

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.

**Confidence &
Integrity**

**Warmth &
Friendliness**

**Safety &
Freshness**

**Peace &
Calmness**

Shape

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.

Ready Set Go

Design

Pull up banners [PULL]

Off the shelf size for **PULL01** 800mmx2000mm **PAGE 27**.

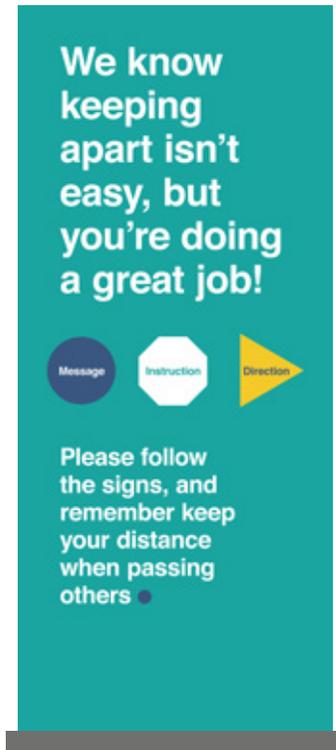
Off the shelf size for **PULL02** 800mmx2000mm **PAGE 28**.

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**.

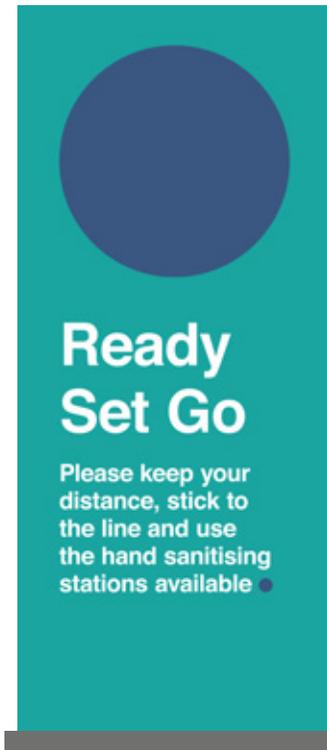
For bespoke sizes please read the instructions section.



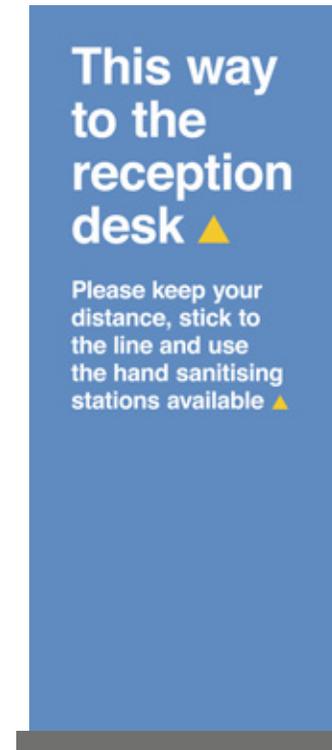
PULL01



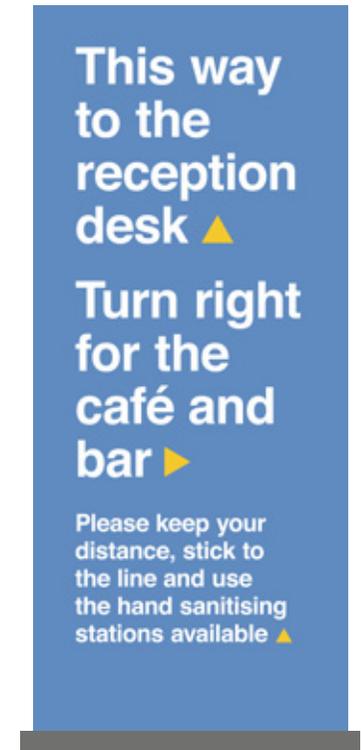
PULL02



PULL03



PULL04



PULL05

Design

Hanging banners [HANG]

Off the shelf size for **HANG01** 600mmx1200mm **PAGE 32.**

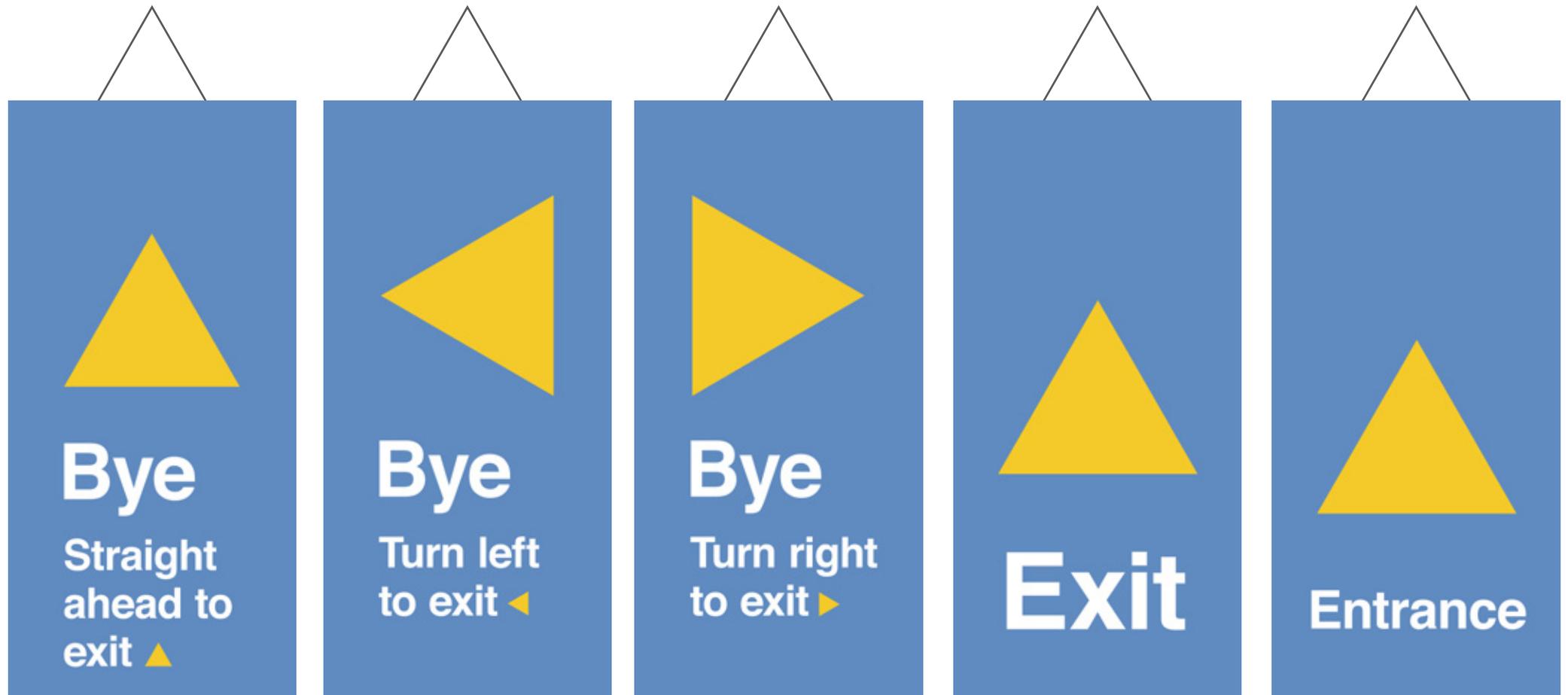
Off the shelf size for **HANG02** 600mmx1200mm **PAGE 33.**

