

# Social distancing & safety signage



astley.

...your **signage partner** in these unprecedented times



Firstly, we *hope that you are well* - and these days we do actually mean it when we ask don't we? Because the world has changed dramatically since the spread of Covid-19 and we all have been reminded how important our health actually is.

In response to these unprecedented times, companies now need to carefully evaluate how they can commence work and rebuild their businesses *whilst* keeping their customers, colleagues and partners safe.

At **Astley** we have had to adapt our ways of working like everyone else and have made changes at our own facilities to do just that. We'd like to share with you some of our own internal signage solutions and also propose the following ideas that might be useful for your own sites.

Particular points to consider at your own site could include:

- **Entrance signage** to inform visitors of prevention protocols currently in place
- Clearly marked **queue guidance system** with 2m markers to allow for social distancing
- Free availability of **hand sanitiser** units or direction to hand wash areas
- **Directional signage** to effectively guide your visitors around the site safely: this could be as floor graphics or freestanding units
- **Protective screens** to protect staff and shoppers in retail environments but also work colleagues in a commercial environment
- **Temperature scanning** digital displays, ideal for hospitality and leisure locations
- **Ambient graphics** to reinforce safety messages

## External entrance signage



As our world adapts and responds to the new ways of living and working, temporary social distancing signage introduced as an immediate answer may gradually be replaced by more permanent signage solutions.

As it is not clear how long these requirements will need to be in place, companies can introduce signage that reflects their brand more accurately whilst highlighting the safety precautions in place. We believe it's critical to find the right balance between creating a welcoming environment and still keeping visitors and staff safe.



The entrance to your site may be the first opportunity you have to reassure visitors that you have put in place all the necessary safety provisions to keep them safe. It's vital that these messages are communicated effectively.



Remember to keep your distance  
SOCIAL DISTANCING  
could save lives...  
2m  
6ft  
...please remember to  
play your part  
Thank you

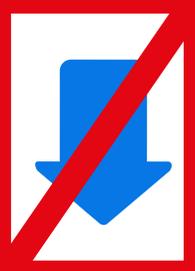
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We believe that all companies should continue to **reinforce their safety messages** throughout the visitor experience. Identifying key touchpoints around your site can help you locate various pieces of information signage that can act as visual reminders.

Information signage can be portable freestanding units such as banner stands or more permanent features such as window manifestations, hanging signs or wall graphics.

We also believe that these environments are very new and can perhaps be unsettling for some of your visitors. Notices of thanks and prompts to visit your latest online guidance may be beneficial.

 **One-way only** 

*Thank you for keeping your distance*



One-way only 

One-way only 



 *No movement in this direction please...*

 *...this way only*

## Directional signage



In order to protect your visitors it may be necessary to clearly mark a flow of movement around your store? This can be achieved by use of effective *floor signage*, *projecting signs*, *ceiling signs*, *aisle signs* or *freestanding units* plus ambient graphics.

Queues that occur inside or outside your store may also need managing effectively with clear signage listing the safety protocols in place. By using barrier systems that are portable a business can respond to demand and be flexible with their displays.



The important element to be considered is that environmental graphics can guide a visitor throughout your site successfully and safely, achieving that important balance between conveying safety information without ruining the visitor experience.

