

A photograph of two women in a beauty store. The woman on the right, wearing a black blazer, is smiling and holding a small white product, showing it to the woman on the left. The background is filled with shelves of various beauty products. The text is overlaid on the image in large, bold, white letters.

# HEALTH & BEAUTY EXTERIOR & INTERIOR QUEUING/HYGIENE AWARENESS GRAPHICS

Enhance your customers shopping experience by directing them to follow the medical community's advised safety measures of social distancing using wayfinding signage in both the exterior and interior of your store.

**rrd** MARKETING  
SOLUTIONS

**DESIGN & INNOVATION**

RRD-129-CRISIS MGMT HEALTH/BEAUTY  
04.27.2020\_V1

# GRAPHIC PROPOSALS



Enhance your customers shopping experience by directing them to follow the medical community's advised safety measures of social distancing using wayfinding signage in both the exterior and interior of your store.

Your brand logo can be applied to the bottom white bar in any of these RRD base graphics if you do not have art.

The image displays 16 safety signage templates arranged in a grid. The templates are as follows:

- EMPLOYEES:** A sign with a phone icon and the text: "EMPLOYEES", "IF YOU SEE A HEALTH SAFETY ISSUE PLEASE CALL 1-888-XXX-XXXX".
- WASH YOUR HANDS:** A sign with five numbered steps: 1. WET HANDS, 2. APPLY SOAP, 3. SCRUB 20 SECONDS, 4. RINSE UNDER WATER, 5. DRY WITH CLEAN TOWEL.
- HAND SANITIZER:** A large vertical sign with the text "HAND SANITIZER" and a large pink circular icon of a hand sanitizer bottle.
- HOW TO STAY HEALTHY:** A sign with six icons and text: "HOW TO STAY HEALTHY", "WASH HANDS OFTEN", "COVER COUGHS + SNEEZES", "DON'T TOUCH FACE", "CLEAN SURFACES OFTEN", "STAY HOME WHEN SICK", "AVOID SICK PEOPLE".
- WASH YOUR HANDS:** A sign with five numbered steps: 1. WET HANDS, 2. APPLY SOAP, 3. SCRUB 20 SECONDS, 4. RINSE UNDER WATER, 5. DRY WITH CLEAN TOWEL.
- WASH YOUR HANDS:** A sign with a pink circular icon of hands being washed under a faucet and the text "WASH YOUR HANDS".
- SOCIAL DISTANCE:** A sign with an icon of two people with a 6-foot distance and the text: "SOCIAL DISTANCE", "PLEASE STAY 6 FEET APART. THANK YOU FOR PRACTICING SOCIAL DISTANCING".
- SOCIAL DISTANCE:** A sign with a pink circular icon of a hand sanitizer bottle and the text: "SOCIAL DISTANCE", "WE HAVE PROVIDED HAND SANITIZERS TO HELP PROTECT YOU AND OUR EMPLOYEES".
- CLEAN SURFACES OFTEN:** A sign with an icon of a hand sanitizer bottle and a cleaning cloth and the text "CLEAN SURFACES OFTEN".
- PRACTICE SOCIAL DISTANCING:** A sign with an icon of two people with a 6-foot distance and the text: "PRACTICE SOCIAL DISTANCING", "PLEASE MAINTAIN SOCIAL DISTANCE WHILE ON SITE".
- WASH YOUR HANDS:** A sign with three icons of hands being washed and the text "WASH YOUR HANDS".
- WELCOME:** A sign with the text "WELCOME", "IF YOU HAVE ANY OF THE FOLLOWING SYMPTOMS, PLEASE DO NOT ENTER BUILDING.", and three icons of people with symptoms: "SHORTNESS OF BREATH", "FEVER", "COUGH".
- EMPLOYEES, VENDORS & CONTRACTORS:** A sign with the text "EMPLOYEES, VENDORS & CONTRACTORS", "IF YOU HAVE ANY OF THE FOLLOWING SYMPTOMS, PLEASE DO NOT ENTER BUILDING AND CALL 1-888-XXX-XXX", and three icons of people with symptoms: "SHORTNESS OF BREATH", "FEVER", "COUGH".

