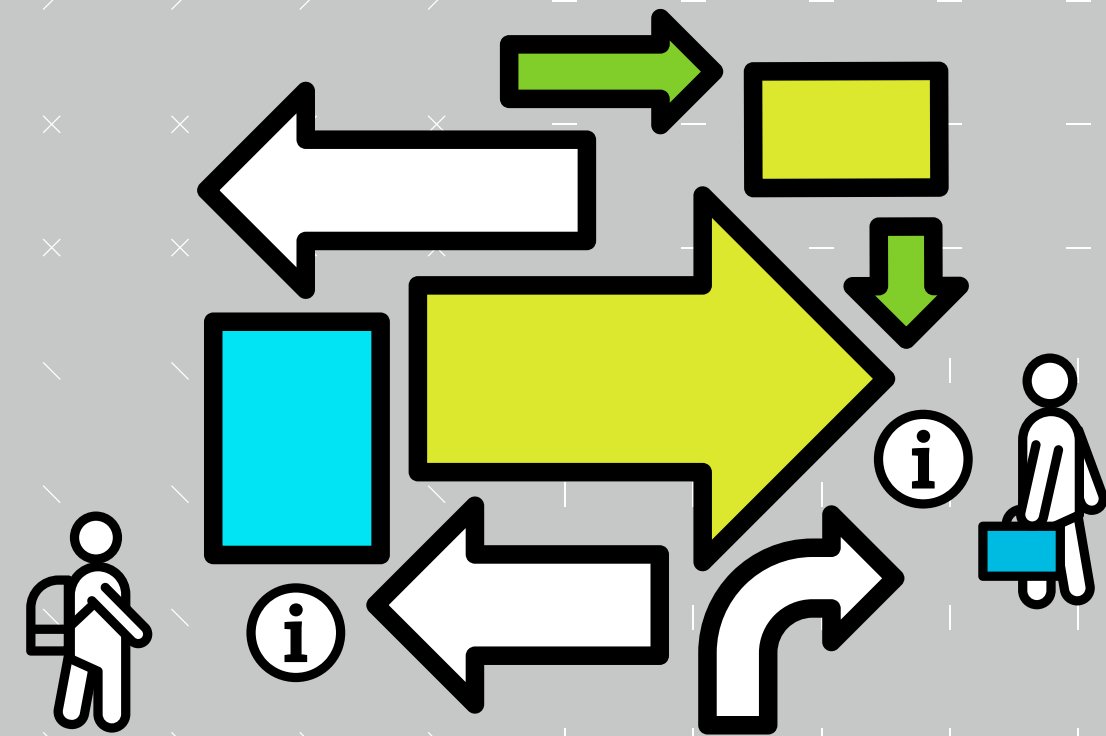




Responding to a changing world

Marking the Way Forward

Return to Office | Signage Solutions



Product Design
Consultant

Gensler

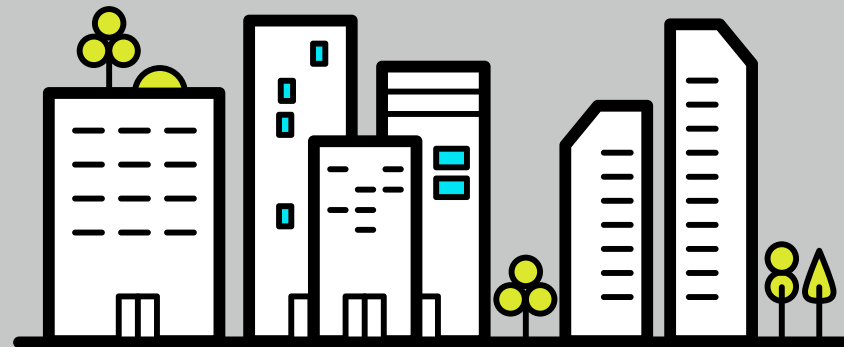
Introduction

We won't just be going
back to the office...
we'll be coming
back together.