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.



HANG01
PAGE 30

HANG02
PAGE 31

HANG03
PAGE 32

HANG04
PAGE 33

HANG05
PAGE 34

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.**

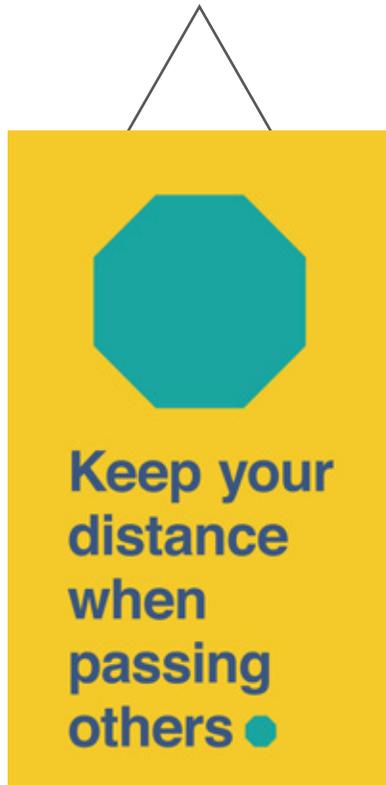
Off the shelf size for **HANG09** 600mmx1200mm **PAGE 40.**

Off the shelf size for **HANG010** 600mmx1200mm **PAGE 41.**

For bespoke sizes please read the instructions section.



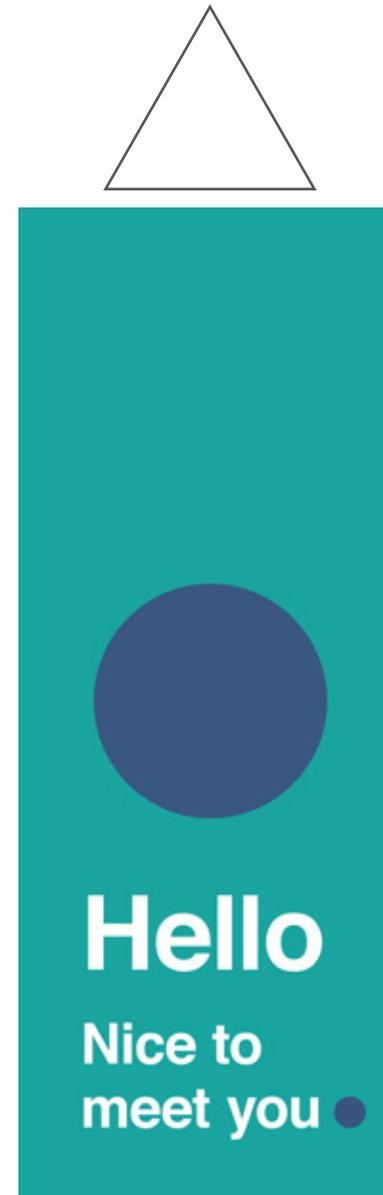
HANG06



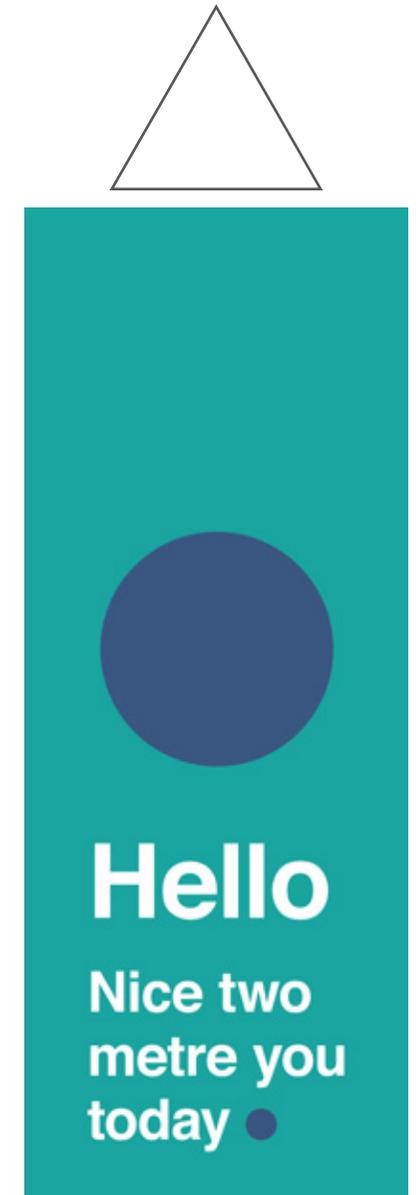
HANG07



HANG08



HANG09



HANG10

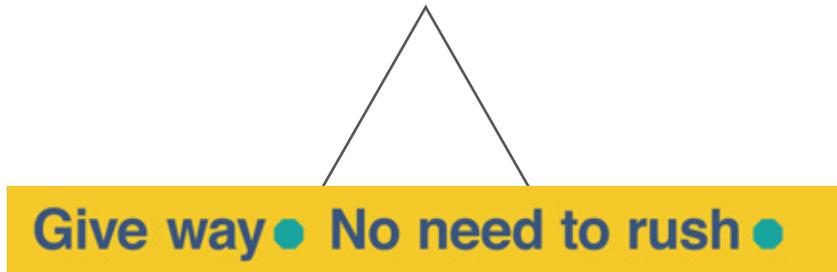
Design

Hanging banners [HANG]

