Practical application principles

- Design Templates
- General Placement Guidelines
- Use Scenarios
A number of completed design templates have been provided along with this guidance. They are divided into 4 types:

→ Campus signs
→ Instruction signs
→ Guidance notices
→ Spatial markers/Decals

The full range of completed design templates are shown on the following pages. All files are editable in Adobe Illustrator format.
Instruction signs typically give ‘fast information’ in high risk areas environments. They are designed to be letter size (8.5 x 11 inches). Directional arrows to be adjusted as required. They are typically wall mounted, but can be freestanding in some instances.

**Design templates** Instruction signs

Instruction signs:

- Wear a face covering inside
- Social distance required at all times
- Maximum room capacity [people]
- Maximum elevator capacity [people]
- If able, please use the stairs
- Please stand in opposite corners
- Please line up here
- Please use bottle filling station
- Please use hand sanitizer regularly
- Do not hold the door open for others
- Out of service
- Not in use To ensure social distancing
- Please do not sit here
- Please do not dwell in this area
- One way system in place
- Two way, please keep right
- Please use other entrance Except during an emergency
- One way Use other stair Except during an emergency
- Maximum table capacity [people]
- Please do not move the furniture
Guidance notices typically give more detailed information in moderate risk areas.

The majority of guidance notices are designed to be tabloid size (11 x 17 inches), though where space allows they should be printed larger to maximise viewing distances, particularly in larger, more open spaces.

Letter size (8.5 x 11 inches) designs have been provided for all guidance notices, which can be scaled up proportionally to ANSI C (17 x 22 inches) or ANSI E (34 x 44 inches) formats.

Tabloid size designs can be scaled up proportionally to ANSI D (22 x 34 inches).

Guidance notices are typically wall mounted, but can be freestanding in some instances.

Tabloid 11 x 17 inches

Designs are available for these notices at letter size (8.5 x 11 inches). As the viewing distance is reduced at this smaller size, letter size versions should only be used where it is not possible to fit a tabloid size, or larger, notice.
Practical application principles

Design templates  Spatial markers/Decals

Spatial markers/decals give instructions that are directly applied to surfaces.

C.01  C.02  C.03  C.01 alternative

Maintain social distance
Please line up here
Keep right
Maintain social distance

C.04

One way
Except during an emergency

C.05  C.06  C.07

Please do not move the furniture
Please do not sit here
Maintain social distance

C.01  C.02  C.01 alternative

Tiger paws option

7 inch diameter
12 inch diameter
Campus signs are located in the campus grounds, exterior to buildings.

**Design templates** Campus signs

D.01 72 x 48 inches
Freestanding

D.02 Tabloid 11 x 17 inches
Mounted to light posts

*Design to be modified to fit cable ties or other mounting hardware, ensuring that none of the graphic is obscured.*
Sign templates have been provided as Adobe Illustrator files to enable edits or the creation of additional signs as new situations arise. To ensure quality and consistency in graphic application, please ensure conformance with the following guidance when editing and implementing the templates.

**Headers and footers**
All Campus signs, Instruction signs and Guidance notices should have the standard chevron ‘alert strip’ header and black footer, with logo and web address for additional information.

**Typography and messaging**
Franklin Gothic Demi should be used for primary messaging. Messaging should be concise to allow as large a type size as possible. Typesizes should be consistent with those used in other designs of a similar type. Franklin Gothic Book can be used for secondary text.

**Icons**
Icons should be used to support messaging. Icons should not appear on their own without text. Icons should always be black on either a white or yellow background, consistent with other sign templates.

**Color**
Color is used to suggest a level of alert attached to the message. Yellow backgrounds are used to emphasise Instruction signs and primary messages. White is used for areas of detailed information or for emphasis against yellow. Orange is used for campus signs. All color swatches are included in template files.
Fast information
Messaging should, where possible, be placed **next to doors** in high traffic areas to enable the message to be continuously displayed.

Fast information
Information about a change in **entrance procedures** i.e. one way entrances, should always be placed **on the door**.

Fast information
When there is no sufficient space or surface next to the door and the door isn’t continuously being opened, the sign **can be placed on the door**.

60" Optimal height to center of sign — letter and tabloid
Practical application principles

General wall placement guidance interior

**Slow information**
Messaging on walls should have ample **clear space** around to ensure clarity.

When **co-locating signs**, aim to have a maximum of 3 but **preferably 2**, together at any one time.

