



**GPO***Express*

Using print to convey a new  
way of doing business.

Supporting Return  
to Work with  
Signage

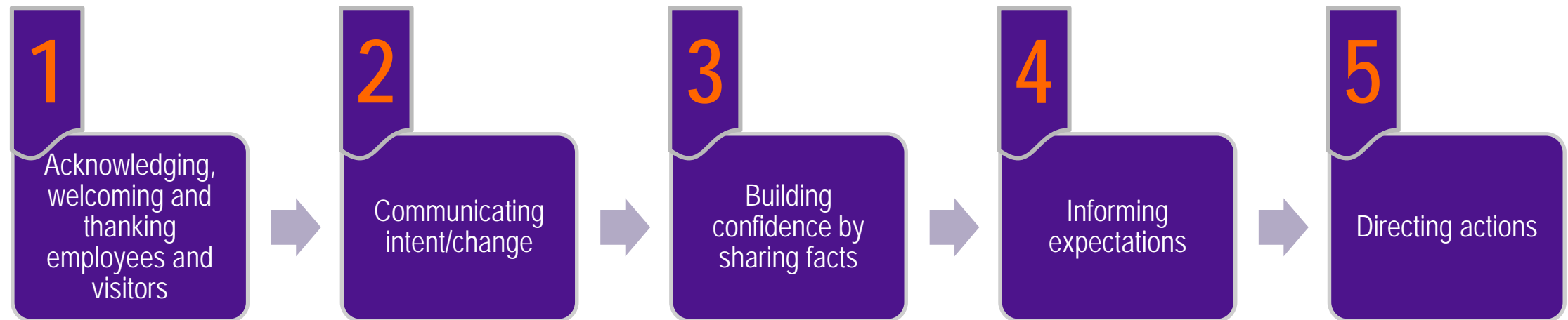
May 2020



# Supporting the transition back to in-person interactions with signs, banners and surface graphics

Signs, banners and surface graphics are important elements to serving your employees and visitors in a different office environment in the coming months. Let them know that you have a plan to address their safety concerns, and are preparing staff with the information they need to operate in a safe and healthy manner.

The top 5 critical communication goals for a successful transition back to business after a crisis are:



# Planning a successful reintroduction to the office

There are several key areas in your office where printed items like signs, banners and surface graphics can address your communication goals:

- ❑ Lobby and reception
- ❑ Restrooms
- ❑ Break rooms/kitchens
- ❑ Meeting rooms
- ❑ Café/cafeteria
- ❑ Elevators
- ❑ Entry doors and security
- ❑ Hallways
- ❑ Parking lot/garage
- ❑ Training rooms
- ❑ Employee gyms
- ❑ Nursing mothers rooms
- ❑ Wellness clinics
- ❑ Copy rooms
- ❑ Mail room/dock



Consider posting CDC hand washing guidelines in all restrooms, kitchens, nursing mothers rooms and breakrooms



Many organizations will require face to face meeting attendees to wear masks and maintain a proper social distance. Posting surface graphics on doors and windows will remind everyone to follow the rules

A comprehensive communication strategy will lead to an easier transition.

Here's how it could look.

# Reception



The reception area is likely your first line of defense. Here, you must convey any policies regarding visitors, vendors and employees.

You can welcome, inform, instruct and more in this space.

Depending on your building and room design, you can use posters, floor graphics, banners, and surface graphics to display your most important messages.

Water resistant paper is a good option for handouts, since it can be wiped down after each use.