Introduction

Re-defining our spaces for a new reality



As employees and customers step carefully back into the world, we will need to shift our behaviour, interactions, and ways of moving through space. New signage and wayfinding graphics can encourage practices that will:

- Support new client protocols*
- Facilitate new habits
- Set a new precedent for co-worker interaction
- Build a sense of community

** refer to published GOV.uk guidelines for up-to-date information*

Introduction

We're proud to be
working alongside
Gensler



To help create a reassuring environment for teams and customers to return to, Cobal has collaborated with Gensler, serving as product design consultants, to create a range of contemporary, reassuring signage and wayfinding solutions, to help create a COVID-19 secure workplace.

This range encompasses a three-tiered solution, from self-starter, which provides a core of signage components through to a bespoke design offering. All of the designs put people at the heart of the communication.

Introduction

As organisations think about going back into the office, business leaders want to take a thoughtful approach to the transition... and that leads to a lot of questions.

How do we talk about the changes we're making?

How do we help our people return to the office?

I know we need some COVID19-oriented signage, but how do we make it reassuring?

Introduction

From...

Authoritarian, Alarmist

Available off-the-shelf signs can feel harsh and induce stress. They might be appropriate for a factory or a construction site, but not a workplace.



To...

Collective, Reassuring

Shifting the design and tone of voice to something more friendly and human can help to instill a sense of community and common purpose.



Solutions Overview



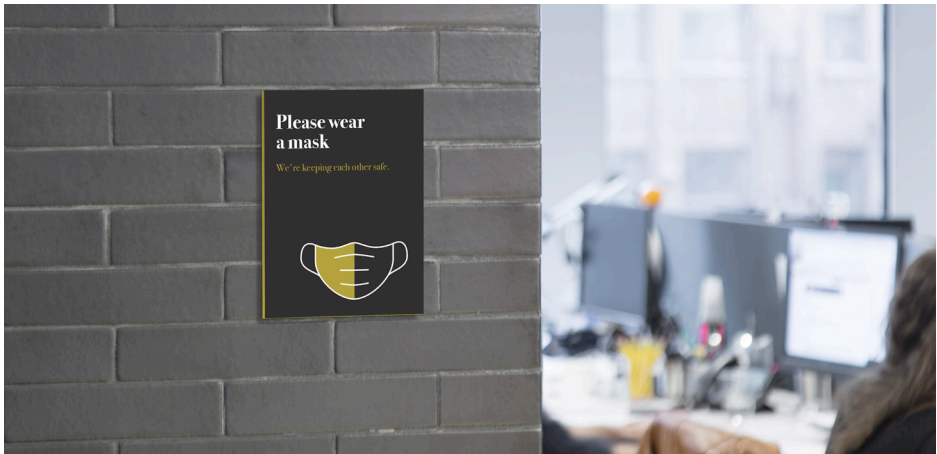
Tier One Self-Starter

The Self-Starter system includes a set of core signage components for temporary use including printed boards, acrylic table toppers and low-tack vinyl adhesive films. You can choose the signs required, and place an order directly with us to be shipped to your offices and installed by your facilities team or our own installation team.



Tier Two Integrated Brand

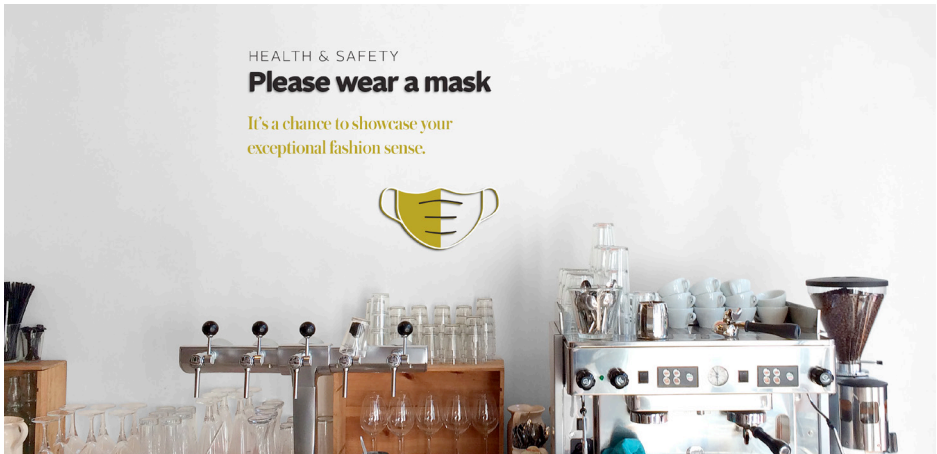
The Integrated Brand system allows clients to work with a Gensler brand design team to develop the look and feel of signage so that it will reflect their brand and integrate visually with existing signage and interiors. Customized selections may include fonts, color palette, icon style, tone of voice for messages, higher-quality materials, and dimensional elements.