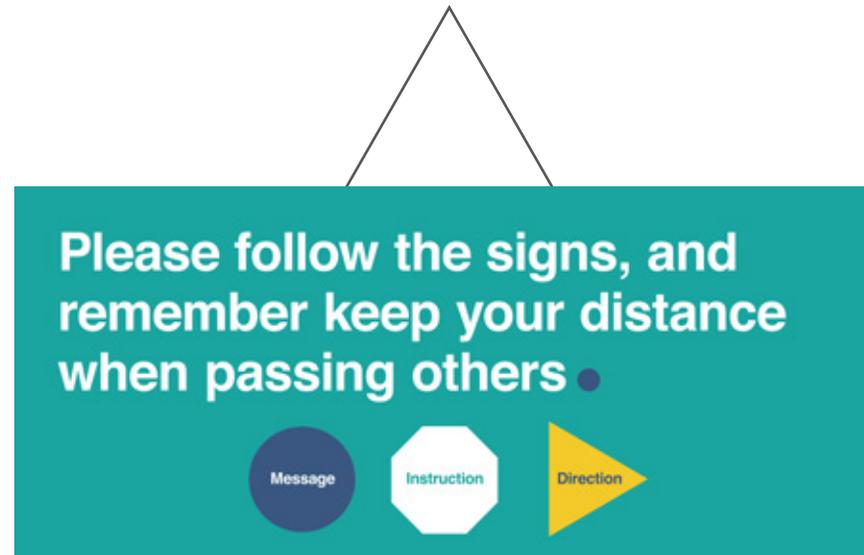
Off the shelf size for **HANG11** 1350mmx140mm **PAGE 42.**

Off the shelf size for **HANG12** 1400mmx600mm **PAGE 43.**

For bespoke sizes please read the instructions section.



HANG11



HANG12

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 Vinyls [VIN]

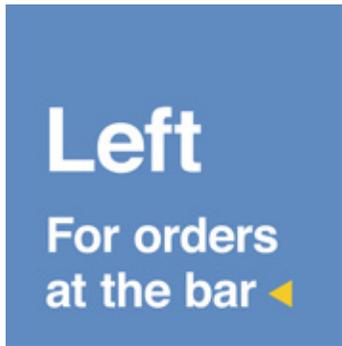
Off the shelf size **VIN04** 600mmx600mm **PAGE 47.**

Off the shelf size **VIN05** 300mmx300mm **PAGE 48.**

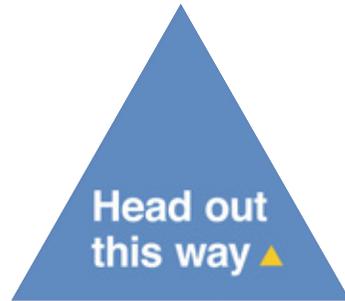
Off the shelf size **VIN06** 300mmx300mm **PAGE 49.**

Off the shelf size **VIN07** 300mmx300mm **PAGE 50.**

For bespoke sizes please read the instructions section.



VIN04



VIN05



VIN06



VIN07

Design

Cut-out Wall and Floor Vinyls [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**.



VIN08-09



VIN10-11



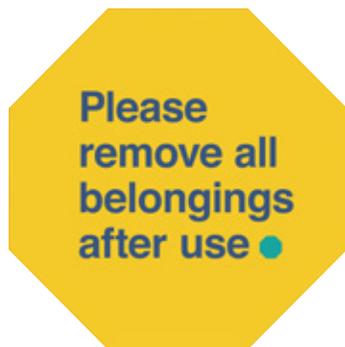
VIN12-13



VIN15



VIN15



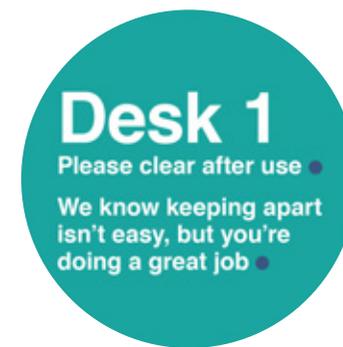
VIN16



VIN17



VIN18



VIN19

Design

Payment and Order Cut-out Vinyls [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 ●

VIN20

Please pay
here ●

VIN21

Pick up your
order here ●

V122

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.**

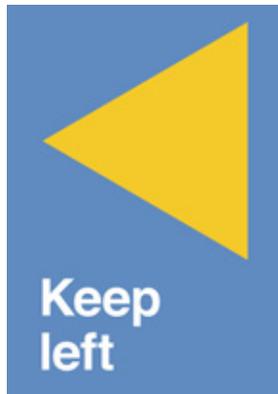
Off the shelf size **BRD05** 210mmx297mm **PAGE 71.**

Off the shelf size **BRD06** 210mmx297mm **PAGE 72.**

For bespoke sizes please read the instructions section.



BRD01



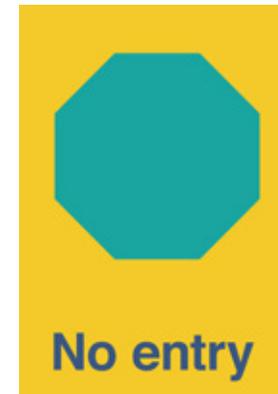
BRD02



BRD03



BRD04



BRD05



BRD06

Design

Wall Boards [BRD]

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

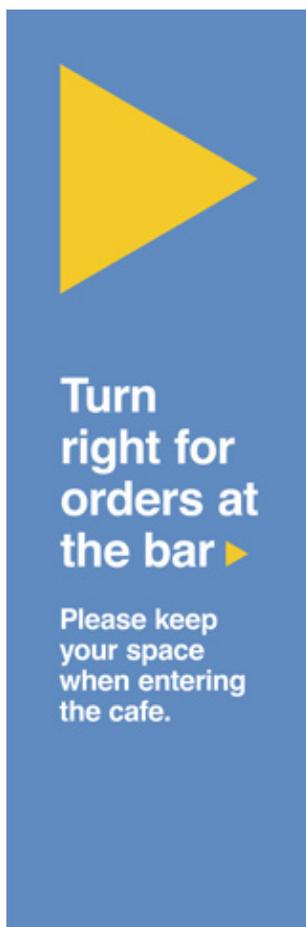
Off the shelf size **BRD01** 400mmx1200mm **PAGE 74**.

