

Back to Campus

The New Reality of Higher Education in
the **Next Normal**



Signal Graphics.

PRINT | SIGNS | MARKETING

Welcome Back

Help students and staff feel welcome and well prepared for the next normal on campus



1 | WELCOME STUDENTS IN A BIG WAY

Welcome students and staff back to campus with a first impression that clearly communicates they are in an environment that is prepared and safe for living and learning:

- Durable banners near building entrances are visible at greater distances
- Sail signs positioned near entryways inform and provide directions
- Pole banners carry school branding throughout the campus

2 | INFORM AND DIRECT

Convenient, at-a-glance signage provides essential information and lets students and staff know that their safety is being taken seriously:

- Floor decals and stencils provide options based on surface and short- or long-term needs
- Enhance visibility of entry requirements with window decals

3 | CHANGE OUT MESSAGES

Durable, budget-friendly sign options allow you to quickly change locations and messages:

- A-frame “sandwich” boards convey important information about accessing buildings or classrooms; can be used indoors or out
- Easy to place and reposition, yard signs are an effective way to share messages in multiple locations across campus

ADDITIONAL PRODUCTS



Welcome Packets

Provide students and their families with folders containing information on new campus policies or online learning kits:

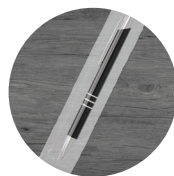
- Brochures list new housing and food service options
- Rack cards or magnets list important resources/links
- Branded Post-it® Notes, bumper stickers and “Tech Decals” help online learners feel connected to campus



Disposable Mask Hooks

Show school spirit and ensure staff and student comfort while wearing masks:

- Disposable and adjustable
- Full-color imprint



Customized Pens

Individually wrapped, customized pens are a useful “welcome” gift for students:

- Laser-engraved barrel



Ensure Student Safety

Provide clear direction and reminders about safe behaviors in the next normal

4 | ENCOURAGE SOCIAL DISTANCING

Whether in the classroom, library, cafeteria, bookstore, student housing or other common areas, tools to support social distancing will be critical for maintaining a healthy campus environment:

- Floor decals can indicate direction of traffic flow or show 6-foot spacing for those waiting in a line
- Seat decals can identify seats that should not be used
- Acrylic barriers provide a buffer between close work areas and are available in a number of sizes and configurations

5 | PROMOTE CLEANING PRACTICES

Communicate your new cleaning protocols and expectations with students and staff to help build comfort and compliance:

- Table tents and pedestal signs can be placed in individual workspaces to outline cleaning procedures
- Post-it® Notes can be dated and signed by cleaning staff to indicate when a space has been cleaned and is ready for the next user

6 | REINFORCE SAFE BEHAVIORS

Provide very visible reminders about the expectations for safe behaviors so complacency doesn't set in. Change up signage regularly to keep drawing attention to messages:

- Posters can outline symptoms or testing information
- Full-color and engraved wall signs can provide reminders about handwashing and face mask practices

ADDITIONAL PRODUCTS



Labels/Decals

Provide reminders about hand washing and hands-free door openers in restrooms:

- Removable decals can be placed on mirrors
- Labels are more permanent options for doors and stalls



Door Hangers

Indicate study rooms that are occupied or need to be sanitized before use:

- Paper stocks can be recycled after a single use
- Durable stocks offer a sanitizable, reusable option



Custom Hand Sanitizer Stations

Provide sanitizer stations at every building entry and common area:

- Custom printed in full color
- Lightweight but sturdy
- Station holds 4, one-gallon bottles of sanitizer solution

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Product Listing

Large-Scale Signage	Description	Popular Sizes	Typical Quantities
Door Decals	Opaque and repositionable, full color, easy application and removal, multiple sizes	8.5" x 11" to 24" x 36"	1 - 500+
Window & Wall Decals	Translucent and repositionable, full color, easy application and removal, multiple sizes	8.5" x 11" to 24" x 36"	1 - 500+
Posters	Full color, vertical or horizontal, multiple sizes <i>*Available in the durable synthetic stock - yes, it can be disinfected</i>	12" x 18" to 19" x 27"	5 - 5,000+
Banners	Durable and mesh, full color	24" x 48" to 36" x 96"	1 - 1,500+
A-frame Signs	Sandwich board holder with replaceable graphics	28" x 22"	1 - 500+
Yard Signs	Plastic graphic with metal H-stake, replaceable graphic	18" x 24"	1 - 2,000+
Sail Signs "Feather Flags"	1- or 2-sided indoor or outdoor signs with ground spike or cross base with water ballast	6.5' to 15' height	1 - 150
Small-Scale Messaging	Description	Popular Sizes	Typical Quantities
Table Tents and Pedestal Signs	Digital full color or engraved	6" x 4"	1 - 1,000
Labels and Bumper Stickers	Full color, one color, foil, indoor, outdoor Freeform™ laser-cut shapes, bumper stickers	1/2" x 1" to 5" x 7"	250 - 10,000+
Decals/Clings	1-3 or full color, repositionable and removable, tech decal sheets	1 1/2" x 2" to 5" x 7" 5 1/2" x 8 1/2" (decal sheet)	250 - 10,000+
Door Hangers	Full color, double or single sided, variable text options, full bleed <i>*Available in the durable synthetic stock - yes, it can be disinfected</i>	3 1/2" x 8 1/2"	50 - 1,000+
Cello-Wrapped Pens	Multiple colors, styles and imprint options available blue or black ink	One size	50 - 10,000+
Folders	24-hour production time, 1-2 pockets, 1, 2 or full color, foil, and embossing options	Standard or legal	50 - 5,000+
Disposable Mask Hooks	16 pt. stock, available blank or full color printed	8.25" x 2.25"	250 - 10,000
Post-it® Notes	Long and short run options, full color or spot color, cube printing	3" x 3" to 10" x 6"	8 - 5,000+ packs 300-610 sheets per pack
Durable Synthetic Stock	Rack cards, door hangers, posters, sales sheets, business cards, menus, trading cards	Vary by product	Vary by product
Indoor Wall Signs	Full color or engraved	3" x 6" to 12" x 24"	1 - 1,000+
Hand Sanitizer Stations	Includes stand, dispenser and sanitizer liquid	15"w x 38.25"h x 18"d	10 - 100
Social Distancing	Description	Popular Sizes	Typical Quantities
Floor Decals	Circles, squares, rectangles, arrows, custom shapes	12" diameter to 24" x 36"	1 - 1,000
Ground Stencils	Plastic stencils, templates available or custom designs	26" x 19"	1 - 200
Acrylic Partitions	Bent foot or slot foot	30" x 36"	1 - 50+

