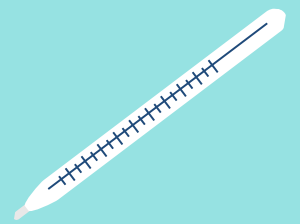
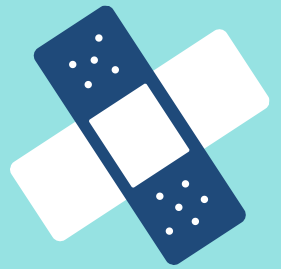
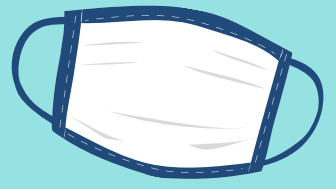


# SIGNAGE TIPS FOR THE POST-COVID WORLD



Have you ever wondered about the changes you'll have to make to your business signs once the COVID-19 pandemic is over? Here are a few things you will have to do.

## 1 SOCIAL DISTANCING FLOOR SIGNAGE PLAN

When your business opens, you need a social distancing signage plan to ensure safety of visitors, customers and workers alike. With the help of floor graphics in public settings, you will be able to ensure a safe flow of foot traffic and minimize the risk of spreading the virus.

## 2 INFORM THE WORLD THAT YOU ARE OPEN

Some of your customers might be unsure of whether you have opened or not. Invest in exterior signage to spread the message that your doors are open for business. Window graphics, banners, sidewalk signs and yard signs are just a few of the signage options that will help spread your message.

## 3 PROMOTE PHYSICAL HYGIENE

Businesses can use effective signage to make sure that strict sanitation practices are followed. Through your signage, you will have to highlight the significance of wearing a mask and washing your hands. On the counters, you can install acrylic protection panels to protect both customers and workers if either coughs or sneezes.

## 4 MAKE CHANGES TO PROMOTIONAL STRATEGIES

It is not only important to invest in new business signs, but also to make considerable changes to your promotional signs. Considering the nature of this virus, your promotional messages may need to be updated weekly to inform customers. Vinyl banners are a great option that can be quickly installed and removed.



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