

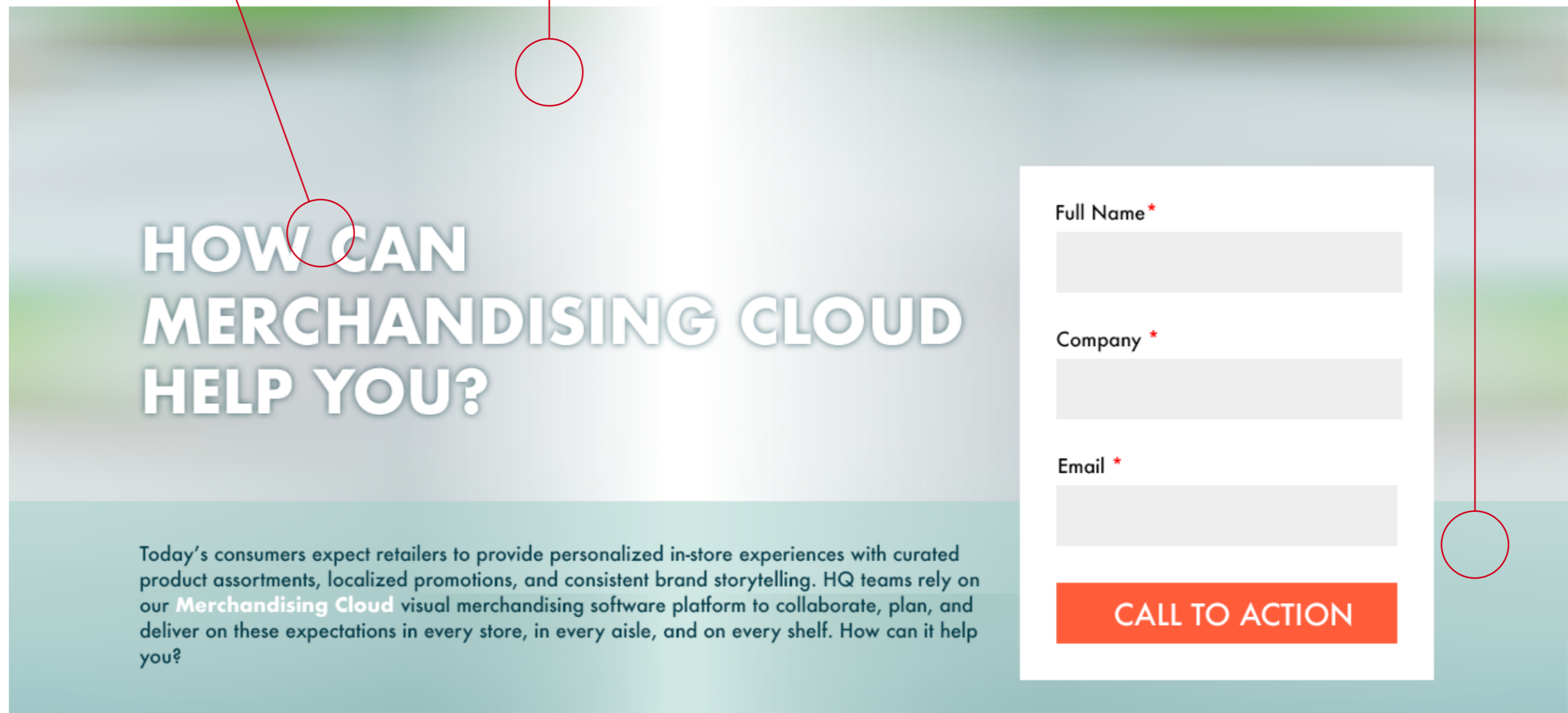
HERO BLOCK

HEADLINE

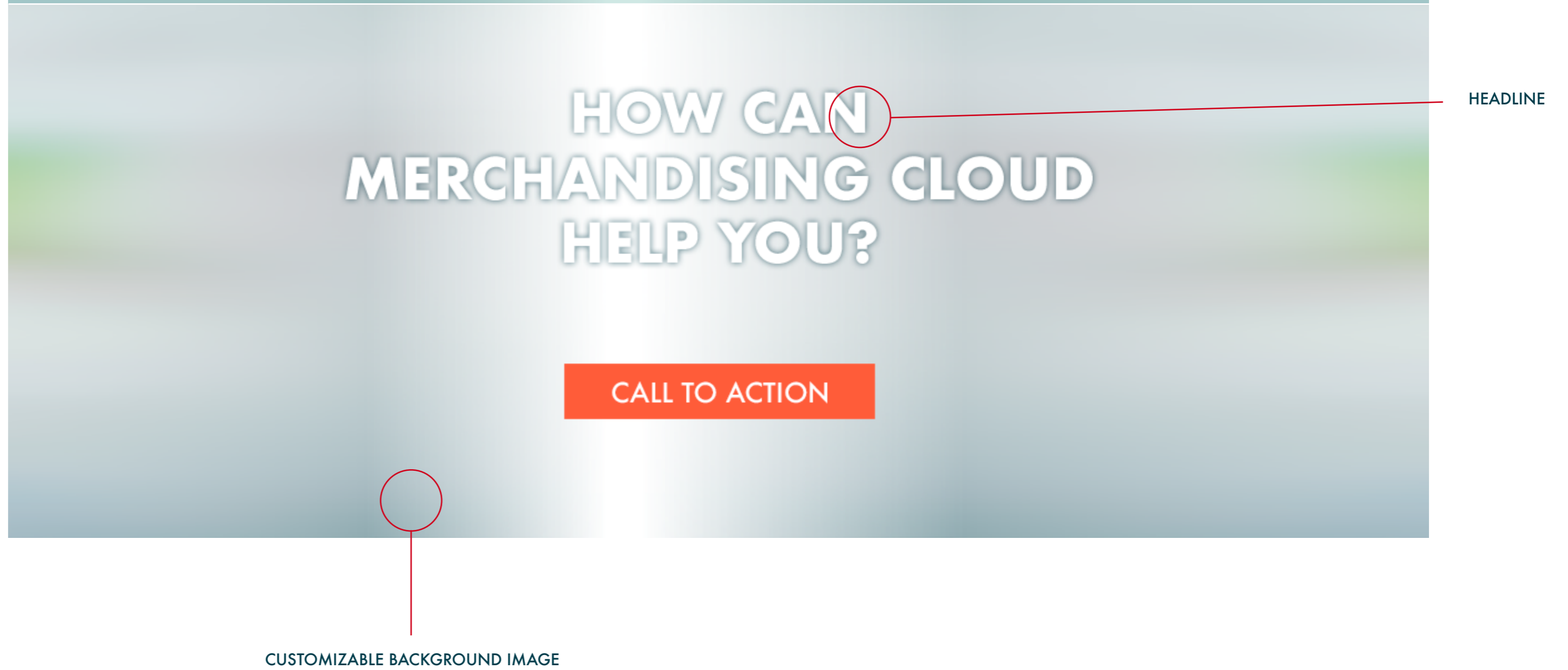
CUSTOMIZABLE BACKGROUND IMAGE

TRANSPARENT BACKGROUND

DEFAULT HERO



HERO WITHOUT FORM



LIVE TEXT

- Text should not be embedded into images and should be editable.
- Body Copy (Default Hero > Transparent Layer): Futura Medium, 16px, #003D4C, Align Left. Should also support bold, italics, color adjustment, etc.
- Button Copy: Futura Medium, 24pt, #FFFFFF (customizable color, if possible), Centered.
- Hero Headline: Futura Bold, 48pt, #FFFFFF with Outer Glow (#003D4C, 35% opacity, 7px), Align Left of Centered.