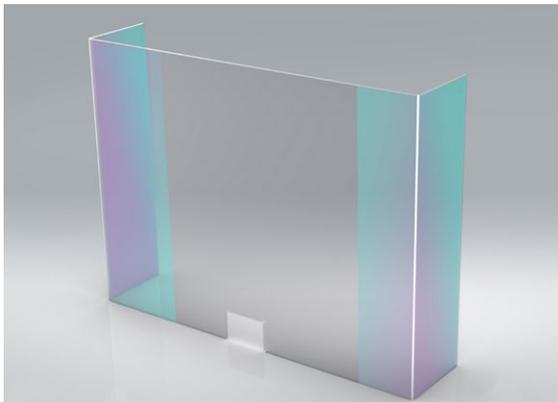
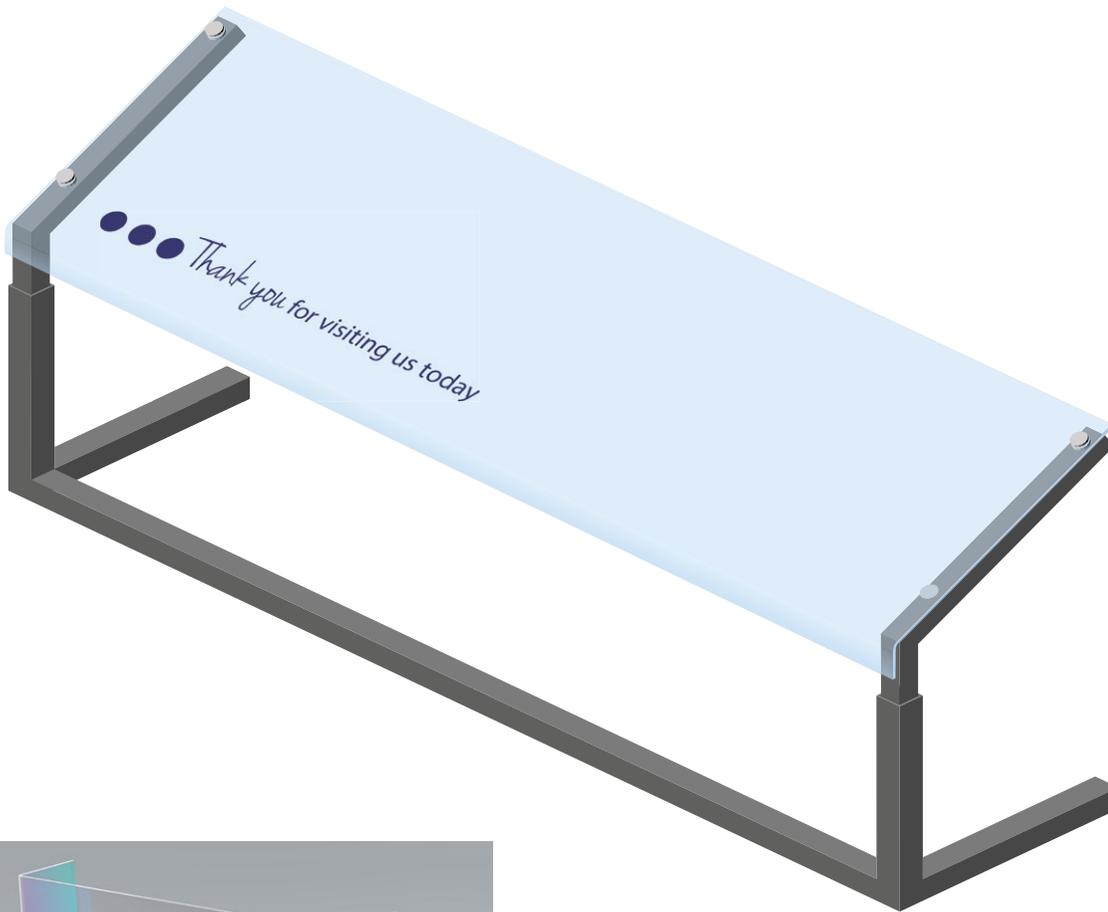
*Temporary solutions may need to be replaced by more permanent and long lasting solutions...*



**Astley** can also support clients with the supply of high quality protective screens.

It may be that temporary screens were introduced at your site as an immediate solution. However, we believe that social distancing measures may need to be in place for a significant amount of time and these units may need to be replaced with more permanent solutions.

We are able to supply standard or custom built protective screening, offering additional features such as vinyl graphics or even creative films, to achieve that balance between essential safety and the brand experience.



*Option to add film to the reverse of the screen offers greater freedom to be creative*

**HELP US**

**keep you safe...**

**2m** SOCIAL DISTANCING  
could save lives!





Finally, the graphics used around your sites can be creative as well as informative. The safety message shouldn't of course be lost but we fully believe that a balance can be found that allows for greater flexibility with your designs.

Any opportunity to reinforce thanks to your visitors and staff for following the social distancing rules in place, or visual reminders to ensure the message is consistent around the site will offer excellent solutions in keeping your colleagues and visitors safe.



Don't forget wallpapers, wall plaques and displays, ceiling signage and customised products can all be utilised to reinforce your key messages.

# astley.

[www.astley-uk.com](http://www.astley-uk.com)

If you'd like to chat more about your [social distancing signage](#) or any other brand graphic requirement you might have, email [enquiries@astley-uk.com](mailto:enquiries@astley-uk.com) or call us on +44(0)3332 300 440