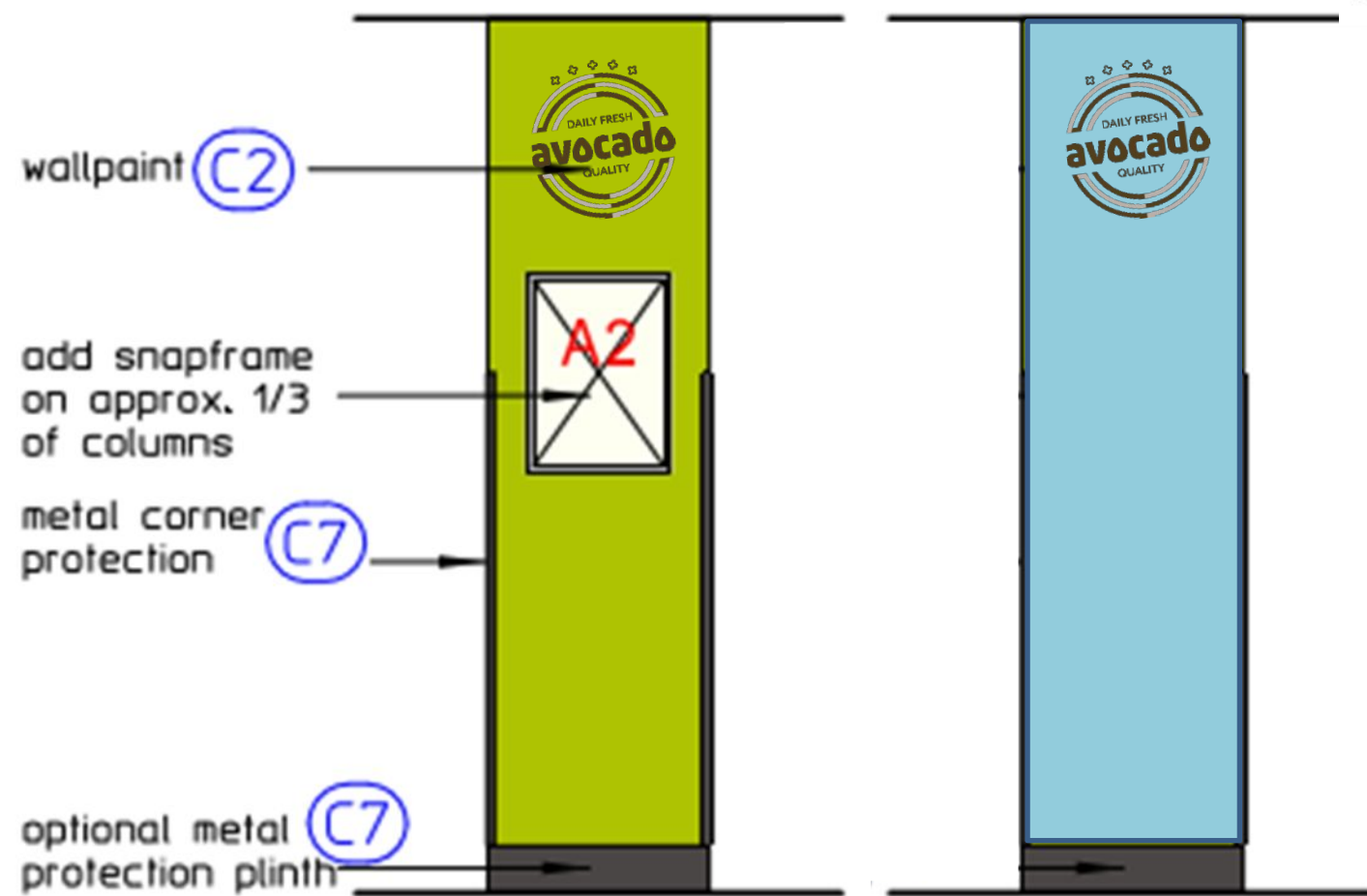
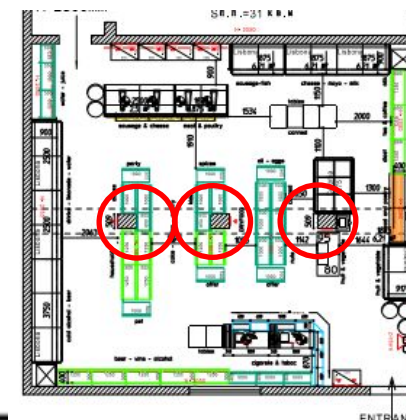
approx. section through the shop



