Hello.

Social Distancing Signage Pack.

Open Source Designs for Social Distancing.
With social distancing here to stay for the foreseeable future, it is time to rethink both the temporary and permanent hazard graphics.
Introduction

Please find enclosed a pack of signage which has been developed and refined as part of a research project at ImaginationLancaster to explore how visual instructions impact the effectiveness of social distancing measures.

Our signs use geometrical shapes in addition a palette of blue, green and yellow of mid tones to coordinate different instructions and information and create a fresh, friendly and confident tone.

Please feel free to use these signs in your place of work or business. You may send signs from this pack to a large format printing service with instructions on sizes for printing appropriate for your use.

If you do use these signs - please do us a favour, and post an image online with the tag #Lancsign so that we can track how far our signage has travelled! If you have any queries about the attached, please contact Des Fagan at Lancaster University on d.fagan@lancaster.ac.uk.
Disclaimer

Although we are supplying these designs as open source, it is the user’s responsibility to ensure that they comply with any current law or building performance requirements and to ensure specification and installation of signage is safe, compliant and in accordance with all applicable regulations. Appropriate expert advice should always be obtained to ensure suitability of this information for your specific application.

The Authors cannot be held liable for the compliance of this information to Building Regulations. It remains the responsibility of the customer to ensure all regulations are met.

The Authors accept no responsibility or liability for any loss or damage caused to the user or any third party through any use of the drawings or related information included in this document.
Colour

Colour theory was explored to offer a new approach to hazardous signage design, by choosing a colour palette that evokes feelings of wellbeing and positivity. We believe this will help change the viewer’s perception when they see social distancing signage - from something that is hazardous or dangerous to something that encourages lifestyle wellbeing.
The design is created from three shapes; a circle, octagon and triangle - each having its own purpose. Simplicity is key, allowing these shapes to create a clear, precise and approachable design. The rounded friendliness of a circle is used for general greeting messages. The universal connotation of an octagon, flags more serious instructions; whilst the form of the triangle naturally lends itself to directional messaging.
Language

The Tone Of Voice (TOV) used for the messaging part of the design is an important element, as it helps change the overall tone of the social distancing signage. Opting for a friendly and humorous tone, it creates a sense of ease and positivity. Created in a simple sans serif typeface, it also helps create approachability and clarity to the overall design.
Design

Pull up banners [PULL]

Off the shelf size for PULL01 800mmx2000mm PAGE 27.
Off the shelf size for PULL02 800mmx2000mm PAGE 28.
Off the shelf size for PULL03 800mmx2000mm PAGE 29.
Off the shelf size for PULL04 800mmx2000mm PAGE 30.
Off the shelf size for PULL05 800mmx2000mm PAGE 31.

For bespoke sizes please read the instructions section.
Design

Hanging banners [HANG]

Off the shelf size for HANG01 600mmx1200mm PAGE 32.
Off the shelf size for HANG02 600mmx1200mm PAGE 33.
Off the shelf size for HANG03 600mmx1200mm PAGE 34.
Off the shelf size for HANG04 600mmx1200mm PAGE 35.
Off the shelf size for HANG05 600mmx1200mm PAGE 36.

For bespoke sizes please read the instructions section.
Design

Hanging banners [HANG]

Off the shelf size for HANG06 600mmx1200mm PAGE 37.
Off the shelf size for HANG07 600mmx1200mm PAGE 38.
Off the shelf size for HANG08 600mmx1200mm PAGE 39.
Off the shelf size for HANG09 600mmx1200mm PAGE 40.
Off the shelf size for HANG10 600mmx1200mm PAGE 41.

For bespoke sizes please read the instructions section.
Design

Hanging banners [HANG]

Off the shelf size for HANG11 1350mmx140mm PAGE 42.
Off the shelf size for HANG12 1400mmx600mm PAGE 43.