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

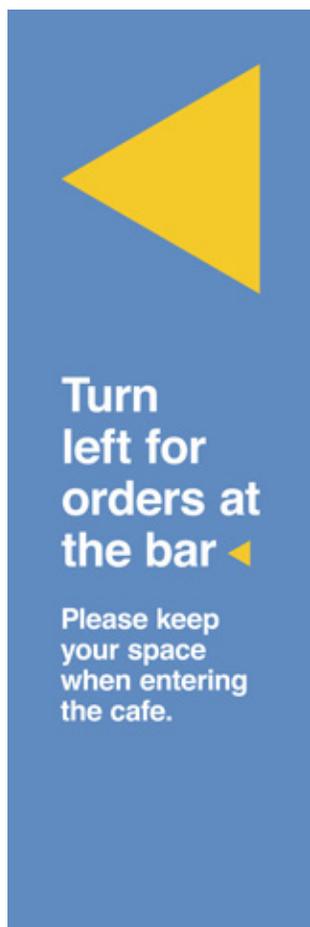
Off the shelf size **BRD01** 94mmx841mm **PAGE 76**.

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

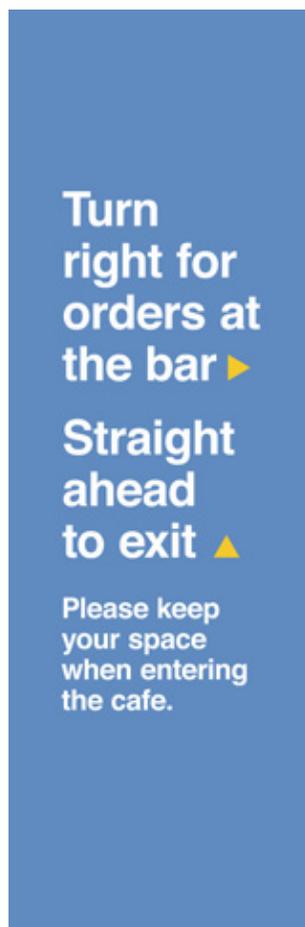
For bespoke sizes please read the Instructions section.



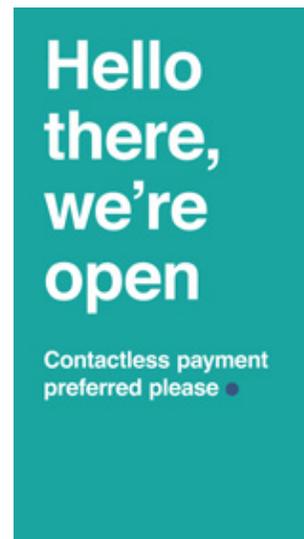
BOARD01



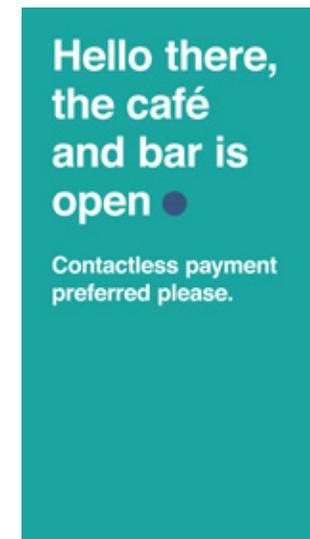
BOARD01



BOARD01



BOARD01



BOARD01

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.

MED01

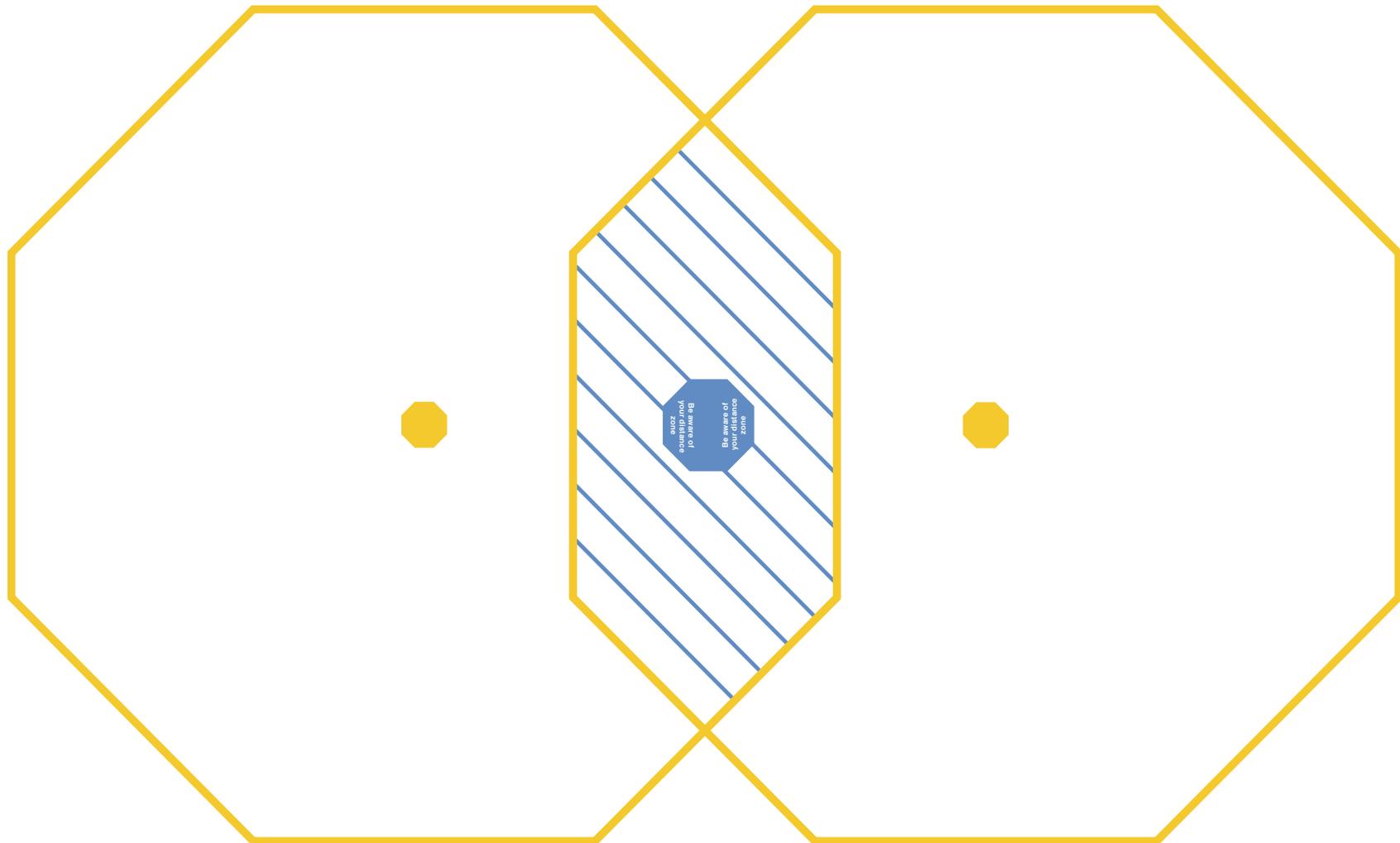
Design

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.



