



## Promoting Health & Wellness Through Environmental Signage

Your guide to protecting customers, employees, visitors and your brand.

## A New Reality

As your business emerges from the global pandemic, nothing could be more important than creating an atmosphere where employees, customers, guests and other visitors feel safe and respected. Your immediate response will be critical in retaining and gaining new customers.

Only a comprehensive approach to safety can allow people to re-engage with your brand or business in way that offers confidence and peace of mind. Signage can play a key role.

With more than three decades of experience in delivering physical marketing materials for client workplaces, the NVISION team has compiled this guide to help you ensure your environment has the right signage applications for today's "new normal."

*"The effects of this pandemic will be felt well past COVID-19. Solutions designed to promote health and well-being are the new mandate to secure a brands relationship with both their customers, and employees."*

-VP of Retail Operations

# You're Delivering More Than a Message. You're Delivering Confidence.

Let employees, visitors and shoppers know that their safety is their priority and instill confidence that you have measures in place to keep them safe. Social distancing and wellness signage are now expected and embraced by customers and employees. Here are some key considerations when creating more impactful messaging:

## Coverage

- Be sure your signage is where it needs to be for optimal attention. This includes both interior and exterior locations, high-traffic areas and anywhere groups may gather.
- Choose applications that fit the message. For example, floor graphics are ideal for social distancing in checkout lanes while pull-up banners may be more appropriate in areas that lack windows, shelving or walls.
- Maximize your messaging impact with eye-catching or unexpected signage formats.

## Messaging

- Generic signage may send the message that you're simply going through the motions. Professional signage shows employees, visitors and shoppers that you are investing in safety. Quality signage can help build trust that you have cleaned and disinfected because you care about their health and wellness.
- Keep social distancing messaging separate from typical retail promotional messaging. You can easily do this by adopting a more instructional/authoritative voice in headlines and using specific safety-oriented colors and typography.
- Tailor your messages toward alleviating stress while commanding attention.

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## **Messaging, cont.**

- Don't assume employees and customers understand newer safety protocols. Wayfinding signage can help direct new traffic flows while exterior applications can ensure proper attire (such as masks) are worn on premises.
- Make sure staff can assist visitors with questions or feedback related to directions or messaging on the signage.

## **Brand building**

- High-quality signage reflects your brand and showcases your commitment to all audiences. Stock signage or masking tape on the floor sends a poor message.
- Remember to remove and replace any and all signage that shows signs of wear.
- Complement environmental signage with other materials (flyers, brochures, videos) that tell your health and wellness story.



# A Pictorial Guide to Signage Considerations

Consider the following environments and related signage that help to alleviate anxiety and encourage safety. While the examples include retail and corporate settings, the same principles apply to any public space. These include:

## **Information hierarchy**

Use signage to communicate both broad safety messaging and focused, directional messaging, too

## **Customization**

Find appropriate signage formats for whatever the space requires, from glass lobbies to elevators to individual seats