# EXTERIOR ENTRANCE



VINYL BANNER

VINYL BANNER ROLL UP WITH HAND SANITIZER

SOCIAL DISTANCING FLOOR CLINGS

TEAR DROP BANNERS

WINDOW CLINGS



# FRONT COUNTER



WALL GRAPHIC - AVAILABLE IN 3 SIZES

SEG FRAMEWORKS DIVIDER

SOCIAL DISTANCING FLOOR CLING - AVAILABLE IN 3 SIZES

COUNTERTOP DIVIDERS SHIELDS

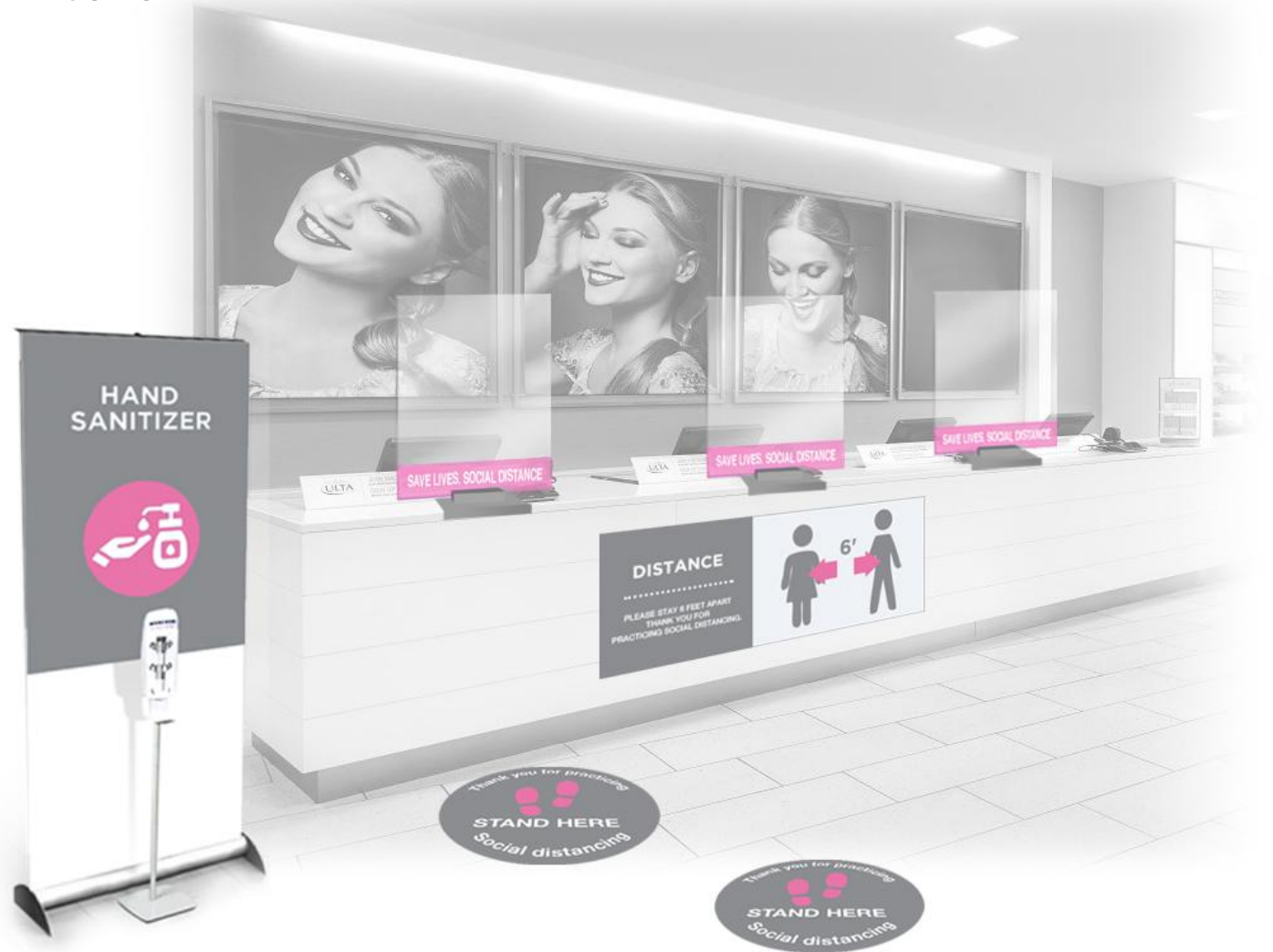