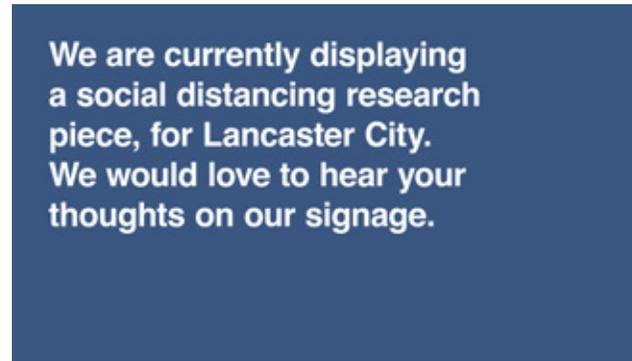
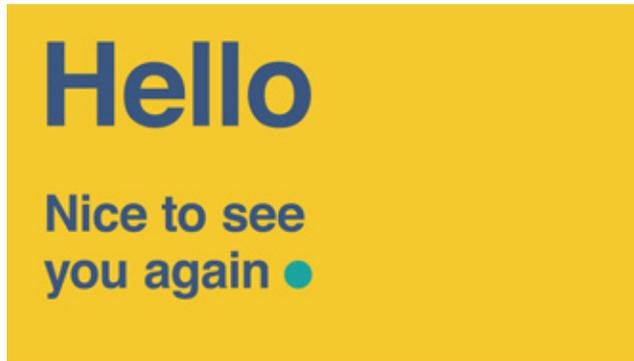
Design

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.



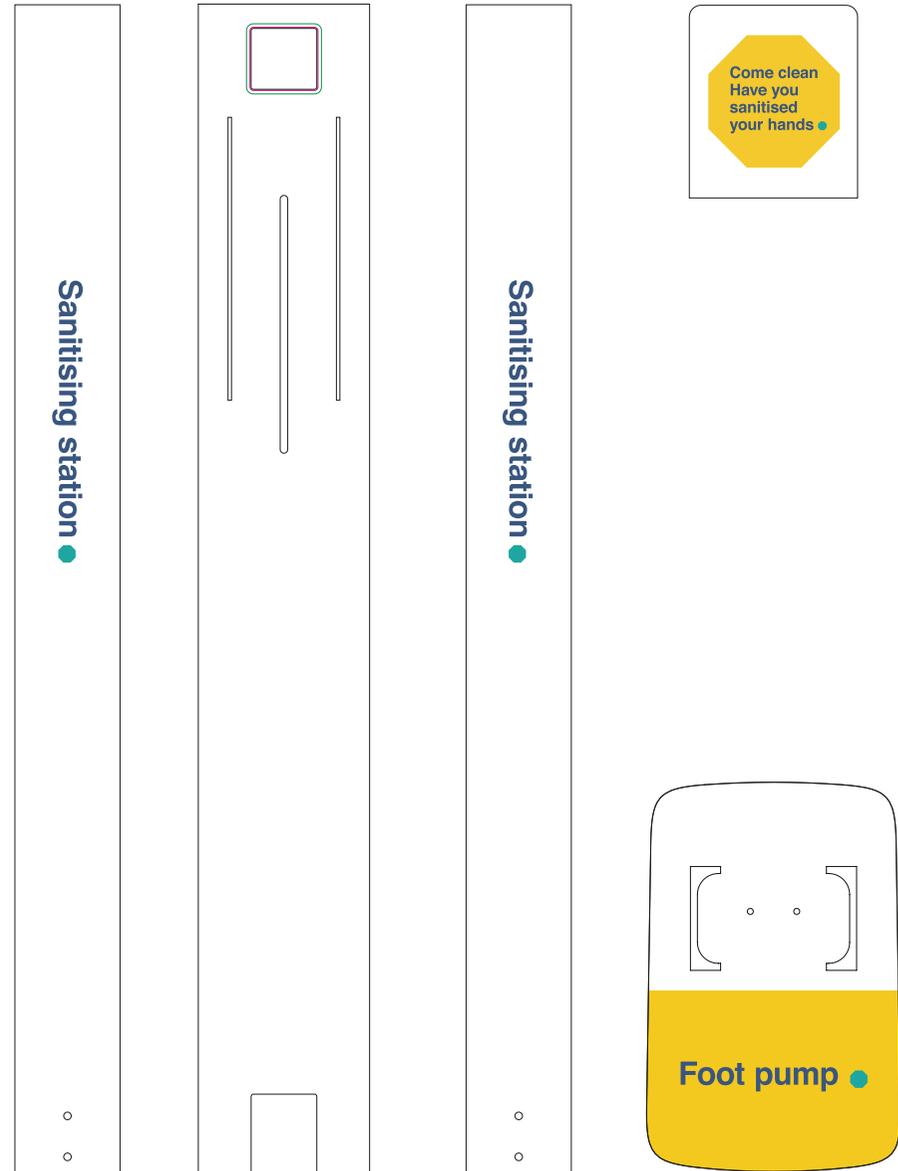
Design

Hand Sanitiser Foot Pump Design [PUMP]

Off the shelf size **PUMP01 PAGE 80.**

Design fits Triga Flow - trigaflow.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 can not 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.

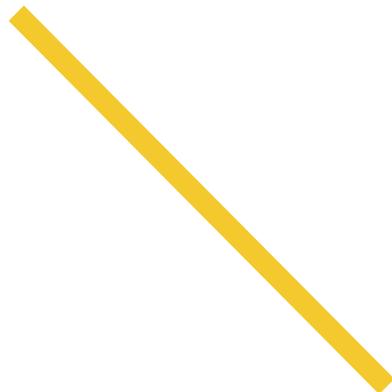
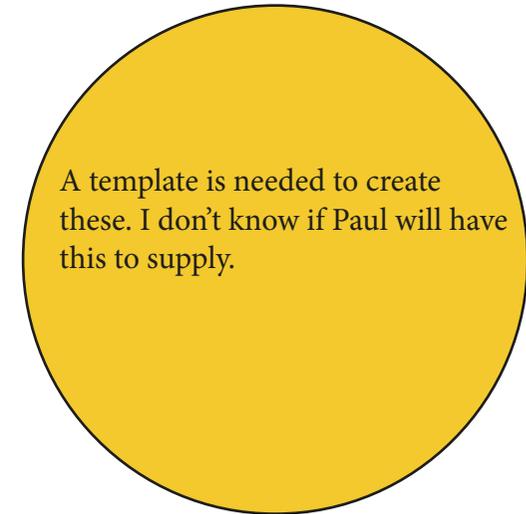
The enclosed 2m hexagon requires:

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**.