Tier Three Bespoke

For a custom and unique approach, clients may choose to fully integrate protocol signage. E.g. creating three-dimensional letters applied directly to the wall rather than plaques.

New speciality sign types can also be developed to specifically suit the needs of the client and end user.



Self-Starter Package

The Workplace Collection Collection Overview

The Self-Starter Package is pre-designed to support key areas of the workplace. Each kit includes signage and messaging to guide employees through multiple spaces and remind them of best-practice protocols.

Space Types

Welcome & Arrival | Entry, Reception Lobbies

Circulation | Lifts, Stairs, Hallways

Cafés & Breakouts

Toilets & Wellness

Meeting & Workplace | Conference/Meeting Rooms, Desks



Materials

The programme includes affordable and easily deployed materials for durability and responsive delivery.

- Printed panels
- Floor and wall decals
- Acrylic table topper

Self-Starter Package

The Workplace Collection

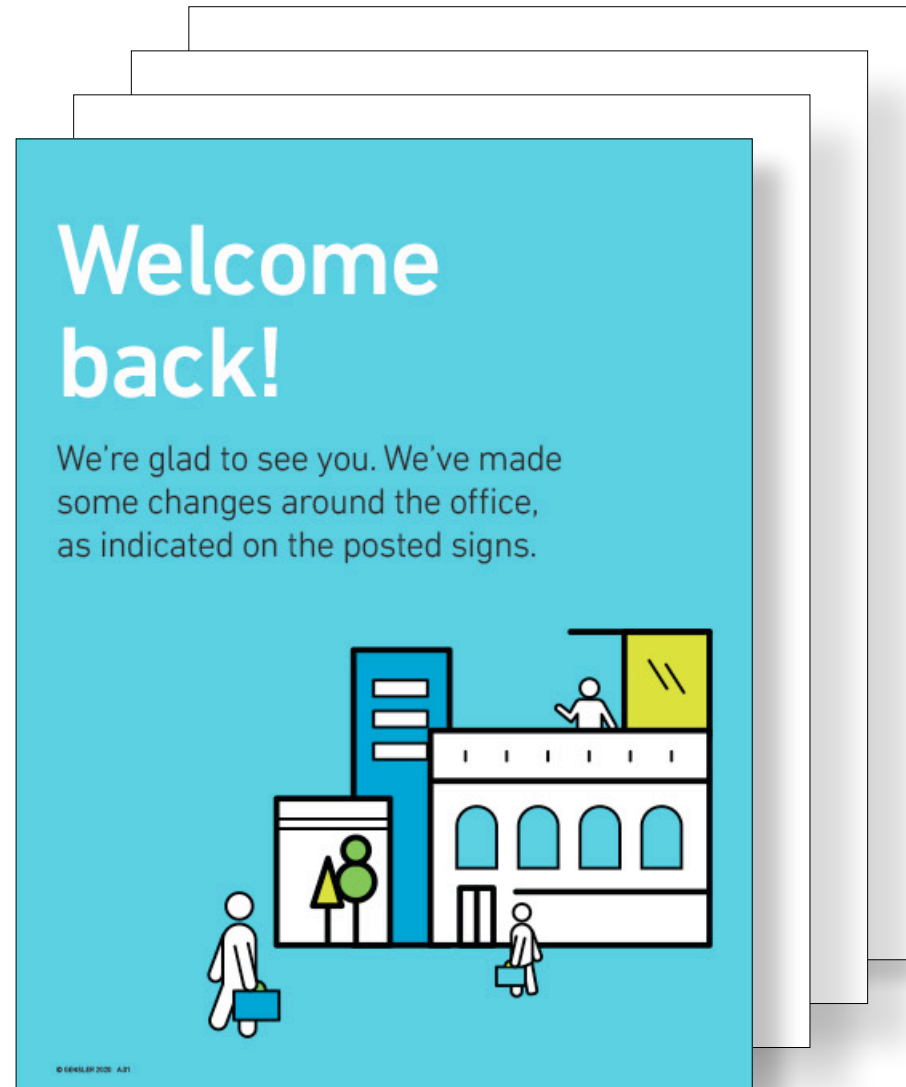
Welcome & Arrival

Entry and Reception Lobbies

Welcoming staff with a confident and optimistic tone will be important to reassure employees.

Sample Sign Messages:

- A.01 Welcome Back! We're glad to see you.
- A.04 Travelled recently? Please let our receptionist know.
- A.10 Keep your belongings with you.
We're minimising our use of storage.



A4 Printed Dispa Panels

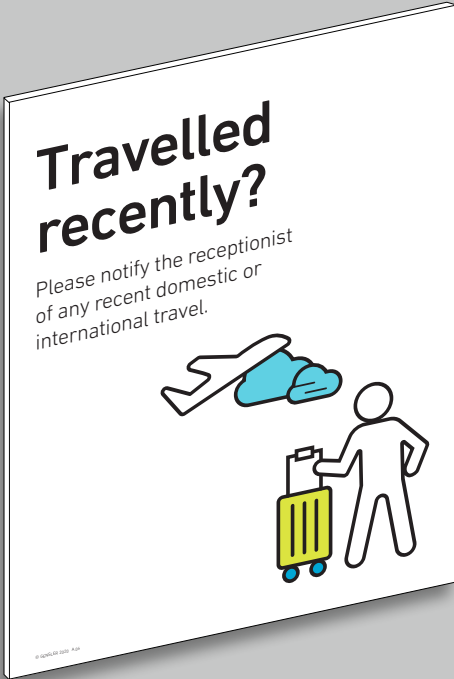


A5 Printed Dispa Panels

Sign Type Overview

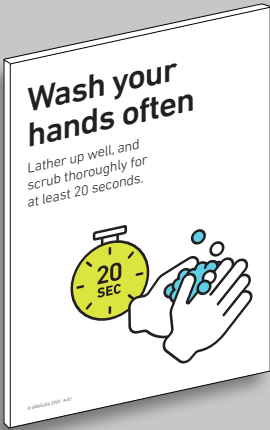
**3mm Dispa
Display Board**
Wall-mounted

A5
Optional tabletop stand



**3mm Dispa
Display Board**
A5
Wall-mounted

A5
Optional tabletop stand



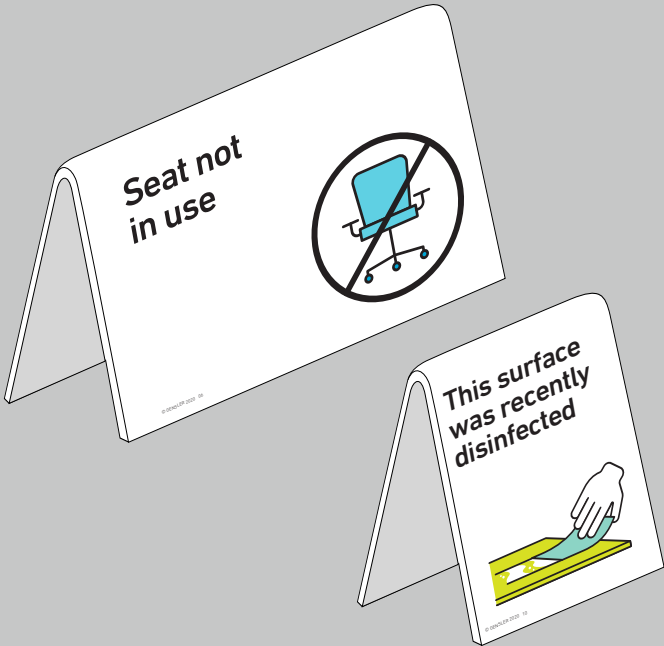
Low-Tack Vinyl Decals
**205mm and 75mm
Diameter**

Can be used on floors,
doors, walls, glass,
mirrors, etc.