**Avoid** putting information on walls **above furniture** where they are not approachable.

**Fast information**
Messaging should, where possible, be placed **next to doors** to enable the message to be continuously displayed.
When specific guidance or instruction is required for a space and a wall surface is far from the main circulation path, a freestanding product should be used.

Locate sign close to the main circulation zone to draw attention to it but so as to not obstruct people flow.

**Note:** Freestanding signs should only be used at key points where attention needs to be drawn to the information. They should not be used for repeater information throughout a space. Walls should be used as the primary mounting surface.

**Slow information**
General repeater guidance can be placed on walls away from main circulation areas.

**Tape**
As the tape could suggest directionality when placed across long banks of furniture, some care should be taken to ensure it does not contradict any one-way flows that are in place – indeed it can be used to strengthen recognition of these.

**60”**
Optimal height to center of sign – letter and tabloid

**Main circulation zone**

**COVID-19 Signage Guidelines v1.0 July 2020**
The following typical scenarios have been used to demonstrate recommended sign types required and placement of these in a general setting.
**1 Tiger Transit Bus stops**

**Seating**
While seating constitutes a shared surface and a risk area, it is crucial for many people to have seating available to them in public spaces. Avoid using the 'please do not sit here' to ensure an inclusive environment.

**Placement:**
In bus shelters at bus stops. Co-locate with 2.

**Notes:**
- NB: Tiger Transit riding rules to be included on updated transit information panels.
- Co-locate with bus rules when established.

**Signs**

1. Please return home if you feel unwell
   - Fever or chills
   - Dry cough or sore throat
   - Shortness of breath
   - Headaches and muscle pain
   - Loss of taste or smell

   **B.01 Help maintain a healthy campus**
   - Wear a face covering inside
   - Maintain social distance
   - Wash your hands regularly
   - Participate in testing

2. Please line up here
   Place at 6ft intervals (center to center)

**Decals**

3. Maintain social distance
   On benches in bus shelters where social distance seating reminders are needed. Place at 6ft intervals (center to center).

4. Help maintain a healthy campus
   Line header decal (4) is to be placed where a line should form, followed by wait here markers (5) at 6ft intervals.
2 Campus grounds

Signs

Placement:
At main campus thresholds where people enter. Sign should be perpendicular to the main people flow where possible to ensure optimal sightlines. Freestanding double sided sign.

Placement:
Primarily along presidential walkways which accommodate large amounts of people traffic and in other locations where crowds typically gather such as Poe Fields. Signs along presidential walks should appear frequently enough to remind people but not as to 'over sign' areas. Sign to be mounted on light posts.
3 Building entrances exterior

**Signs**

1. **Wear a face covering inside**
   - Placement: At all external entrances to buildings. Messaging should, where possible, be placed next to doors in high traffic areas to enable the message to be continuously displayed.

2. **Do not hold the door open for others**
   - Placement: At all external entrances to buildings. To be co-located with 1.

**Decals**

3. **Please use other entrance**
   - Placement: On doors where a one way entry system is promoted. When a one way entry is in place, internal exits will remain two way for fire safety.

4. **Maintain social distance**
   - Placement: To be placed at building entrances where bottlenecks are common, for example at Frist or McCosh 50 entrance.
**3 Building entrances**

**Signs**

1. **When visiting colleges**
   - **B.03/B.05**
   - **Maximum visitors from outside your household**
   - **Wear a face covering when inside**
   - **Maintain social distance, keep 6ft (2m) apart**

**Placement:** In buildings where specific guidance is required, these signs should be placed in close proximity to the main door where they can easily be read without obstructing circulation. If no wall space is available, use a freestanding option.

2. **Please return home if you feel unwell**
   - **B.01**
   - **Fever or chills**
   - **Dry cough or sore throat**
   - **Shortness of breath**
   - **Headaches and muscle pain**
   - **Loss of taste or smell**

**Placement:** Locate in areas where they can be easily read without obstructing circulation. To be co-located with 3.

**Decals**

3. **Help maintain a healthy campus**
   - **B.02**
   - **Hear a face covering inside**
   - **Maintain social distance**
   - **Wash your hands regularly**
   - **Participate in testing**

**Placement:** Locate in areas where they can be easily read without obstructing circulation. To be co-located with 2.

4. **Maintain social distance**
   - **C.07**
   - **6ft / 2m**

**Placement:** On benches where social distance seating reminders are needed. Place at 6ft intervals (center to center).
4 Interior circulation stairs

**Signs**

1. **Two way, please keep right**
   - **Placement:** Use for narrow staircases that support high footfall, where close passing is necessary. To be used in conjunction with the floor decal. Only use if wall space is available. This sign can also be used in narrow corridors.