CUSTOMIZABLE BACKGROUND IMAGE

- Background image should not be fixed but customizable.
- Background image could be omitted, displaying a background color of #003D4C (customizable background color, if possible).

DEFAULT HERO > TRANSPARENT BACKGROUND

- Text container should be overlaid against the background image with a transparent background color.
- Background color: #A0D1CA, 50% opacity (customizable color/opacity, if possible).

HERO WITHOUT FORM

- Note that this is an asymmetric block with an 8/4 column split.
- Hero Block should not be a fixed size but should scale down to accommodate its contents.

HERO WITHOUT FORM > BUTTON

- Button would be optional, its inclusion or exclusion would change the height of the Hero Block.
- Button color should be selectable.
- Button would likely take the user to the bottom of the page where the bottom form can be found.

CONTENT BLOCK 1

SUBHEAD

HEADER

CUSTOMIZABLE BACKGROUND IMAGE

CONTENT BLOCK 1 DEFAULT

CONTENT BLOCK 1 2-COLUMN

SINGLE COLUMN
SPAN TEXT

MEDIA

CUSTOMIZABLE
BACKGROUND
IMAGE

CONTENT BLOCK 1 MIXED

SINGLE COLUMN
SPAN TEXT

HEADER

SUBHEAD

FULL SPAN
TEXT

CUSTOMIZABLE
BACKGROUND
IMAGE

MEDIA

LIVE TEXT

- Header Copy: Futura Bold, 36px, #FFFFFF (color customizable, if possible), Centered.
- Subhead Copy: Futura Bold, 24pt, #FFFFFF (Subhead could be omitted, collapsing content area with its exclusion), Centered.
- Body Copy: Futura Medium, 16pt, #FFFFFF, Centered (Full Span) or Align Left (Single Column Span). Should also support bold, italics, color adjustment, size adjustment, etc.

CUSTOMIZABLE BACKGROUND IMAGE

- Background image should not be fixed but customizable.
- Background image could be omitted, displaying a background color of #003D4C (customizable color, if possible).

MEDIA

- Should support the inclusion of an image as well as a video thumbnail.
- Regardless of media type, a modal would open where the user could see the image at a larger size or watch a video at full size.

ALL CONTENT BLOCKS

- Content Block height should scale to fit its contents and should not be a fixed height.