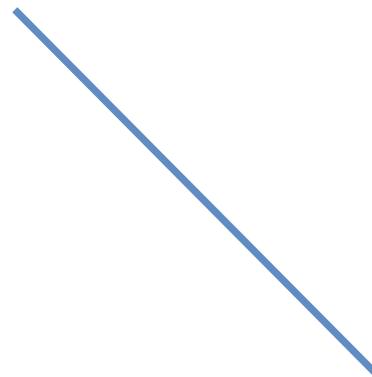
The completed design can be seen on page 21 within the pdf.



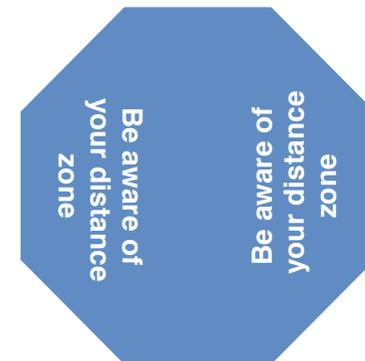
OCT1



OCT2



OCT1B



OCT2B

Artwork.

**We know
keeping
apart isn't
easy, but
you're doing
a great job!**



Message



Instruction



Direction

**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

**Straight
ahead to
exit ▲**



Bye

**Turn left
to exit ◀**



Bye

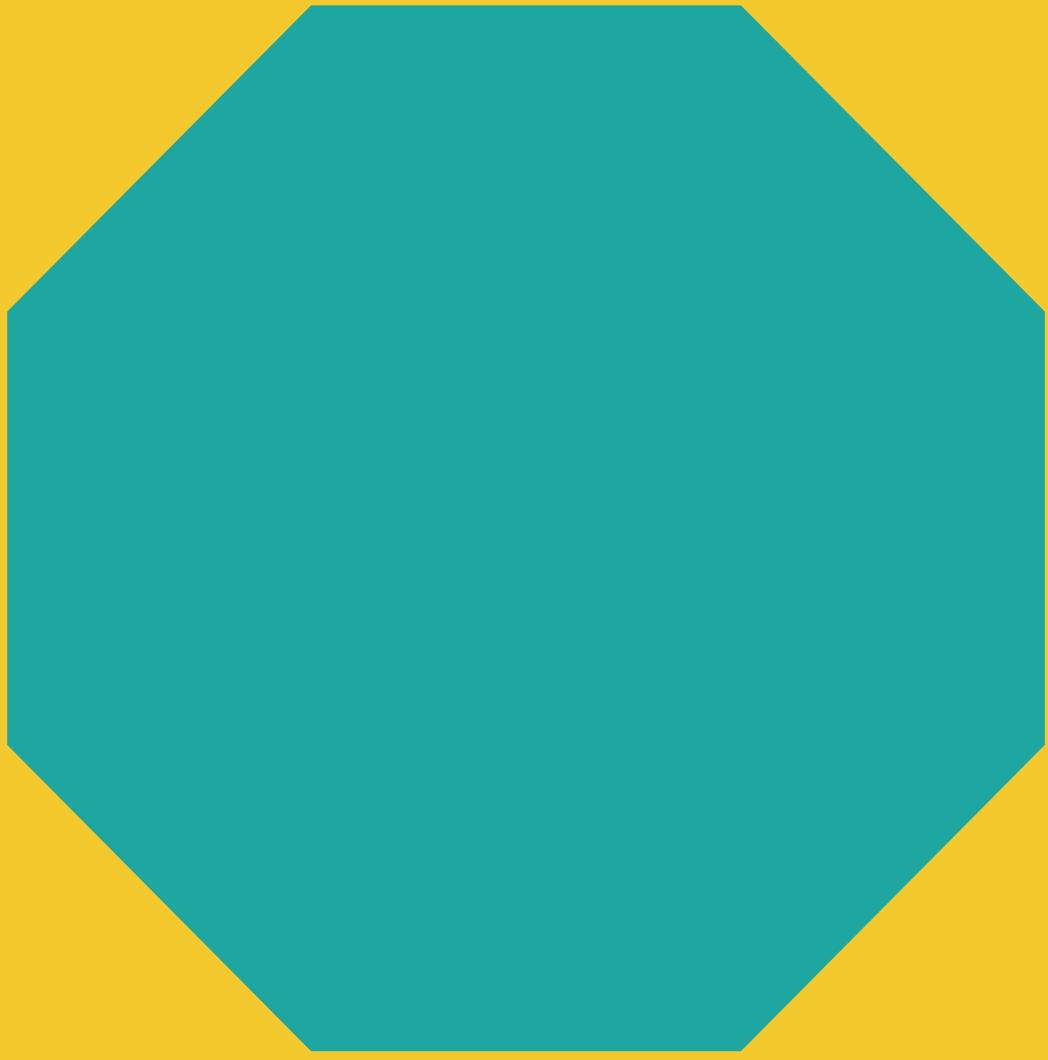
**Turn right
to exit ►**



Exit



Entrance



Go!

