

17.12 Store Signage

Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. to maintain signage throughout the stores to assist customers in locating merchandise and to inform them of special offers.

Procedure:

The store manager(s) will ensure that appropriate signs are placed on racks, tables and displays.

Price-pointed merchandise signs are to be used when all items are the same price.

Mission-oriented and seasonal signs are encouraged throughout the stores.

Negative signs are not permissible in the stores.

All signage shall be ordered from the Retail Signage and Design Catalog issued by the Director of Communications to ensure uniformity. Signage shall be placed throughout the store in conformity to the Retail Signage and Designed Catalog. Worn, dog-eared or dirty signs shall be discarded and replaced.

Extra or seasonal signage should be stored for re-use, using care to protect the signs from damage.