CONTENT BLOCK 1 MIXED

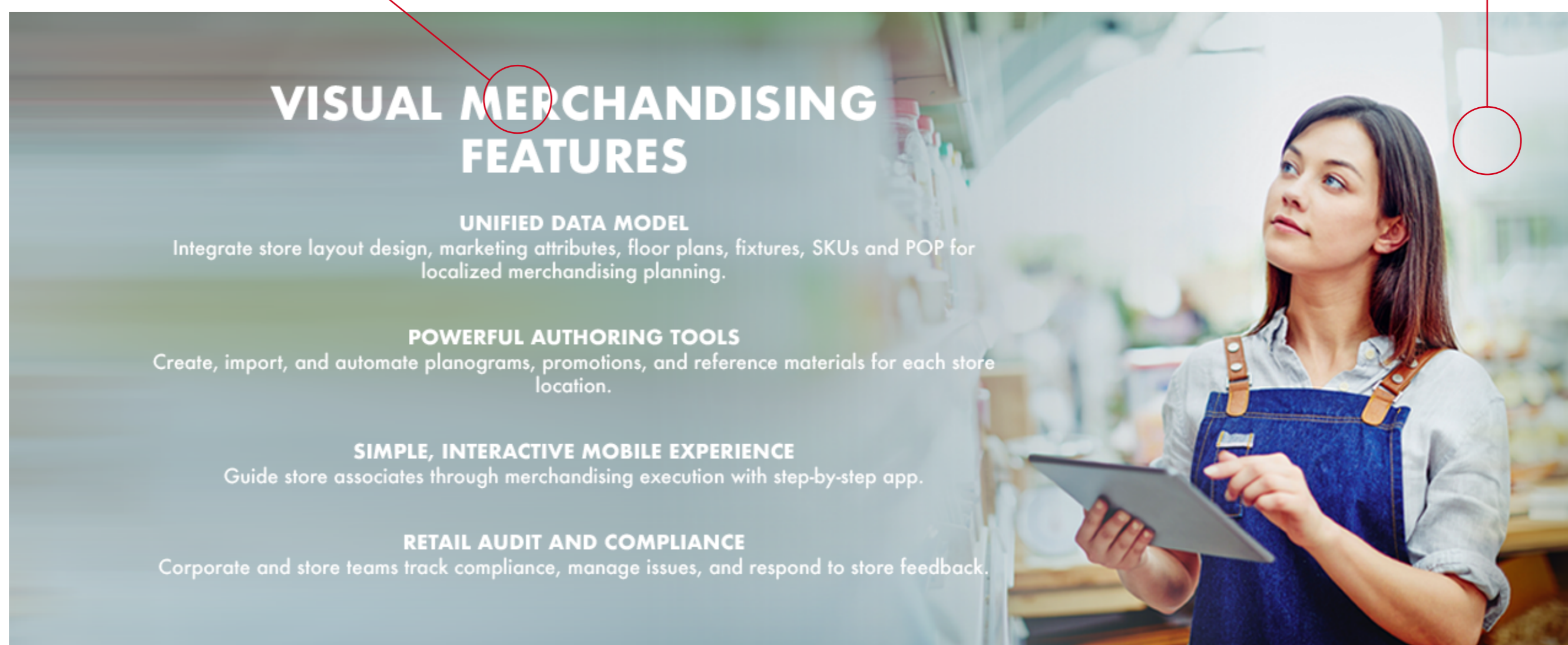
- Note that this is an asymmetric block with an 8/4 column split.