**No
queuing,
keep
walking** 



**Keep your
distance
when
passing
others** 

**Keep your
distance
when
passing
others** 



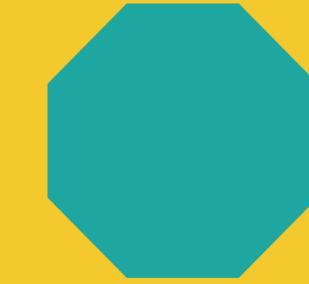
Hello

**Nice to
meet you ●**

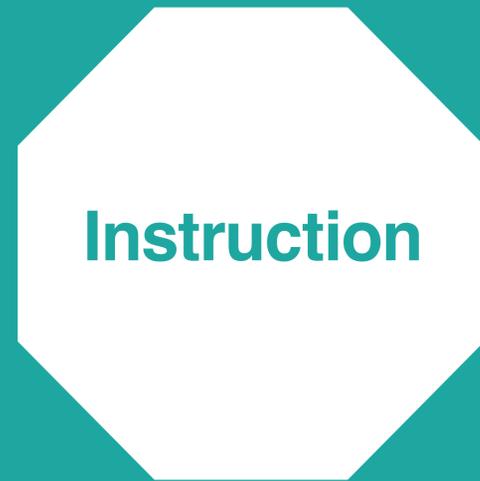


Hello

**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** 

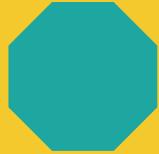


Come clean

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**



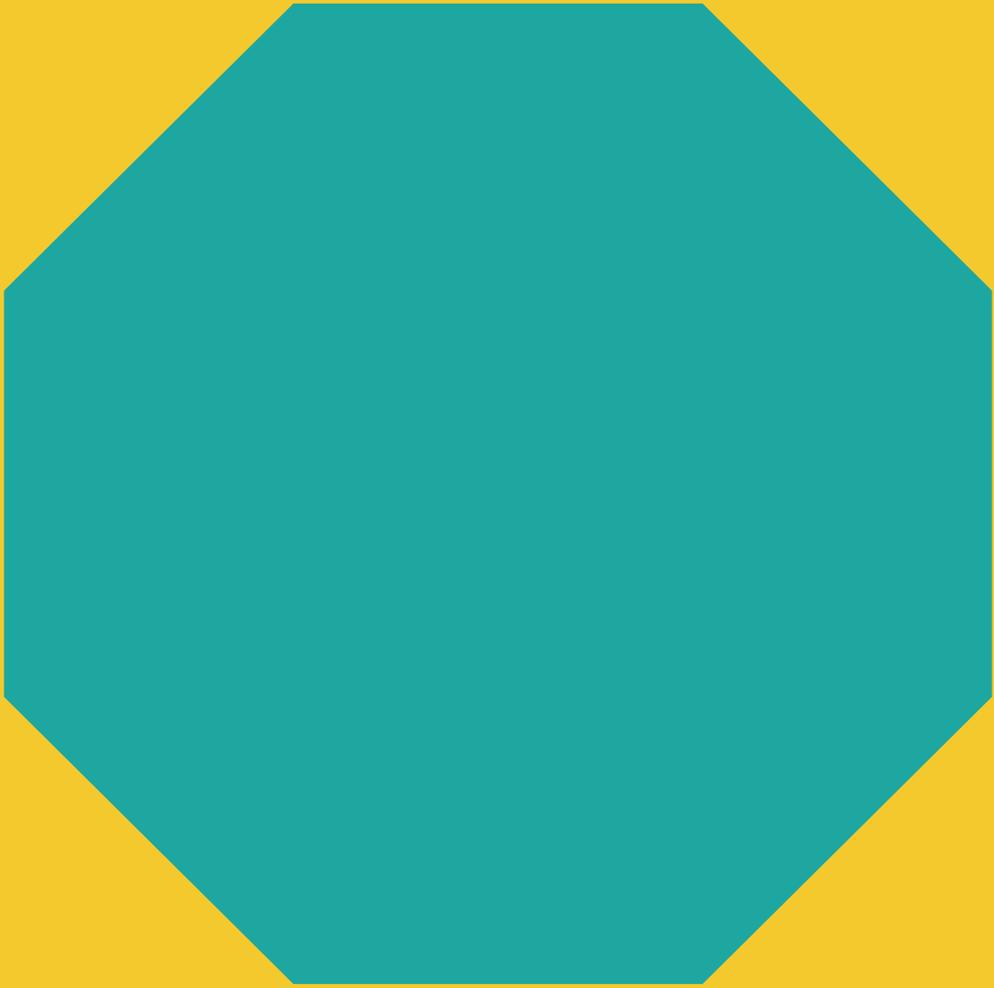
**Keep
right**



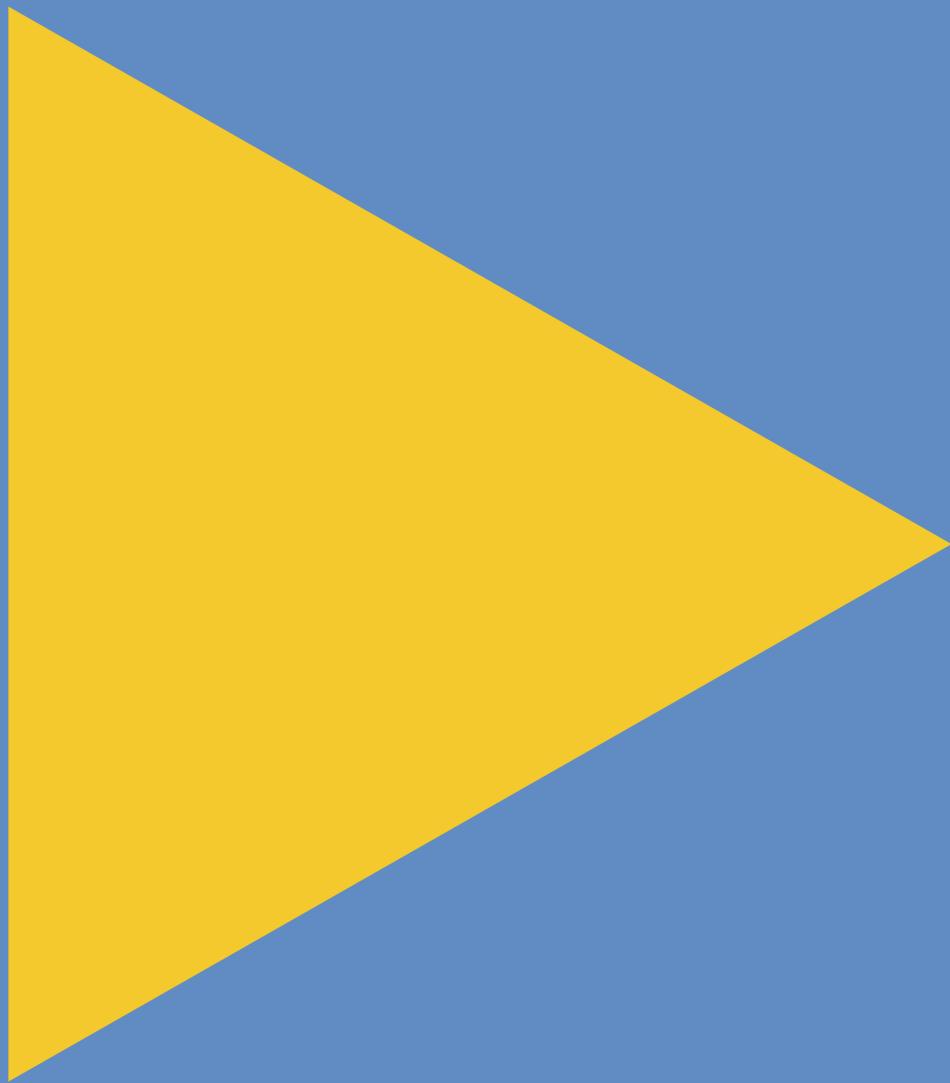
One way



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.**



Message



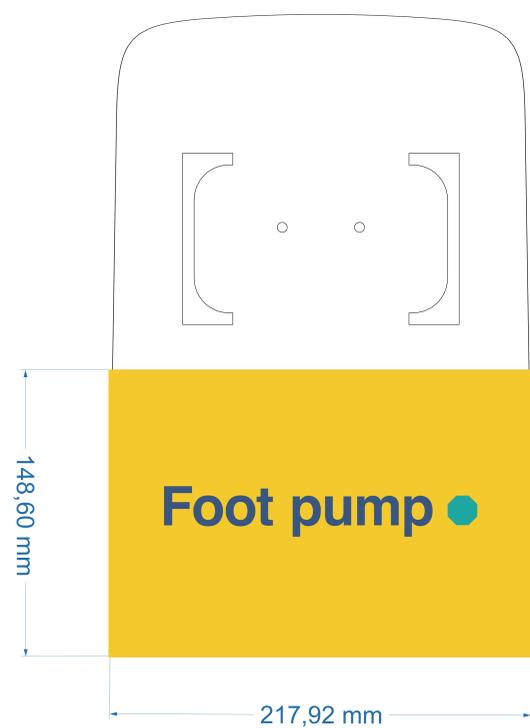
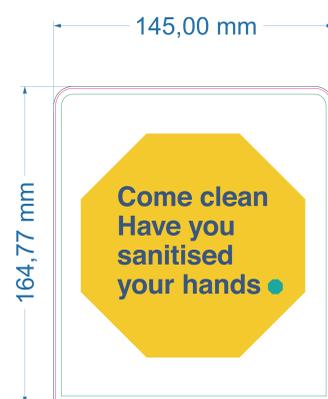