**3mm Acrylic
Heat-bent table topper**
**175mm x 125mm or
90mm x 125mm**

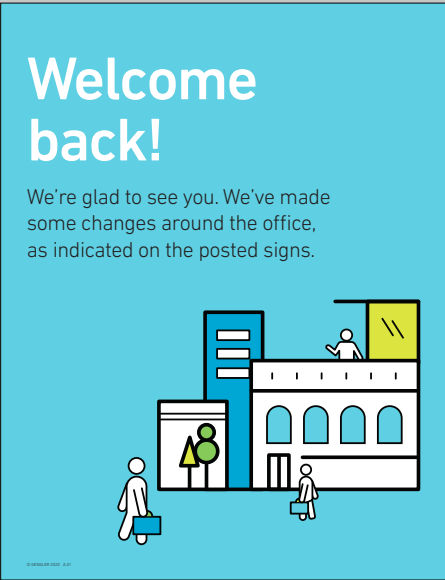
For use on tables, countertops,
chairs, and other flat surfaces



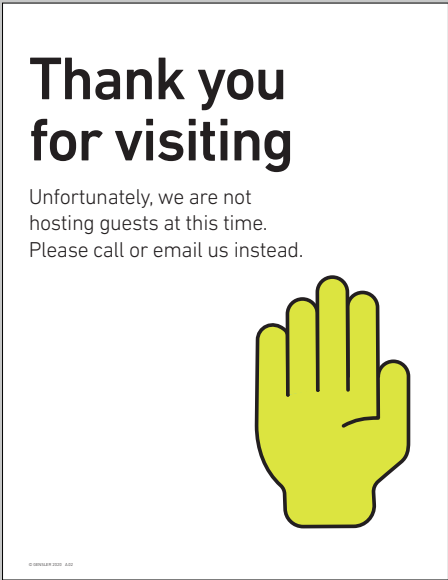
Welcome & Arrival

Type A

A4 Plaque



A.01



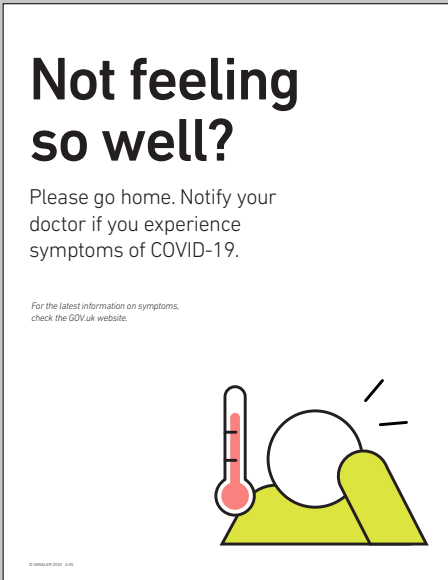
A.02



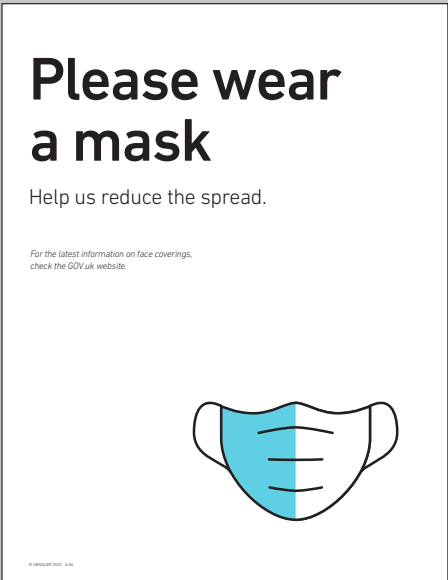
A.03