6

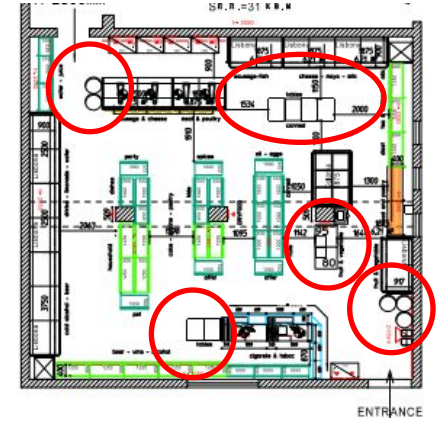
LAY OUT EXAMPL ES WALL ELEVATIONS

column concept



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baskets

approx. baskets

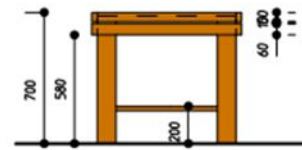


low high

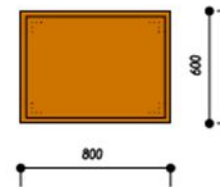
tables

table universal
600x 800

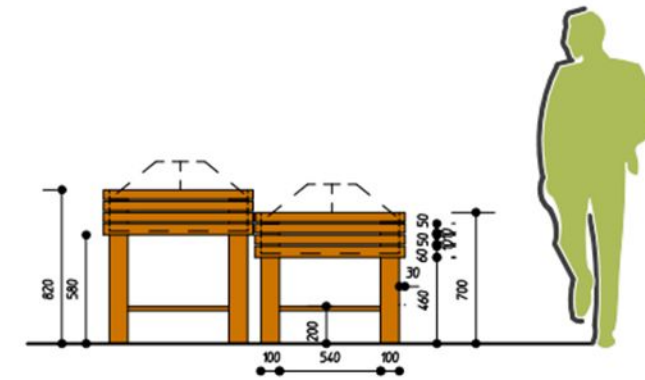
Alternativsize:
800x 800



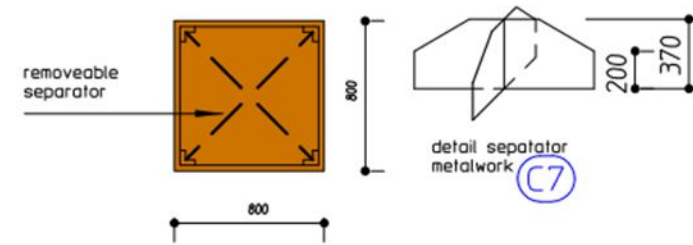
solid wood oak



tables fruit & vegetables

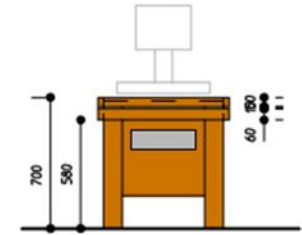