CONTENT BLOCK 2

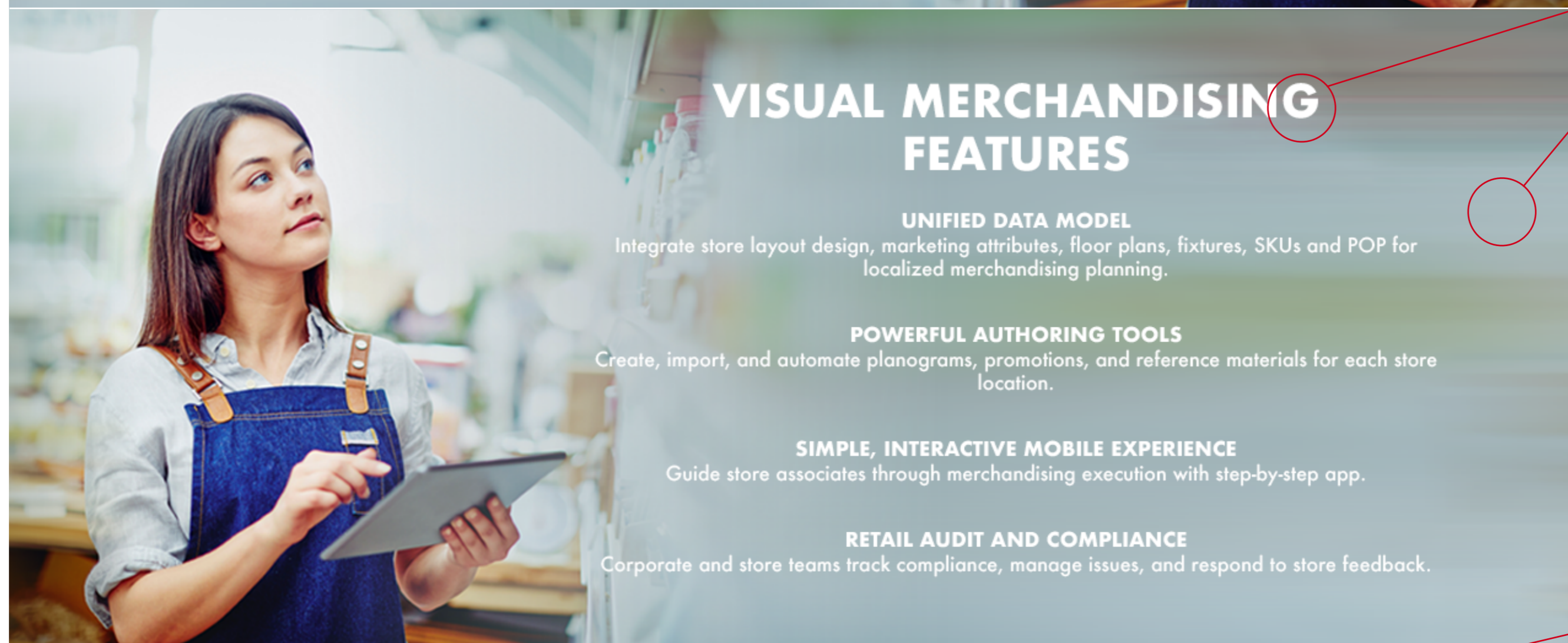
HEADER

CUSTOMIZABLE BACKGROUND IMAGE

CONTENT BLOCK 2 LEFT



CONTENT BLOCK 2 RIGHT



CONTENT BLOCK 2 CENTERED



LIVE TEXT

- Header Copy: Futura Bold, 36px, #FFFFFF (against dark image) or #003D4C (against light image), Centered.
- Body Copy: Futura Medium, 16pt, #FFFFFF (against dark image) or #003D4C (against light image), Centered. (Should also support bold, italics, color adjustment, etc.)

CUSTOMIZABLE BACKGROUND IMAGE

- Background image should not be fixed but customizable.

CONTENT BLOCK 2 LEFT

- Note that this block is asymmetric and the text spans the first 8 columns (an 8/4 split) of the 12-column grid.

CONTENT BLOCK 2 RIGHT

- Note that this block is asymmetric and the text spans the last 8 columns (a 4/8 split) of the 12-column grid.

CONTENT BLOCK 2 CENTERED

- The text only spans 8 columns (centered) of the 12-column grid but could span the full width.

HEADER

CUSTOMIZABLE
BACKGROUND
IMAGE

HEADER

CUSTOMIZABLE
BACKGROUND
IMAGE

CONTENT BLOCK 3

**CONTENT BLOCK 3
CHICKLETS**

BENEFITS

AGILITY & PRECISION
Accelerate localized planogram creation by 5-8%, while getting products on the shelf 20% faster.

LOCALIZED PLANS
Go beyond store clusters - execute assortment strategies down to the individual store.

BETTER CUSTOMER EXPERIENCE
Better product assortments and merchandising execution enhance customer experience.

LOW CAMPAIGN COSTS
Calculate accurate production quantities for fewer unused materials, and reduced printing and shipping costs.

HIGHER STORE SALES
Improved merchandising execution, localized assortments and timely promotions lead to increases in sales.

**CONTENT BLOCK 3
DEFAULT**

SAME AS
CONTENT BLOCK 1 DEFAULT

MERCHANDISING CLOUD

THE MOST COMPLETE VISUAL MERCHANDISING PLATFORM FOR TODAY'S RETAIL

Merchandising Cloud is visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans. Merchandising Cloud is visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans.

Visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans. Merchandising Cloud is visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans.

Collaboration, creation, in-store execution and confirmation localized retail store plans.

**CONTENT BLOCK 3
2-COLUMN**

SAME AS
CONTENT BLOCK 1 2-COLUMN

MERCHANDISING CLOUD

THE MOST COMPLETE VISUAL MERCHANDISING PLATFORM FOR TODAY'S RETAIL

Merchandising Cloud is visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans.

Visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans.