FREE STANDING DISPLAY

CAN BE PERMANENTLY MOUNTED

6 MIL ACRYLIC

APPROXIMATE DIMENSIONS: 47"W X 31"H

CUSTOM SIZES AVAILABLE



# DIRECTIONAL SIGNAGE



DIRECT CUSTOMERS FROM POINT-TO-POINT ALONG A PRE-DESIGNATED STORE ROUTE WHILE MAINTAINING SOCIAL DISTANCING



# DIRECTIONAL SIGNAGE

STORE



DIRECT CUSTOMERS FROM POINT-TO-POINT ALONG A PRE-DESIGNATED STORE ROUTE WHILE MAINTAINING SOCIAL DISTANCING



FRONT



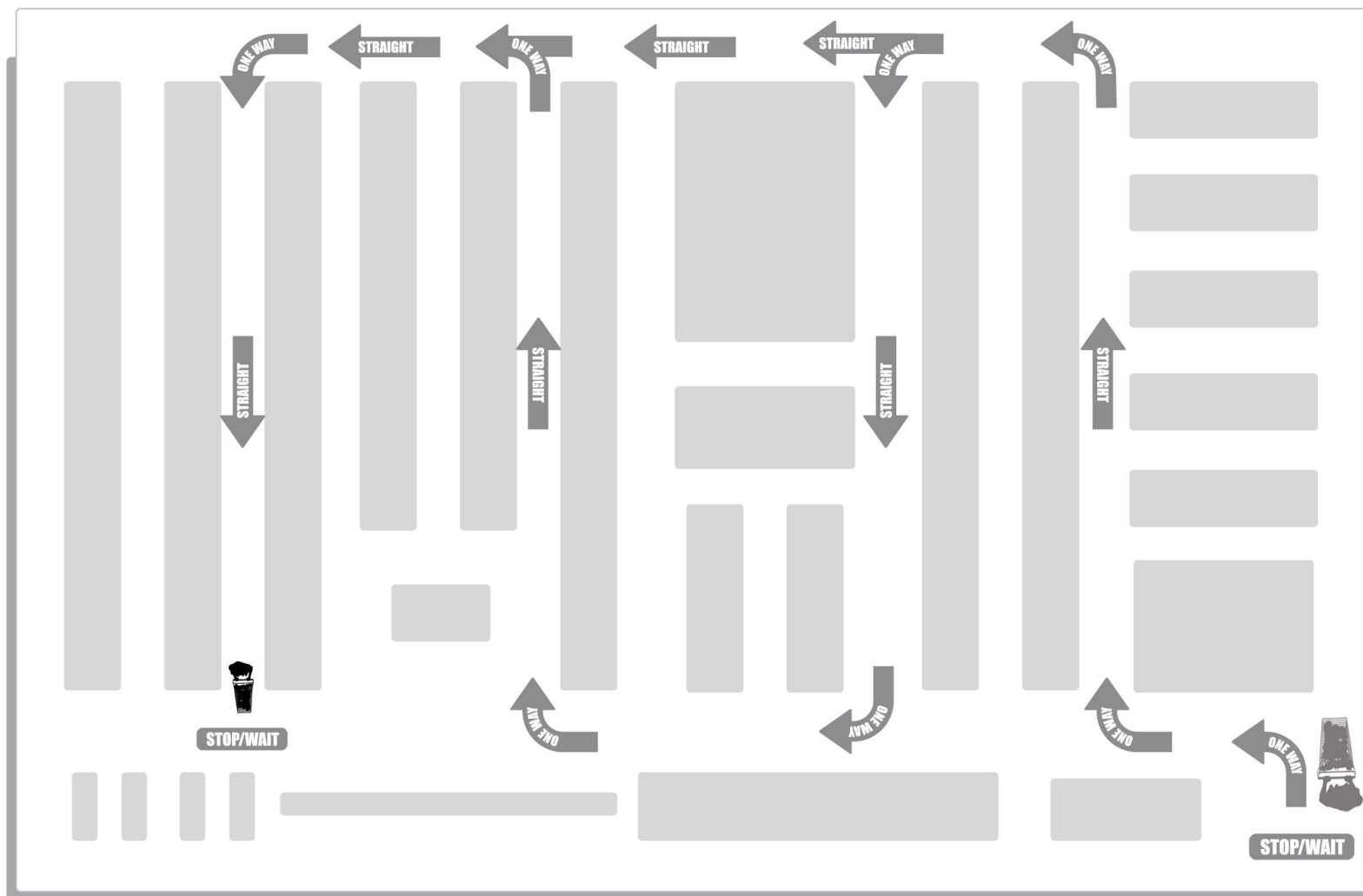
BACK



# DIRECTIONAL SIGNAGE



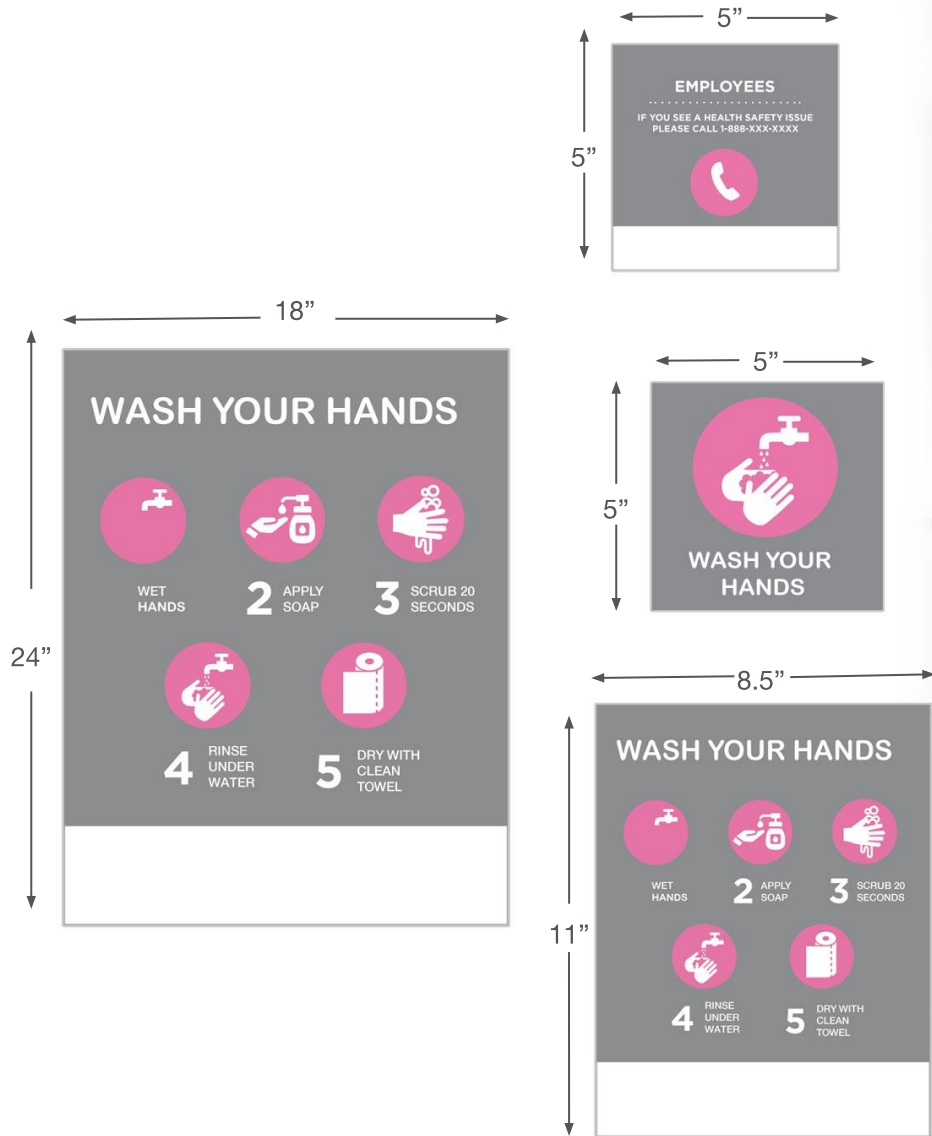
DIRECT CUSTOMERS FROM POINT-TO-POINT ALONG A PRE-DESIGNATED STORE ROUTE WHILE MAINTAINING SOCIAL DISTANCING