solid wood oak

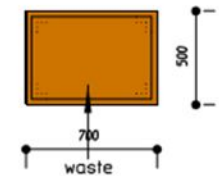


Wood Alpine Oak snow,
Kaindl KW4325AW

table F&V for scale

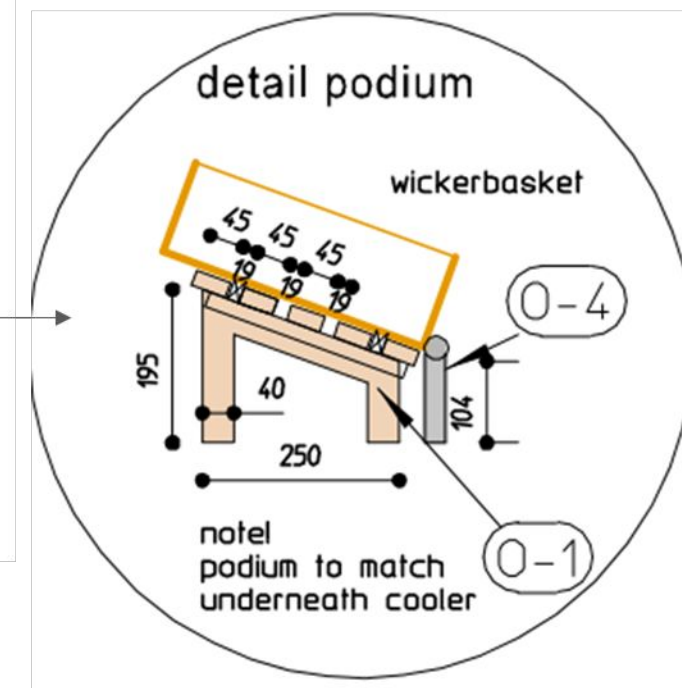
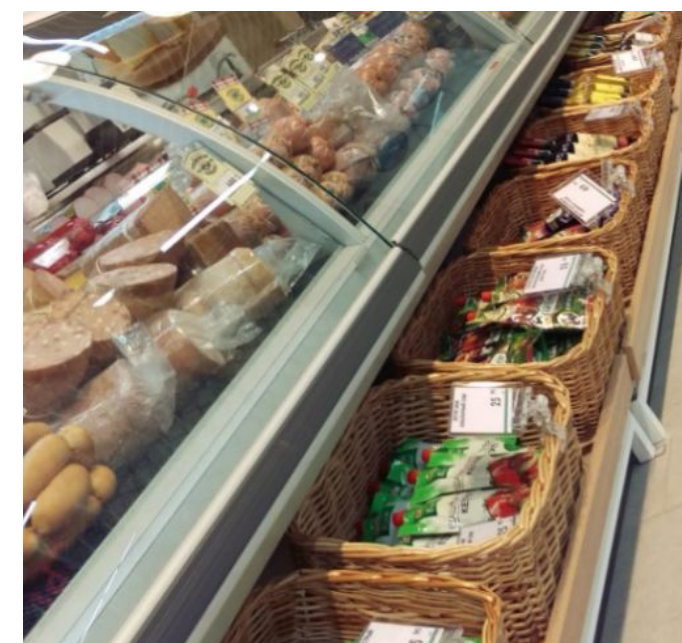
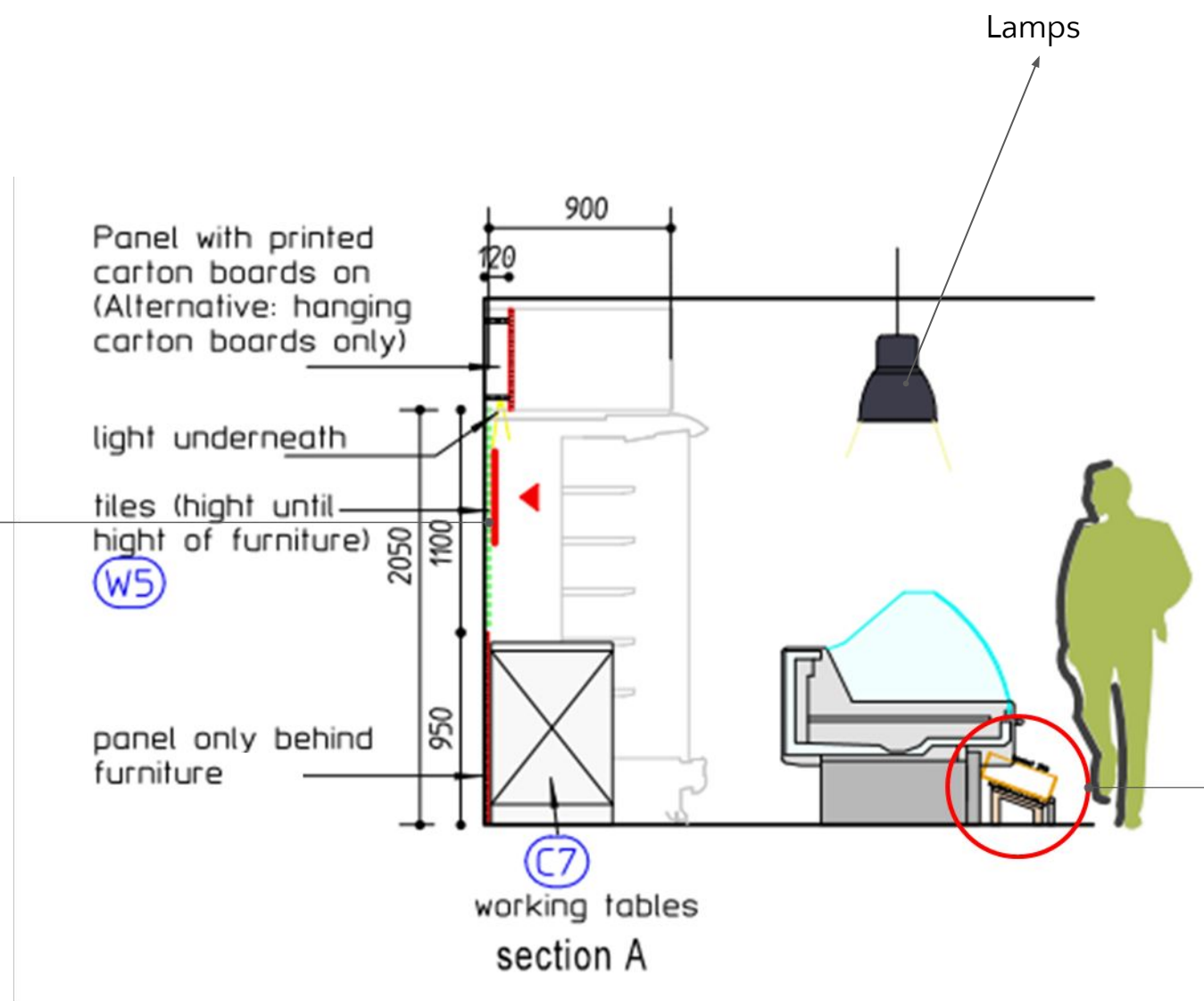
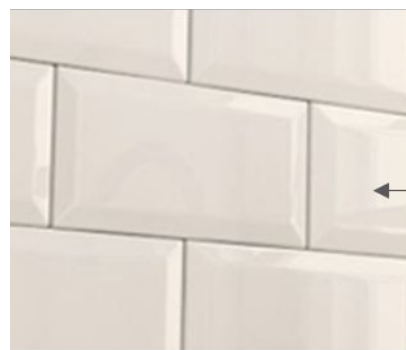


solid wood oak



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small podium with wickerbaskets in front of refrigerator units

7

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