A.04



A.05

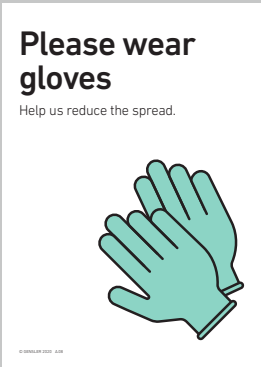


A.06

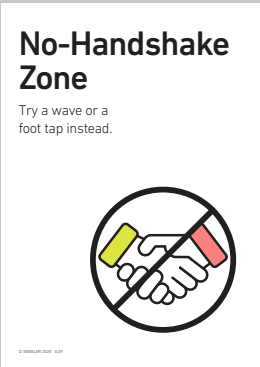
A5 Plaque



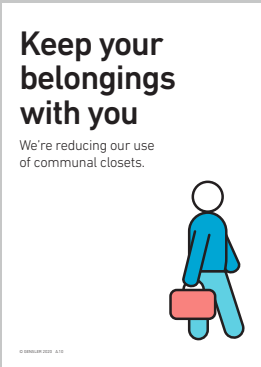
A.07



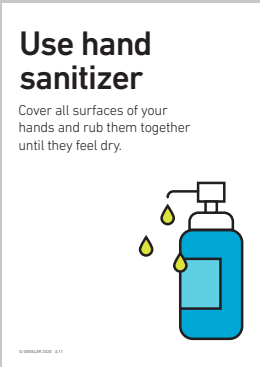
A.08



A.09



A.10



A.11

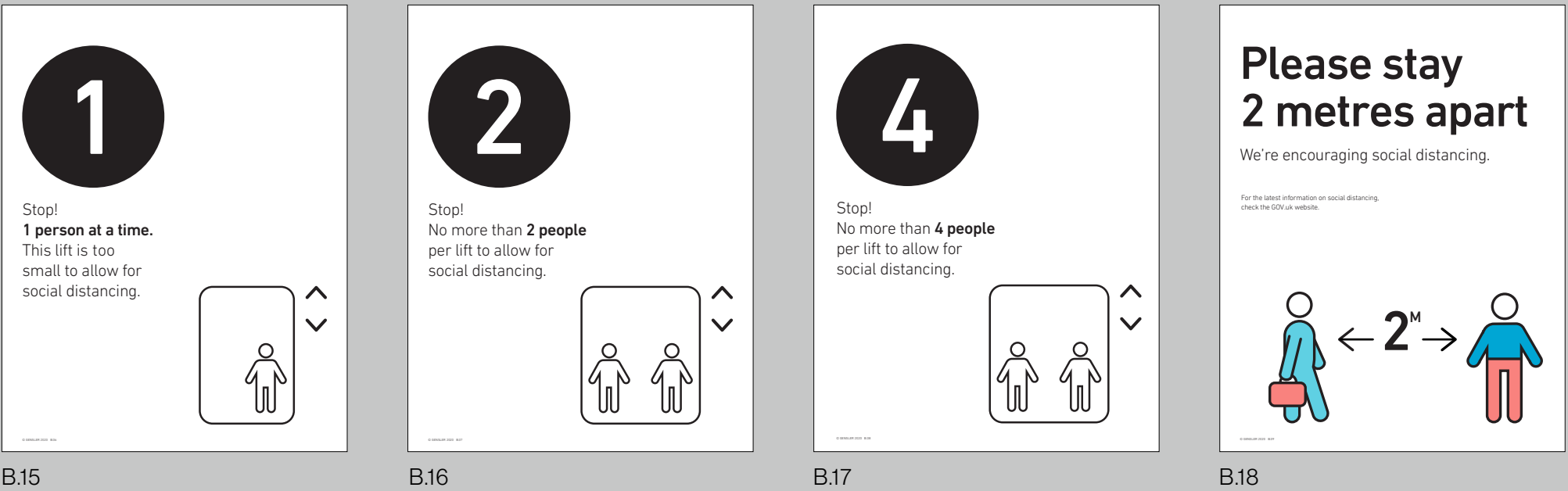
Circulation

Type B

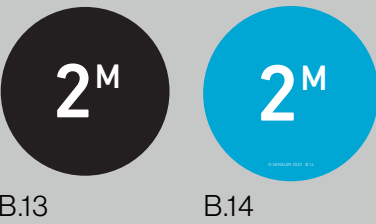
205 mm dia decal