# INTERIOR RESTROOMS



MIRROR CLING - AVAILABLE IN 3 SIZES



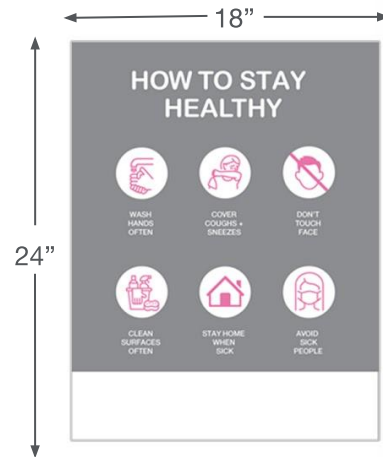


# INTERIOR BREAK ROOM & PANTRY



WALL GRAPHIC - AVAILABLE IN 3 SIZES

COUNTERTOP TABLE TENT



# EXTERIOR ENTRANCE



“H” STAKE SIGN

COROPLAST SIGN HELD DOWN WITH SUPPLIED “H” STAKES

## OPTION 1

6 MM COROPLAST

APPROXIMATE DIMENSIONS: 29”W X 46”H

## OPTION 2

4 MM COROPLAST

APPROXIMATE DIMENSIONS: 18”W X 24”H



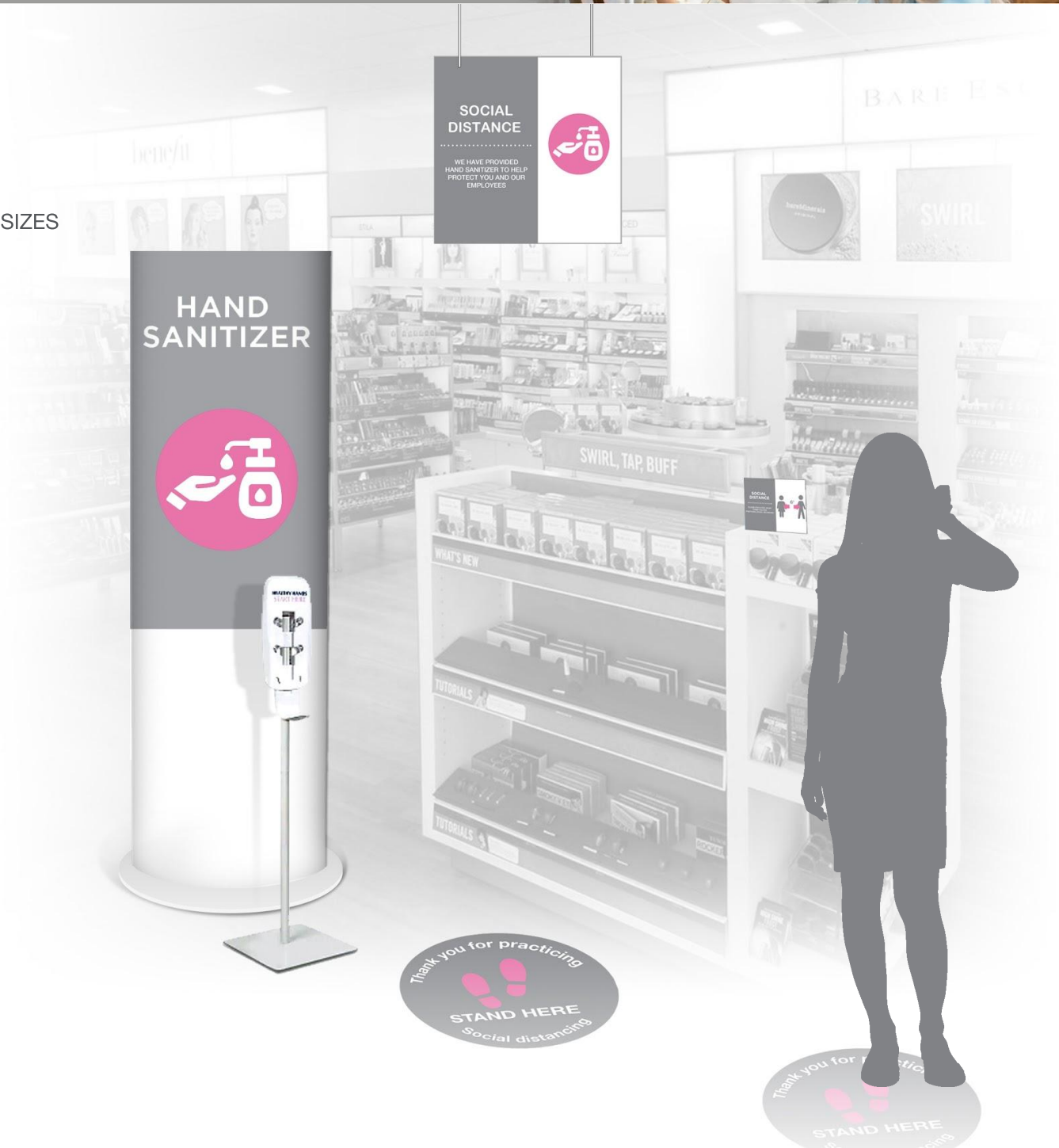
