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Banking Comeback Solutions for the
Next Normal



Signal Graphics
PRINT | SIGNS | MARKETING

Banking in a Changing World

Give customers a sense of safety and trust in this next normal



1 | OUTDOOR SIGNAGE

Communicate messages effectively to customers. Advertise special financing options, lobby policies and new hours of operation.

- Durable outdoor banners advertise interest rates and special offers
- Use a sail sign to add excitement and draw attention
- Place yard signs in neighborhoods to announce sponsored community fundraising efforts

2 | WINDOW DECALS

Make customers aware of new safety protocols and updated hours before they enter the building.

- Add updated lobby hours to the entry door
- Inform customers of updated safety and security policies. "For security reasons, face masks are not allowed in the lobby"
- Use large-scale window decals: "Lobby Now Open"

3 | COMMUNICATIONS

Use visually appealing and informative pieces to educate existing members and attract new ones.

- Postcard mailings used to announce special services and programs for all ages
- Door hangers can be placed on community homes to inform of home equity loans or refinancing rates

DRIVE-THROUGH



Drive-Through Lanes

- Adhere full-color signs to lane equipment with drive-through and lobby hours
- Add labels to bank canisters, "Sanitized after each use"

Lane Alerts

- A-frame signs signify open/closed lanes
- Use ground stencils on rough surfaces to paint directional arrows

Special Messaging

- Tuck a note card in a member's envelope; "It's a privilege to serve you"
- Include a rack card with interest rates or small business financing options



Lobby Necessities

Ensure a safe and friendly space as members move into the next normal with you

4 | ACRYLIC PARTITIONS

Made of clear material that can be disinfected regularly. Standard slot foot or bent bottoms as well as custom sizes are available with an access space integrated in the design.

- Use at counters and desks for added safety during customer interactions
- Add a decal with teller name or “We sanitize between customers”

5 | FLOOR DECALS

Functional and durable full-color floor decals stand up to cleaning and are easily removable.

- Use arrows to direct traffic flow
- Add queue spacing markers for those waiting in line
- An inspirational message placed inside the door is a wonderful welcome.

6 | WRITING INSTRUMENTS

Give away branded writing instruments to avoid contamination after use.

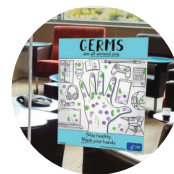
- Keep economical pens with your logo at the counter
- Stylus pens are a special gift with a new account or loan finalization

7 | BROCHURES AND RACK CARDS

Convey change of policies or special offers on full-color brochures or rack cards.

- Use rack cards to announce special rates and offers
- Brochures are a great way to list all bank and satellite locations

SHARED SPACES



Conference Rooms

- Use table tents to indicate the room has been sanitized.
- Add decals to chairs to promote safe distancing or doors to indicate occupancy limits



Office Space

- Banner stands are an economical, portable way to convey important messages and offers
- Presentation folders hold loan paperwork or employee policies
- Use engraved nameplates that are washable and hold up to disinfectants



Waiting Area

- Add a wall poster honoring Essential Workers
- Add hand washing reminder wall decals to restrooms
- Provide sticker sheets to keep children entertained

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Product Listing

Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Wall, Door & Chair Decals	Opaque and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Window 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 disinfectant safe White Synthetic stock</i>	12" x 18" to 19" x 27"	5 - 5,000+
Banners	Durable and Mesh, Full Color	24" x 48"	1 - 1,500+
A-frame	Replaceable Graphics Available	28" x 22"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Banner Stands	Replaceable Graphics, Mobile Units	33" or 48" Height	1 - 250+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000

Small-Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Writing Instruments	Resume Stylus Pen	4 colors available	150 - 10,000
Postcards	Full or Spot Color, Multiple Stocks Available	5 sizes up to 6" x 11"	25 - 10,000
Note Cards	Full or Spot Color, Multiple Stocks Available	4 sizes	25 - 5,000
Brochures	Full Color, Multiple Fold Styles	8 1/2" x 11" open	50 - 1,000+
Rack Cards & Door Hangers	Full Color, Double or Single Sided, Variable Text Options <i>*Available in disinfectant safe white synthetic stock</i>	3 1/2" x 8 1/2"	50 - 1,000+
Loan Paperwork & Employee Folders	24-hour Production Time, 1-2 Pockets, Four-Color, 1-2 Color, Foil, and Embossing Options	Standard or Legal	50 - 5,000+
Labels, 24-Hour FastTurn	Full Color, One Color, Foil, Indoor, Outdoor	1/2" x 1" to 5" x 7"	250 - 10,000+
Sticker Sheets	Freeform Laser-Cut Shapes, Backside Printing Available	Vary by product	Quantities starting at 100 sheets
Chair Decals	Opaque and Repositionable, Full Color, Easy Application and Removal	8.5" x 11" and 24" x 36"	1 - 1,000+
Table Tents	Digital Full Color or Engraved	6" x 4"	1 - 1,000

Specialty Products

Product	Description	Popular Sizes	Typical Quantities
Acrylic Partitions	Bent Foot or Slot Foot	30" x 36"	3 - 50+
Ground Stencils	Plastic Stencils, Templates Available or Custom Designs	26" x 19"	1 - 200