# Hallways



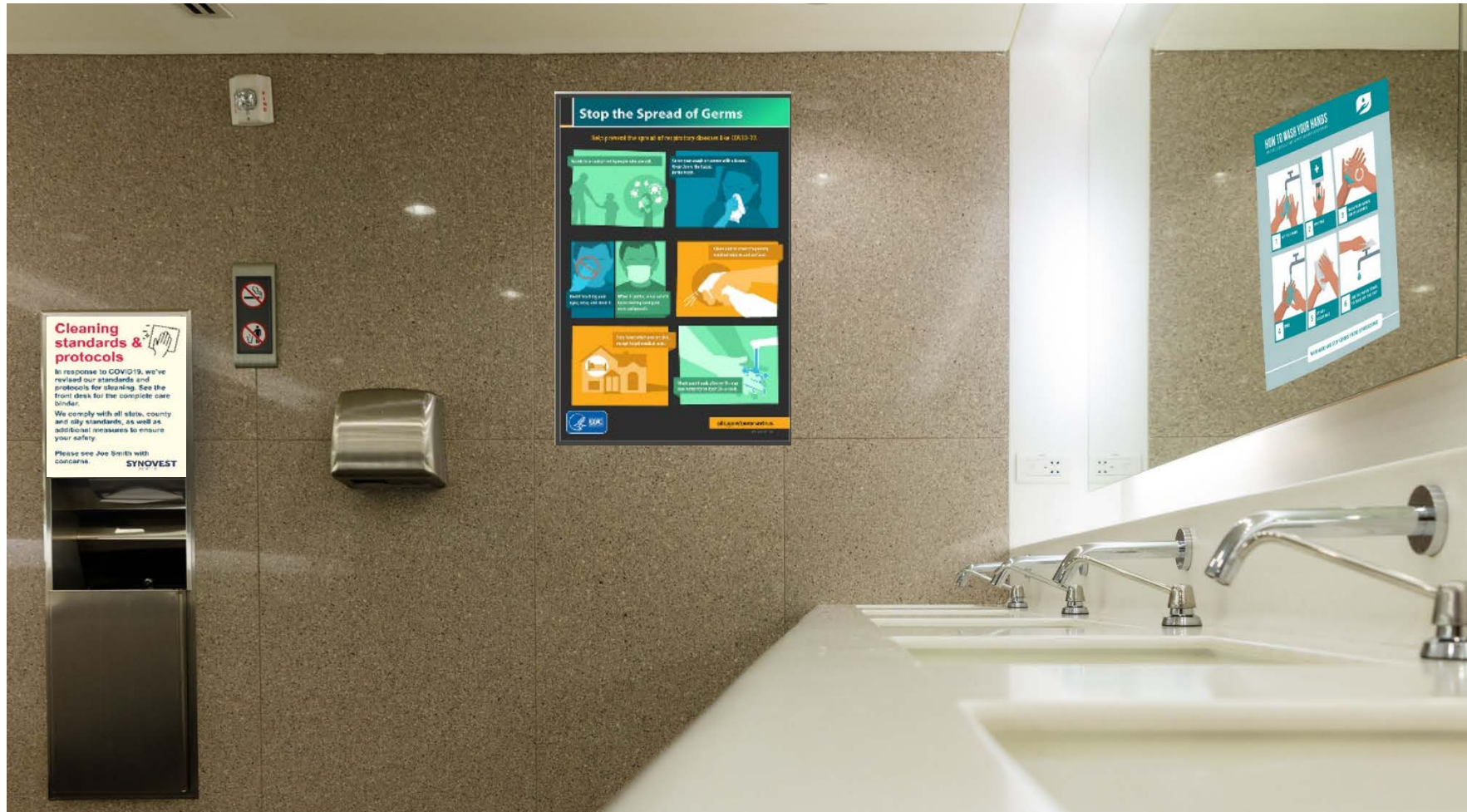
Hallways are a highly visible area to utilize throughout the building. Here, you can remind employees about best practices to stop the spread of germs, or give them ideas on new ways to connect with each other (no more hugs or handshakes).

You can build confidence that your facility is safe in this space. You can also inform employees about services that are available during stressful times.

Depending on your building design, you can use photo posters, floor graphics, canvas prints, and surface graphics to display your most important messages.



# Restrooms



Restrooms are one of the most daunting areas of your building to consider. You cannot overemphasize the importance of proper hand washing. The free CDC posters are the perfect solution for restrooms.

Let guests and employees know about the cleaning process and frequency.