**Decals**

3. **Keep right**
   - **Placement:** Use for narrow staircases that support high footfall, where close passing is necessary. These should be placed on approximately every 3rd-4th step.

4. **One way**
   - **Placement:** To be used as ground markings when a one way system is in place. Consult the Fire Safety Officer before implementing. These should be placed on approximately every 3rd-4th step.
4 Interior circulation elevators

Hand sanitizers should be located close to high risk areas such as elevators.

General guidance in waiting area B.01 & B.02

**Signs**

1. **Maximum elevator capacity**
   - Placement: At elevator lobbies in a central location, preferably near the elevator call button. To be co-located with 2.

2. **If able, please use the stairs**
   - Placement: At elevator lobbies in a central location, preferably near the elevator call button. To be co-located with 1.

3. **Please stand in opposite corners**
   - Placement: Inside every elevator car.

**Decals**

4. **Maintain social distance**
   - Placement: Where high volumes of elevator traffic is expected, use floor markers to contain impromptu lines forming.
### Signs

**1. Please do not dwell in this area**

*Placement:* In areas where bottlenecks typically occur in corridors or outside large lecture halls where students gather. Primarily for use where circulation space is restricted.

**2. Help maintain a healthy campus**

*Placement:* In wide circulation areas where there is ample space for people to pass each other. To be co-located. These two signs should be placed throughout open circulation spaces at reasonable intervals.

**3. When using the library**

*Placement:* In buildings/areas where specific guidance is required – for example the library – these should be placed throughout open circulation spaces at reasonable intervals.

**4. Two way, please keep right**

*Placement:* On walls in corridors that receive high footfall where a reminder/reinforcement is needed to keep right.

Freestanding signs should only be used at key points such as entrances or lobbies where attention needs to be drawn to the information.
5 Interior spaces rooms with capped capacity

**Placement:**
At the entrances to rooms where occupancy is controlled i.e. conference rooms. This sign should also be repeated inside and co-located with 2 & 3 in a highly visible location.

**Signs**

1. **Maximum room capacity**
   - **A.03**
   - Placement: To appear at least once within a shared confined space (co-located with 1 & 3) that has occupancy restrictions i.e. break rooms. Repeaters can be placed individually around the room when required.

2. **When using shared spaces**
   - **B.04**
   - Decals
   - A.01/A.02
   - Placement: Optional sign if more emphasis on specific guidance is required. To be co-located with 1 & 2 inside the room.

3. **Wear a face covering inside**
   - **A.01/A.02**
   - Placement: To be placed on furniture where loose furniture has been specifically configured for social distancing. A.19 can also be used in this circumstance.

---

Seat straps to be used on fabric furniture
5 Interior spaces dining halls

**Placement:**
At entrances to dining halls and at cash tills. If no wall space is available or sightlines are poor, use a freestanding sign.

**Placement:**
Repeated in areas where circulation would not be obstructed by people stopping to read.

**Placement:**
Reminder of key guidance, maintain social distancing to be placed in areas where emphasis may be required i.e. in queueing systems.

**Placement:**
To be placed on tables in dining halls. Can also be used in other areas with capacity restrictions.
### Signs

1. **Washing your hands to keep safe**
   - Wash your hands with water
   - 3 cm off the tap and stay clean
   - Rub hands together and lather for 20 seconds
   - Rinse hands and dry with paper towel
   - Use paper towel to turn off any shared surface

   **Placement:**
   In all restrooms in close proximity to the basins i.e. on the mirror above basins not in use. To be co-located with 2 where space allows.

2. **Follow these steps to keep yourself and others healthy**
   - Wash hands frequently
   - Keep your phone in your pocket or bag
   - Avoid touching your face and face covering

   **Placement:**
   In all restrooms in close proximity to the basins. To be co-located with 1 where space allows.

3. **Not in use**
   - To ensure social distancing

   **Placement:**
   When social distance between stalls/urinals is required mark alternating stalls/urinals with this sign either on the door (stalls) or wall (urinals).

4. **Maintain social distance**

   **Placement:**
   In restrooms that receive high volumes of people, these should be used to assist with impromptu lines. These should also be placed under sinks that are in use.

---

**Decals**

- **C.01:** Maintain social distance
- **B.07:** Wash hands frequently
- **B.08:** Avoid touching your face and face covering