For bespoke sizes please read the instructions section.
Design

Cut-out Vinyl [VIN]

Off the shelf size VIN01 1300mmx1300mm PAGE 44.
Off the shelf size VIN02 1200mmx1200mm PAGE 45.
Off the shelf size VIN03 600mmx600mm PAGE 46.

For bespoke sizes please read the instructions section.

We know keeping apart isn’t easy, but you’re doing a great job. Thank you.
Design

Cut-out Wall and Floor Vinlys [VIN]

Off the shelf size VIN04 600mmx600mm PAGE 47.
Off the shelf size VIN05 300mmx300mm PAGE 48.
Off the shelf size VIN06 300mmx300mm PAGE 49.
Off the shelf size VIN07 300mmx300mm PAGE 50.

For bespoke sizes please read the instructions section.
Design

Cut-out Wall and Floor Vinlys [VIN]

Off the shelf size VIN08 600mmx600mm PAGE 51.
Off the shelf size VIN09 500mmx500mm PAGE 52.
Off the shelf size VIN10 500mmx500mm PAGE 53.
Off the shelf size VIN11 300mmx300mm PAGE 54.
Off the shelf size VIN12 100mmx100mm PAGE 55.
Off the shelf size VIN13 300mmx100mm PAGE 56.
Off the shelf size VIN14 200mmx100mm PAGE 57.

Off the shelf size VIN14 200mmx100mm PAGE 58.
Off the shelf size VIN15 300mmx300mm PAGE 59.
Off the shelf size VIN16 300mmx300mm PAGE 60.
Off the shelf size VIN17 300mmx300mm PAGE 61.
Off the shelf size VIN18 300mmx300mm PAGE 62.
Off the shelf size VIN19 300mmx300mm PAGE 63.
Design

Payment and Order Cut-out Vinlys [VIN]

Off the shelf size for VIN20 1010mmx200mm PAGE 64.
Off the shelf size or VIN21 262x102mm PAGE 65.
Off the shelf size or VIN22 305x102mm PAGE 66.

For bespoke sizes please read the instructions section.

Hello again, please remember contactless payment preferred

Please pay here

Pick up your order here
Design

Wall boards [BRD]
Off the shelf size BRD01 210mmx297mm PAGE 67.
Off the shelf size BRD02 210mmx297mm PAGE 68.
Off the shelf size BRD03 210mmx297mm PAGE 69.
Off the shelf size BRD04 210mmx297mm PAGE 70.
Off the shelf size BRD05 210mmx297mm PAGE 71.
Off the shelf size BRD06 210mmx297mm PAGE 72.

For bespoke sizes please read the instructions section.
Design

Wall Boards [BRD]

Off the shelf size **BRD01 400mmx1200mm** PAGE 73.
Off the shelf size **BRD01 400mmx1200mm** PAGE 74.
Off the shelf size **BRD01 400mmx1200mm** PAGE 75.

Off the shelf size **BRD01 94mmx841mm** PAGE 76.
Off the shelf size **BRD01 94mmx841mm** PAGE 77.

For bespoke sizes please read the Instructions section.
Design

Bespoke Board [DOOR]

Off the shelf size DOOR01 270mmx1480mm PAGE 78.
Off the shelf size DOOR02 270mmx1480mm PAGE 79.

For bespoke sizes please read the Instructions section.
Design

Median line [MED]
Off the shelf size for MED01 3" (76.2mm) width.
For bespoke sizes please read the instructions section.
Design

Floor Distancing Octagons [OCT]
The design presented creates a 2m social distance zone. For bespoke sizes please read the instructions section. For application instructions please see page 25.
Design

Digital screen animation [SRN]
Rolling frame animation of three designs. 16:9 ratio.
Off the shelf size SRN01 PAGE 81-86.
For bespoke sizes please read the instructions section.

Hello
Nice to see you again

We are currently displaying a social distancing research piece, for Lancaster City. We would love to hear your thoughts on our signage.