**CONTENT BLOCK 3
MIXED**

SAME AS
CONTENT BLOCK 1 MIXED

MERCHANDISING CLOUD

THE MOST COMPLETE VISUAL MERCHANDISING PLATFORM FOR TODAY'S RETAIL

Merchandising Cloud is visual merchandising end-to-end software that gives merchandising teams a centralized platform with all the digital capabilities needed for collaboration, creation, in-store execution and confirmation localized retail store plans.

- Aggregate merchandising data
- Create digital store maps
- Build targeted, localized plans
- Batch and automate planograms
- Digitally share merchandising plans to stores
- Provide guided mobile experience for in-store execution
- Audit and track compliance

CONTENT BLOCK 3 CHICKLETS

- Should be arranged dynamically based on total number of chicklets.

CONTENT BLOCK 3 CHICKLETS LIVE TEXT

- Header Copy: Futura Bold, 36px, #FFFFFF (color customizable, if possible), Centered.
- Blurb Copy: Futura Medium, 16pt, #FFFFFF, Centered. Should also support bold, italics, color adjustment, size adjustment, etc.

CONTENT BLOCK 3 CHICKLETS BLURB IMAGES

- Icons: 64px x 64px, #A0D1CA, Centered.
- Images: Should be the same size across all the chicklets and be centered with respect to their associated blurbs.

ALL CONTENT BLOCKS

- Content Block height should scale to fit its contents and should not be a fixed height.

CONTENT BLOCK 4

CUSTOMIZABLE BACKGROUND IMAGE



LIVE TEXT

- Text should not be embedded into images and should be editable. Block should scale in size to accommodate the amount of text included.
- No Header. No Subhead.
- Body Copy: Futura Medium, 24px, #FFFFFF, Centered. Should also support bold, italics, color adjustment, etc.
- Button Copy: Futura Medium, 24pt, #FFFFFF (customizable color, if possible), Centered.

CUSTOMIZABLE BACKGROUND IMAGE

- Background image should not be fixed but customizable.
- Background image could be omitted, displaying a background color of #003D4C (customizable color, if possible).

BUTTON

- Button would be optional, its inclusion or exclusion would change the height of the Hero Block.
- Button color should be selectable.

BOTTOM FORM BLOCK

HEADER

BACKGROUND COLOR

TRY MERCHANDISING CLOUD

Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Maecenas conia accumsan lacus vel facilisis. Medea altis nea.

Full Name *

Company *

Email *

CALL TO ACTION

LIVE TEXT

- Block should scale in size to accomodate the amount of text included as well as the size of the form.
- Header Copy: Futura Bold, 48px, #FFFFFF, Centered. Should also support color adjustment.
- No Subhead.
- Body Copy: Futura Medium, 16px, #FFFFFF, Centered. Should also support bold, italics, color adjustment, etc.
- Form Field Label Copy: Futura Medium, 16px, #FFFFFF (Label) or #A0D1CA (required asterisk), Align Left. Should also support color adjustment.
- Button Copy: Futura Medium, 24pt, #FFFFFF (customizable color, if possible), Centered.

BACKGROUND COLOR

- Background color: #003D4C (customizable color, if possible).

BUTTON

- Button would be optional, its inclusion or exclusion would change the height of the Hero Block.
- Button color should be selectable.

FOOTER BLOCK

BACKGROUND COLOR



For over 20-years, global retailers have relied on One Door and its Merchandising Cloud visual merchandising platform to plan and provide store teams exactly what they need to deliver amazing visual merchandising, and get 100% confidence in every aisle and every shelf, every time.
Learn more at onedoor.com

LIVE TEXT

- Block should scale in size to accommodate the amount of text included as well as the size of the form.
- No Header.
- Body Copy: Futura Medium, 16px, #FFFFFF, Centered. Should also support bold, italics, color adjustment, etc.

BACKGROUND COLOR

- Background color: #003D4C (customizable color, if possible).