



Omnichannel Cheat Sheet

For CPG Brands

Best Practices

Physical Retail Optimization



Maintain 12-foot rule visibility – Ensure packaging is legible from a distance to attract shoppers in high-traffic aisles.



Utilize brand blocking for shelf impact – Group products together to create a dominant brand presence that stands out on crowded shelves.



Implement clear variant navigation – Differentiate product SKUs with intuitive visual cues for quick consumer decision-making.



Ensure readability at shelf distance – Optimize typography and contrast so key information remains legible at a glance.

Digital Optimization



Design for mobile-first thumbnail clarity – Create packaging that remains impactful even at small digital sizes.



Maintain brand recognition at 60px – Ensure core brand elements remain identifiable at minimal resolutions.



Optimize hero images for grid display – Design visuals that stand out in e-commerce product listings.



Structure information for quick scanning – Prioritize essential product details for fast, intuitive consumer engagement.

Universal Design Requirements



Core brand assets must translate across all contexts – Maintain consistency across physical retail, digital platforms, and marketing channels.



Primary claims require single-glance comprehension – Ensure key messaging is immediately clear to drive purchase decisions.



Visual hierarchy must work at multiple scales – Structure design elements to remain effective from large-scale retail displays to mobile screens.



Color systems need digital/physical consistency – Standardize color palettes to ensure accurate reproduction across formats.

Implementation Framework

Asset Development



Create flexible master brand elements – Develop core assets adaptable to multiple channels and formats.



Design scalable visual systems – Ensure design frameworks accommodate brand growth and evolution.



Build channel-specific templates – Standardize assets for seamless deployment across retail and digital platforms.



Establish clear hierarchy rules – Define how visual elements should be prioritized for maximum consumer impact.

Channel Optimization



Adapt designs for physical shelf context – Tailor packaging to maximize visibility and engagement in retail environments.



Optimize for digital marketplace requirements – Ensure product visuals and messaging align with e-commerce best practices.



Create social media-ready assets – Design visuals optimized for engagement and shareability across platforms.



Develop mobile-first variants – Prioritize layouts and messaging that perform effectively on mobile screens.

Testing Protocol



Validate designs in physical retail context – Conduct real-world testing to confirm shelf impact and consumer response.



Test digital e-commerce impact – Analyze online performance to refine imagery and messaging for higher conversion.



Measure mobile effectiveness – Optimize visuals and text for clarity and engagement on small screens.