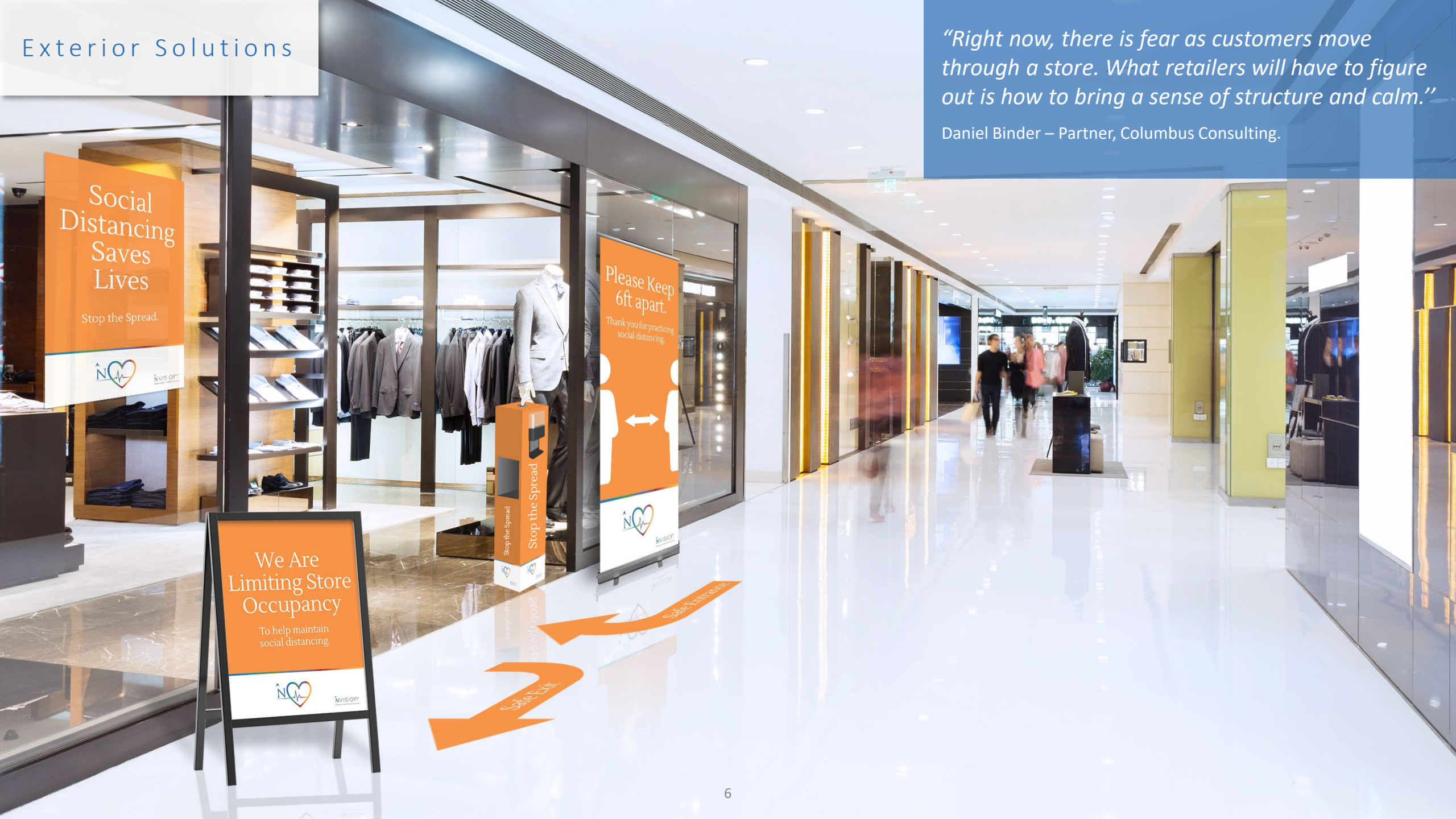
## **Placement**

Ensure signage doesn't overwhelm the space, but works to instill confidence and understanding

NVISION can help you create signage solutions that meet your unique audience and space requirements.

*“Right now, there is fear as customers move through a store. What retailers will have to figure out is how to bring a sense of structure and calm.”*

Daniel Binder — Partner, Columbus Consulting.





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*“How we decide to treat our employees at this point in time is likely to become one of the most enduring reflections of our brand - of our culture.”*

-Director of Operations, CPG



Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe

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Stop the Spread

Practice social distancing.





Stop the Spreading

Practice Social Distancing



Social Distancing Saves Lives

Stop the Spread



Please Keep 6ft apart.

Thank you for practicing social distancing.





Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe Stay Safe









*"We will have to very carefully  
rebuild the brand for a new world"*

-Chief Executive Niren Chaudhary, Panera





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Checkout Solutions





Checkout Solutions





## Grocery Exterior





## Grocery Exterior



## Putting Your Brand In Good Hands

You need a partner who has an understanding of your environment and how to transform wellness signage into an experience that integrates within your brand...rather than being an eyesore that detracts from it.

At NVISION we have over three decades of experience running the supply chains that provide the physical marketing materials required by our clients, at turnaround times that meet your immediate needs.

Perhaps less known is our 100+ year history on the leading edge of creating commercial cleaning & sanitation solutions through our parent company North American Corporation.

Combining these two rich histories, we can create unique solutions that not only take into account marketing considerations, but also product fulfillment and replenishment so you're never without a solution.

## LET'S TALK!

Reach out today and we can start the conversation about how we can help you execute your marketing needs.

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