Restroom signage needs to be coated so it can be wiped down and sanitized. Vinyl surface graphics are good for mirrors, and laminated posters are good for walls.

# Breakrooms & kitchens



Breakrooms, common area kitchens and anywhere where food is stored, consumed or cooked are germ hotbeds. They are also places where people gather, so reminders about social distancing are essential.

This area should inform employees about the cleaning process and frequency, and guide them with best practices of their own. Reminders to properly wash hands also need to be visible.

Stickers, table tents, water resistant documents, floor graphics and posters are appropriate for this space.



# Cafe/Cafeteria



Cafes and cafeterias face challenges earning trust with employees and visitors. Letting them know what precautions are being taken to safely serve food is very important. People also gather in these spaces, so reminders about social distancing are essential.

This area should inform employees and visitors about the cleaning process and frequency, and guide them with best practices of their own. Reminders to wash hands before entering also need to be visible.

Stickers, table tents, water resistant documents, floor graphics, banners and posters are appropriate for this space.

The right materials for your meaningful  
messages



# Banners that wow



The sky's not the limit when it comes to sharing your big messages. Let people know your agency is open, thank first responders and more with a wide variety of banners.

Banners can be big or small, indoor or outdoor and come in a variety of materials.

# Banners make a big impact for your most important messages



Banners are suitable for indoor and/or outdoor use and come in a variety of materials, sizes and types.

**Products:** Retractable banners, vinyl banners, tripod, tabletop, fabric and more

**Materials:** mesh, vinyl, fabric, photo

**Messages:**

- This state requires you to wear a mask in public
- Check in with the front desk for temperature check before you will be allowed to enter
- We practice social distancing
- Cleanse all surfaces with provided antibacterial wipes
- We are open for all of your business needs



# Rigid signs that wow



Have limited wall space? Try a rigid sign, which provides a floor display solution that is both durable and easy to use. Boasting a 24" x 70" full-color, photo-quality display banner that snaps into a sturdy metal stand, this is a great option for storefront displays, double-sided displays, and lobbies.

**Products:** Includes banner and stationary banner stand along with carrying case

**Materials:** photo quality display banner

**Messages:**

- Thank you employees
- Don't come to work if you have these symptoms
- Assistance resources are available through your benefits department
- See front desk for temperature scan

# Posters and large format prints speak volumes



Poster printing is a great way to make a statement with large prints. Highlight important events with quality poster prints that communicate your message.

**Products:** Poster prints, mounted posters, photo posters, canvas prints and more

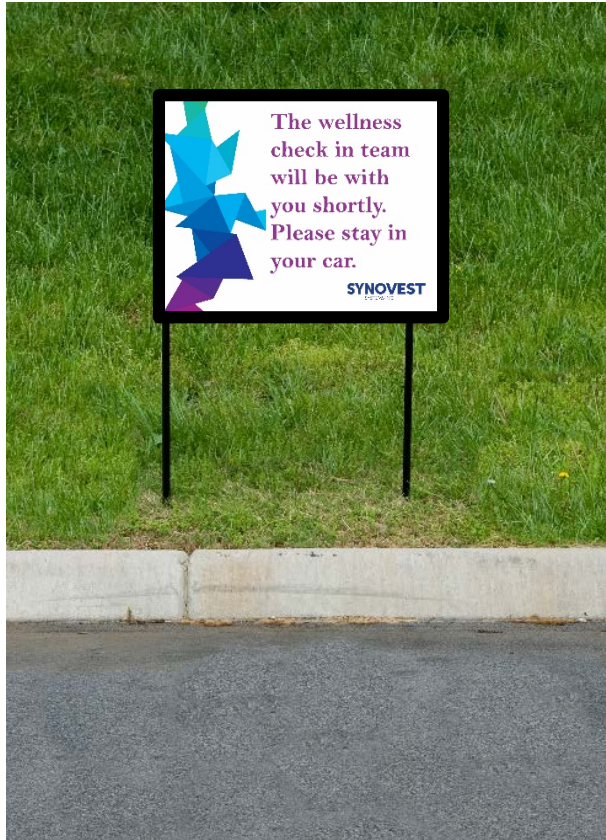
**Materials:** Photo-quality glossy or matte paper, stretched canvas, mounted foam board and more

**Messages:**

- We care about your health and wellbeing
- Here's what we are doing to make this building safer
- You have the right to time off per government regulations
- Welcome back to the office



# Signs that stand out and inform



Creative signs can quickly convey any message, and can be portable for a variety of uses.

