The Look Company Tackles the Challenge of Delivering Brand Consistency Across Franchise Networks as They Scale

The Franchise Visual Standards Program gives brands a centralized system for signage, displays and branding across independently owned and operated locations

SEATTLE, WA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- The Look Company, a large-scale visual branding company for sports, event and retail environments, has brought the approach it uses for clients like FIFA and Walmart to franchising, taking on one of the industry's biggest challenges: keeping the customer experience consistent as a brand expands beyond the locations it directly controls. The Franchise Visual Standards Program gives franchisors a centralized system for managing signage, displays and other in-store visual branding across independently owned and operated locations, while giving franchisees an easy way to access and implement approved materials without having to source, design or coordinate them themselves.

The number of U.S. franchise establishments is expected to reach 845,000 in 2026, up from 832,521 last year. And as franchise networks grow, maintaining brand consistency becomes increasingly difficult. A franchisor can establish exact standards for how a location should look and feel, but each store still has its own operator, floor plan, purchasing decisions and local vendors. Without a system to connect those pieces, a familiar brand can start to look different from one location to the next, while corporate teams spend time approving signage requests and coordinating vendors instead of focusing on growth.

The Franchise Visual Standards Program puts the visual side of a franchise system on a single, centralized track. Franchisors establish an approved system once, then give individual locations a clear path to executing it through a custom catalog of pre-approved signage, displays, fixtures and graphics, all available through a branded ordering portal. The system is built around each brand’s actual store formats, so locations can account for different footprints, floor plans and customer flows without sacrificing a consistent visual identity.

Because The Look Company manages design, production, fulfillment, logistics and installation in-house, the program can support everything from a single signage replacement to a network-wide rollout without requiring franchisors or franchisees to coordinate multiple vendors. It can also be offered as a white-label extension of a franchisor’s existing licensee services, giving brands a turnkey visual branding operation without having to build one internally.

The program can support franchise brands through the moments when visual consistency is most at risk:

 New store openings: Franchisees can work from a catalog and placement plan built for their specific store format, allowing a location to open on-brand without corporate teams managing the build or operators commissioning design work themselves.
 Remodels and refreshes: Existing locations can draw from the same approved system as new openings, helping remodeled stores align with the current brand rather than falling behind as the network evolves.
 Seasonal and promotional change-outs: The Look Company can kit and ship approved graphic packages to locations on the franchisor's schedule, with clear instructions that allow store staff to handle the swap themselves and launch promotions consistently across the network.
 Individual signage replacements: When a piece of signage is damaged, worn or outdated, franchisees can reorder the approved version instead of sourcing a local substitute. These one-off replacements can be an easy way for a location to gradually drift from the broader brand, making them an important part of maintaining consistency.
 Regional and system-wide rollouts: The same system can support a handful of locations in one market or an established network with hundreds of stores. Franchisors can choose to have The Look Company ship directly to locations, consolidate orders through corporate or allow franchisees to order individually through the branded portal, depending on how the franchise system operates.

"Franchise brands can spend years defining what their customer experience should look like, but delivering that experience consistently becomes much harder as the network grows," said Gerry Price, President and CEO, North America, of The Look Company. "The issue isn't a lack of brand standards, but giving every franchisee a simple way to put those standards into practice. With the Franchise Visual Standards Program, we're ensuring brands have a centralized system that makes consistency easier to achieve, rather than simply asking franchisees to maintain it."

The Look Company designs and manufactures its visual branding solutions in-house at facilities in Seattle, Tampa and Barrie, Ontario, with additional production capabilities across Europe, Asia and the Middle East. The company's expertise spans retail, sports and events, as well as its Interior Branding and Public Spaces offerings, giving franchise brands access to the same end-to-end design, production and installation capabilities used to deliver large-scale branded environments. As a G7 Colorspace Master Qualified company with 8-color, 600 DPI printing capabilities, The Look Company maintains consistent color and quality across materials, locations and large-scale rollouts.

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About The Look Company

The Look Company is a large-scale visual branding company, producing award-winning printed graphics and display systems for retail, sport and event environments. With production facilities

in the U.S., Canada, Europe, the Middle East and Asia, The Look Company services clients including FIFA, NHL, MLB, Walmart, Formula 1, Jaguar, Land Rover, Canada Games, Mattress Firm, Burlington and others. The company has more than 20 years of experience creating engaging brand experiences through end-to-end design, hardware manufacturing, printing, kitting, project management, and installation. The Look Company is a G7 Colorspace Master Qualified company and has achieved multiple international awards in the textile print industry, including the Innovation Awards at FESPA Europe.

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