

WORLD DUTY FREE

Newsstand Design Refresh // Signage

In the USA, World Duty Free operates nearly 250 stores in more than 30 airports, including newsstands, convenience stores, bookstores, and retail luxury brand stores. The company tailors its product offerings to specific destinations, creating a sense of place for travelers.

CHALLENGE

World Duty Free newsstands varied greatly in appearance—both from airport to airport and within each airport. The stores lacked consistent signage, layouts, and fixtures. World Duty Free sought a new suite of signage, to be applied across all U.S. newsstands. The new design needed to:

- Attract the attention of travelers.
- Offer a sense of calm in busy airports.
- Easily adapt to all store areas—from prominent fixtures and overhead banner signs to small shelf strips.

SOLUTION

Novak Birch created a fresh, new design for the newsstand signage, providing a cohesive, consistent look-and-feel within each airport and across airports. Engaging messages such as “Stop. Shop. Carry On.,” “Just a Bite,” and “Great Reads” give the signage a friendly, upbeat tone while enticing travelers to make a purchase. Likewise, the design attracts travelers to the stores with a warm, inviting color palette, a dynamic font, and colorful, retro-modern imagery.

We conducted a test launch at Minneapolis-St. Paul International Airport, creating custom signage with the new design and messaging for 13 stores. After the successful test launch, World Duty Free rolled out the signage to airport newsstands across the country. Novak Birch created more than 100 signs, giving World Duty Free a consistent look-and-feel within each U.S. airport and across airports.

RESULTS

The engaging yet professional tone of the signage elevates the World Duty Free brand and increases recognition among busy travelers from airport to airport, positioning the store as travelers’ go-to location for airport newsstand purchases.