**Products:** Corrugated Plastic Signs, Metal Signs, PVC Signs, Styrene Signs, Yard Signs

**Materials:** plastic, metal, styrene and more

**Messages:**

- Parking reserved for guests that are exhibiting signs of illness
- Now open for business
- New entrance this way
- Revised hours
- Thank you first responders
- Check in online and we will call when you can come in

# Decals that pop to catch their eye



Decals are available in permanent or removable materials, and allow your messages to show up in unexpected places like windows, elevators, escalators and more.

**Products:** Made from durable vinyl material and printed in full color, Decals get your message across professionally and effectively, and apply easily to any smooth surface.

**Materials:** Available in white or clear vinyl, in straight or reverse (mirrored) printing, average life 3+ years outdoors, 10+ years indoors

**Messages:**

- Revised hours
- Delivery instructions
- Encouraging messages
- Thank you vendors



# Floor graphics are an important tool for informing your employees and visitors



Temporary to long-term floor graphics are an excellent way to provide direction and catch the eyes of people walking and looking down at their phone. These graphics can be used indoors and outdoors, depending on the material chosen.

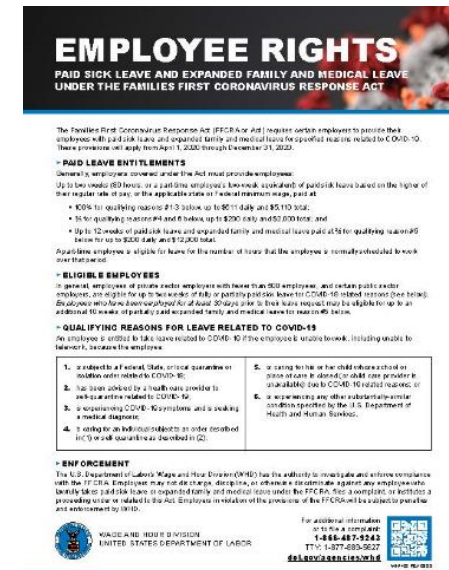
**Products:** Floor graphics can easily be installed on surfaces such as carpet, tile, concrete and more. They can include a non-skid coating to mitigate risk of slipping

**Materials:** vinyl, aluminum composite

**Messages:**

- Social distancing for safety
- Welcome back to work
- Wait here for service

# Free resources for sharing facts supporting safer practices



- Visit the [CDC printing documents website](https://www.cdc.gov/printingdocuments) for more free templates
- The Department of Labor has required posted [signage here](https://www.dhs.gov/coronavirus)

# Recommendations

	Acknowledging, welcoming and thanking employees and customers	Communicating intent/change	Building confidence by sharing facts	Informing expectations	Directing actions
Lobby and reception	Retractable banner welcome back to the office	Mounted posters informing policy on face to face meetings and mask requirements	Poster detailing daily cleaning protocol across the campus/building	Floor graphics reminding about social distancing practices	Hanging banner instructing see front desk for temperature check
Restrooms			Poster detailing daily cleaning protocol	Surface graphics on mirror- wash your hands following CDC guidelines	
Elevators	Vinyl surface graphics conveying be well message				
Break rooms/kitchen	It's good to see you stickers on ice machine		Poster detailing daily cleaning protocol	Social distancing floor graphics, photo poster about minimizing germs	Vinyl surface graphic directing use of antiseptic wipes after using appliances
Meeting rooms		Poster reminding employees about mask requirements	Tabletop banner with stop the spread of germs instructions from CDC		
Parking lot/garage		Yard signs directing parking in every other space		Metal signs at entry points reminding not to enter if you have a fever, cough or shortness of breath	
Training rooms			Poster detailing daily cleaning protocol		
Café/cafeteria	Welcome back window graphics	Retractable banner showing new hours	Poster detailing daily cleaning protocol	You must wash your hands before entering stickers	
Entry doors/security		Window graphic limiting number of people allowed to enter building		You must check in with security before entry sign	
Employee gym			Poster detailing daily cleaning protocol	Floor graphics regarding social distancing	Vinyl surface graphic directing use antiseptic wipes after using equipment