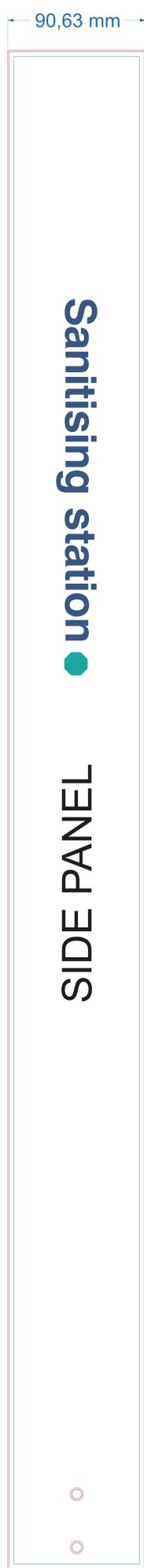
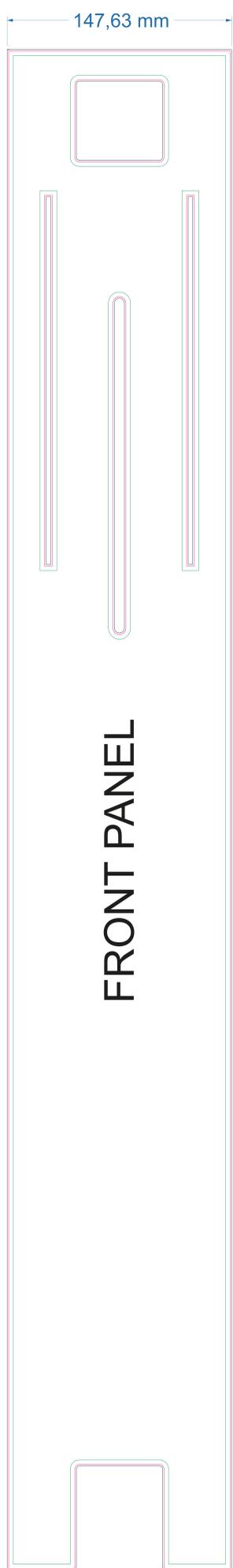
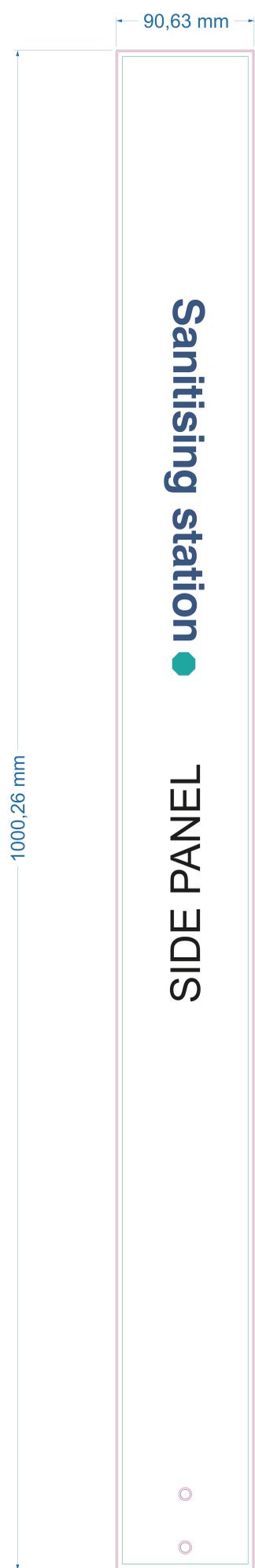
Instruction



Direction

**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 ●**



GRAPHIC TEMPLATE

- KEY:**
- SAFE AREA
 - UNIT SIZE
 - TRIM SIZE

SCALE 1:1

ARTWORK CHECKLIST:

- > ALL FONTS CONVERTED TO PATHS
- > ALL COLOUR CONVERTED TO CMYK
- > ALL BMP'S, JPEG'S AND TIFF'S AT 100 DPI / 100% SIZE
- > FILE FORMAT: OPEN .PDF / .CDR / .EPS
- > BACKGROUND ARTWORK EXTENDED TO BLEED
- > ALL FILTERS / GRADIENTS FLATTENED
- > DO NOT PANEL / SPLIT ARTWORK

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**

**Be aware of
your distance
zone**