# INTERIOR SALES AREAS

HANGING SIGNAGE

SHELF BLOCKER

POP-N-LOCK HAND SANITIZER SIGNAGE

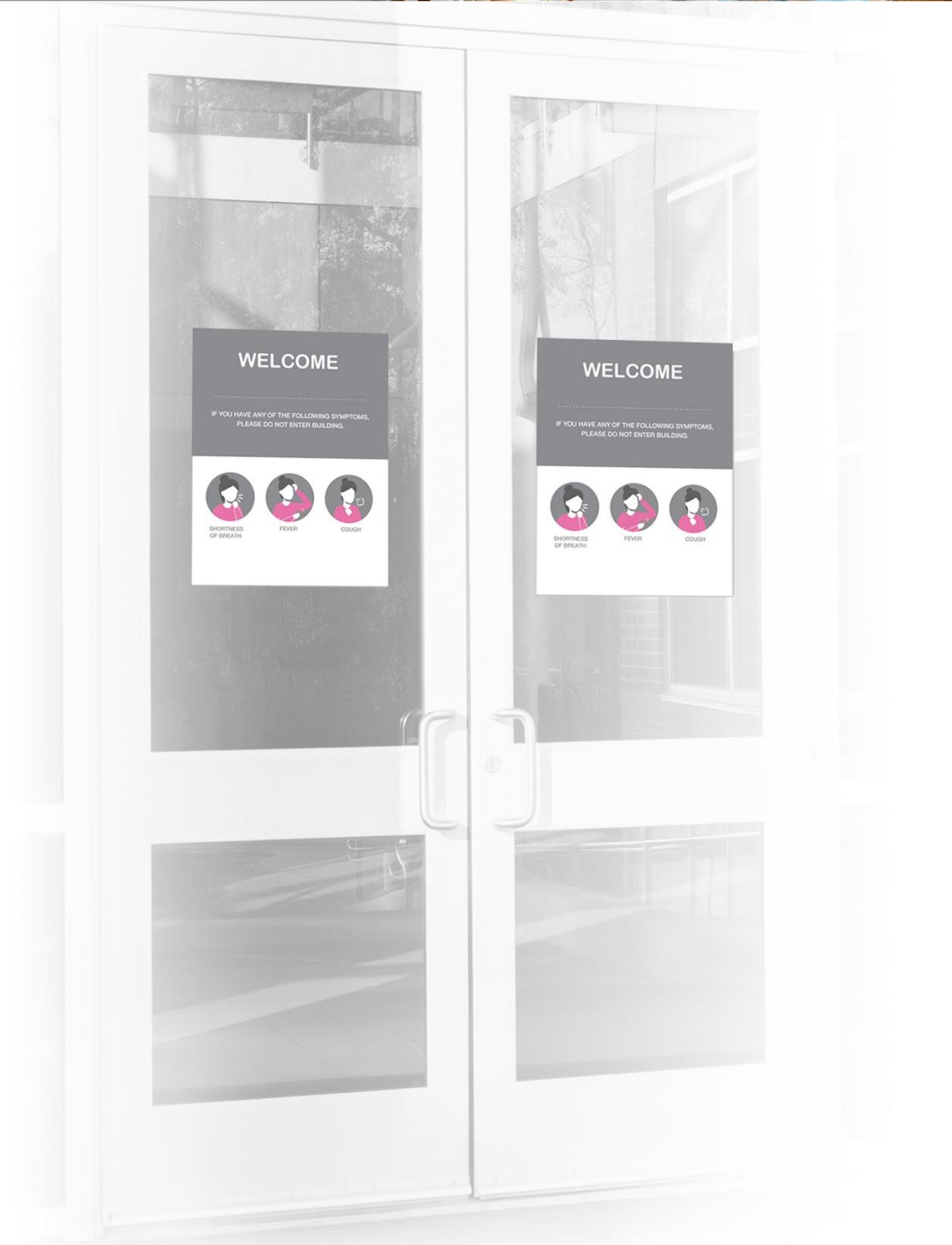
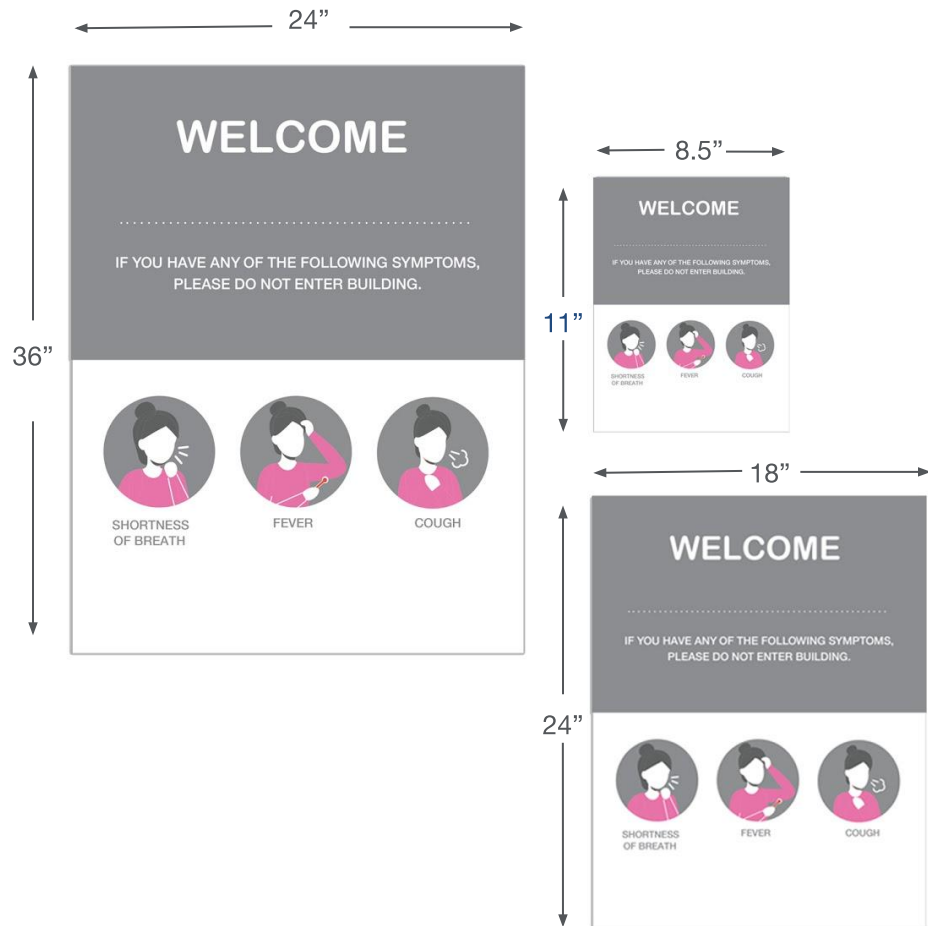
SOCIAL DISTANCING FLOOR CLINGS - AVAILABLE IN 3 SIZES



