SOP Template: In-store Signage and Point-of-Sale Material Protocols

This SOP establishes **in-store signage and point-of-sale material protocols**, detailing standards for the design, placement, and maintenance of promotional and informational displays. It ensures consistent brand messaging, compliance with regulatory requirements, and optimal visibility to enhance customer engagement and sales effectiveness within the retail environment.

1. Purpose

To define procedures for the design, placement, inspection, and maintenance of in-store signage and point-of-sale (POS) materials to promote effective communication, brand consistency, compliance, and customer engagement.

2. Scope

This SOP applies to all retail locations, staff responsible for merchandising, marketing, and store management, and covers all promotional, informational, directional, and regulatory signage and POS materials displayed in-store.

3. Responsibilities

- **Store Manager:** Ensures proper implementation, training, and compliance with this SOP.
- **Merchandising/Marketing Team:** Designs and approves signage and POS materials in adherence to brand and regulatory requirements.
- **Store Staff:** Executes placement, monitors condition, and reports issues or discrepancies.

4. Procedures

1. **Design Standards**
   - All signage and POS materials must use approved brand assets (logos, colors, fonts).
   - Information must be clear, concise, and accurate.
   - Include required legal or regulatory disclaimers (e.g., pricing, safety).
2. **Approval Process**
   - All new signage and POS designs must be reviewed and approved by the Marketing team prior to printing or display.
3. **Placement Guidelines**
   - Position signage at eye-level, unobstructed, and in high-traffic areas for maximum visibility.
   - Directional signage should be easily visible from major store entry points.
   - POS materials (e.g., brochures, coupons, small displays) must be located within reach of the checkout counters or designated promotional areas.
4. **Installation**
   - Install using approved fixtures, ensuring stability and safety.
   - Do not affix signage to restricted areas (emergency exits, safety equipment).
5. **Maintenance & Inspection**
   - Inspect all signage and POS materials weekly for cleanliness, legibility, and physical integrity.
   - Replace any damaged or outdated materials immediately.
   - Document inspections and maintenance activities in the Signage/POS log.
6. **Retention and Removal**
   - Remove expired, damaged, or unauthorized materials promptly.
   - Archive or dispose of old materials in accordance with company policy.

5. Documentation

- Maintain a signage/POS material inventory list specifying types, locations, and condition.
- Keep records of approvals, inspections, and maintenance for at least 12 months.

6. Compliance & Review

- Periodic audits will be conducted to ensure adherence to this SOP.
- This SOP will be reviewed annually and updated as necessary.

7. Appendix

Term	Definition
POS	Point of Sale; the area where retail transactions are completed
Signage	Any display used to convey information, instructions, or advertisements to customers in-store
Brand Assets	Logos, colors, fonts, and other brand identifiers

Approval: _____ *Date:* _____