Please follow the signs to help keep you safe

SRN01
Design

Hand Sanitiser Foot Pump Design [PUMP]

Off the shelf size PUMP01 PAGE 80.
Design fits Triga Flow - trigafow.com

For bespoke sizes please read the instructions section.
Instructions

If you are happy with the ‘off the shelf’ size, placing an order is easy. Just quote the unique reference, which can be found under each design, along with the quantity, and page number within the pdf.

However, if you would like an item bespoke to size please contact info@washstudio.co.uk for packaged artwork.

For the median line and lines for the floor octagons there is no artwork in this document, as these are supplied on rolls of tape.

Please note that graphic content such as colours, typefaces and icons cannot be changed but directional words such as ‘LEFT’ and ‘RIGHT’ can be customised. To change these on the design please let your printers know when supplying artwork.

Example order

HANG01, quantity 3, page 27.
Instructions [Octagons]

Floor distancing octagons are a template design, which requires assembly.

The enclosed 2m hexagon requires:
1. 10m length of 3” (76.2mm) yellow vinyl tape (colour reference?)
2. Hexagonal centre point. Off the shelf size OCT2 PAGE 87.

Where octagons overlap, the additional material is required:
1B. 15m length of 1” (25.4mm) blue tape (colour reference?)
2B. Overlap messaging sticker Off the shelf size OCT2B PAGE 88.

The completed design can be seen on page 21 within the pdf.
Artwork.
We know keeping apart isn’t easy, but you’re doing a great job!

Please follow the signs, and remember keep your distance when passing others.
Ready
Set Go

Please keep your distance and use the hand sanitising stations available.
Ready Set Go

Please keep your distance, stick to the line and use the hand sanitising stations available.
This way to the reception desk ▲

Please keep your distance, stick to the line and use the hand sanitising stations available ▲
This way to the reception desk ▲

Turn right for the café and bar ▶

Please keep your distance, stick to the line and use the hand sanitising stations available ▲
Bye

Turn left to exit
Bye

Turn right to exit
Entrance
Keep your distance when passing others.
Keep your distance when passing others 🚦
Hello
Nice to meet you
Hello
Nice two metre you today
Give way. No need to rush.
Please follow the signs, and remember keep your distance when passing others.
We know keeping apart isn’t easy, but you’re doing a great job. Thank you.
We know keeping apart isn’t easy, but you’re doing a great job. Thank you
We know keeping apart isn’t easy, but you’re doing a great job. Thank you
Left
For orders at the bar
Head out this way ▲
Head out this way
Head out this way
Come clean
Have you washed your hands
Come clean
Have you washed your hands
Come clean
Have you washed your hands
Come clean
Have you washed your hands
Come clean
Have you washed your hands
Give way
No need to rush
Give way
No need to rush •
Just one at a time please
Just two at a time please.
Please remove all belongings after use.
Please wipe down after use
Hello feet
Desk 1

Please clear after use

We know keeping apart isn’t easy, but you’re doing a great job
Hello again, please remember contactless payment preferred.
Please pay here
Pick up your order here
We know keeping apart isn’t easy, but you’re doing a great job!

Please follow the signs, and remember keep your distance when passing others.
Keep left
Keep right
One way
No entry
Hand sanitising station
Turn right for orders at the bar

Please keep your space when entering the cafe.
Turn left for orders at the bar.

Please keep your space when entering the cafe.
Turn right for orders at the bar

Straight ahead to exit

Please keep your space when entering the cafe.
Hello there, we’re open

Contactless payment preferred please
Hello there, the café and bar is open.

Contactless payment preferred please.
We know keeping apart isn’t easy, but you’re doing a great job!

Please follow the signs, and remember keep your distance when passing others.
Hello

Nice to see you again
We are currently displaying a social distancing research piece, for Lancaster City. We would love to hear your thoughts on our signage.
Please follow the signs to help keep you safe •
Please follow the signs to help keep you safe.
Please follow the signs to help keep you safe.
Please follow the signs to help keep you safe.
Be aware of your distance zone.