# EXTERIOR ENTRANCE



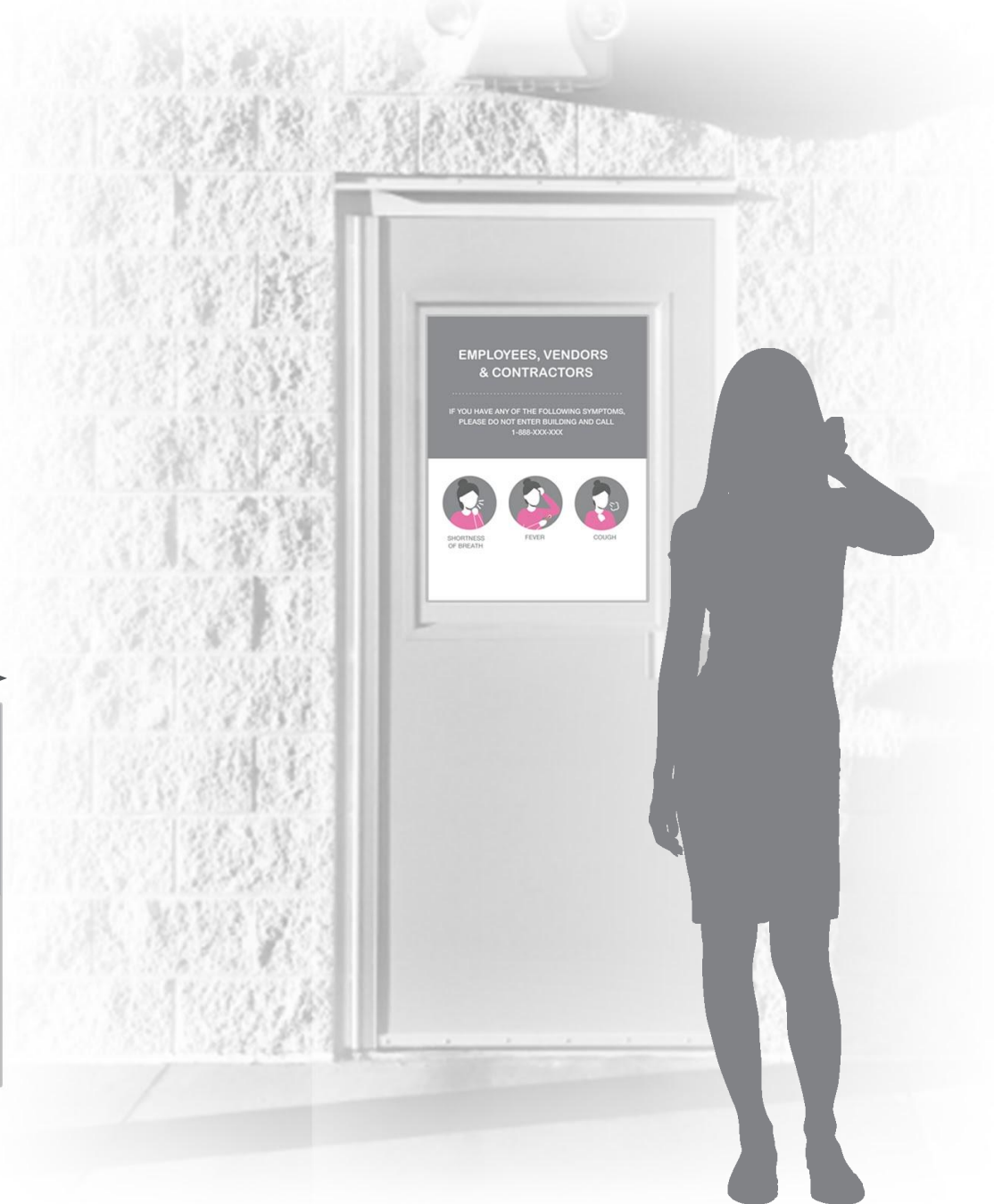
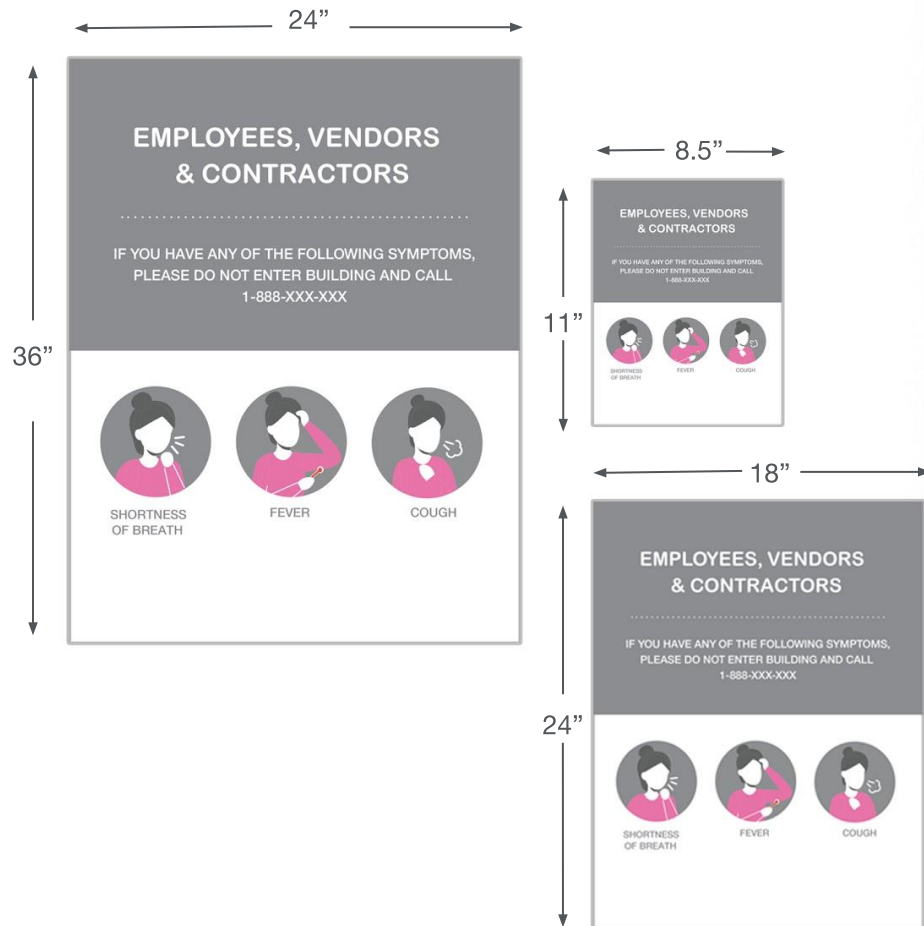
WINDOW CLING - AVAILABLE IN 3 SIZES



# EXTERIOR BACK ENTRANCE



DOOR CLING - AVAILABLE IN 3 SIZES



# SALES COUNTER



COUNTERTOP TABLE TENT

SEG FRAMEWORKS DIVIDER

SOCIAL DISTANCING FLOOR CLINGS



For more information,  
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