# Signage Order Support

To place a signage order using *GPOExpress* please reach out directly to your nearest FedEx Office location.

- For store hours and service availability at the location near you, please visit <https://local.fedex.com/en-us/>.

# Ongoing Program Support

## Two tiers of support:

### FedEx Office GPOExpress Account Manager

Your key contact for:

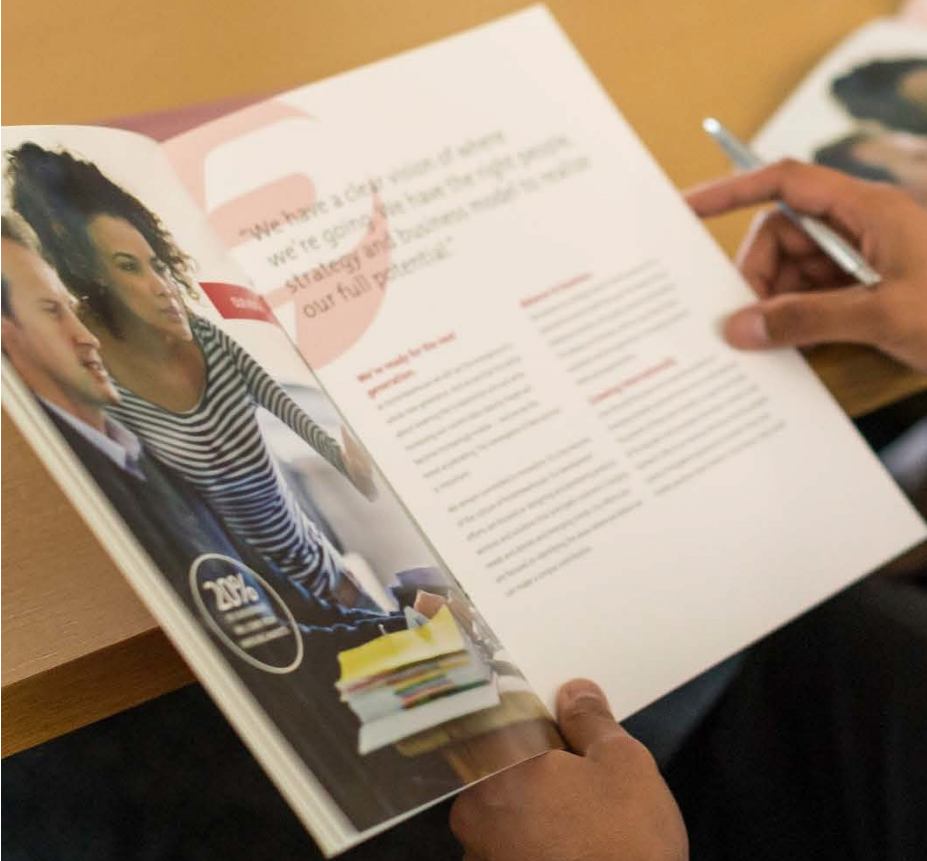
- Location of nearest FedEx Office team for production support
- Details about available products and services
- Proactive follow-up to ensure outstanding customer service
- Contact at 866.815.4428

### GPO National Account Manager (NAM)

Your key contact for:

- Questions about GPOExpress account and GPO billing
- Helpful information about contract and program updates
- Answers to questions about GPOExpress program features and benefits
- Continued consultative support
- Contact at 202.512.2159 or [GPOExpress@gpo.gov](mailto:GPOExpress@gpo.gov)

# Thank you!



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