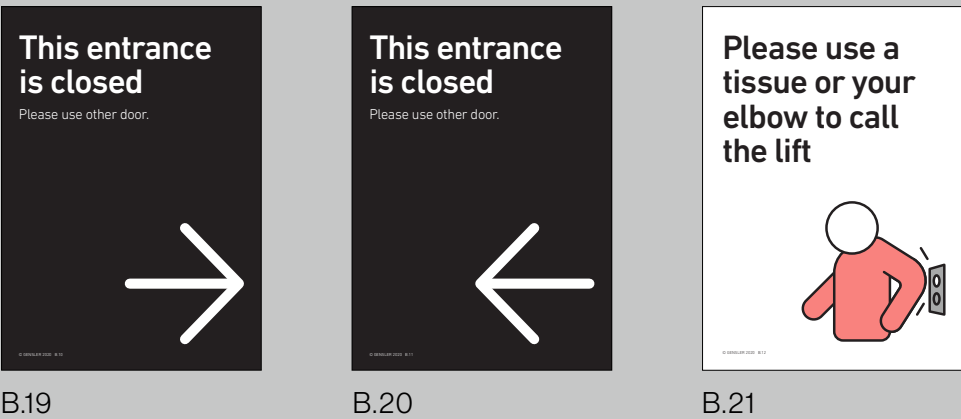
A4 Plaque



75mm dia decal



A5 Plaque



Cafés & Breakouts

Type C

A4 Plaque

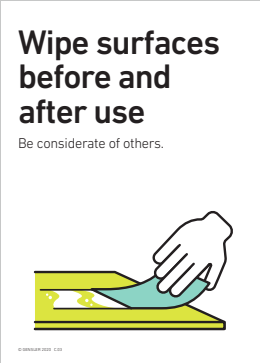


C.01



C.02

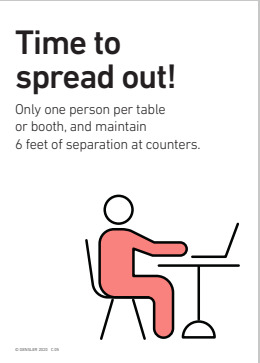
A5 Plaque



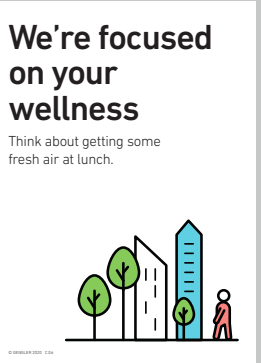
C.03



C.04



C.05



C.06



C.07



C.08

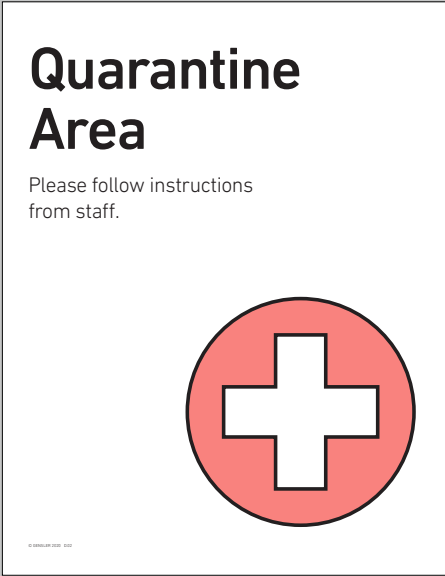
Toilets & Wellness

Type D

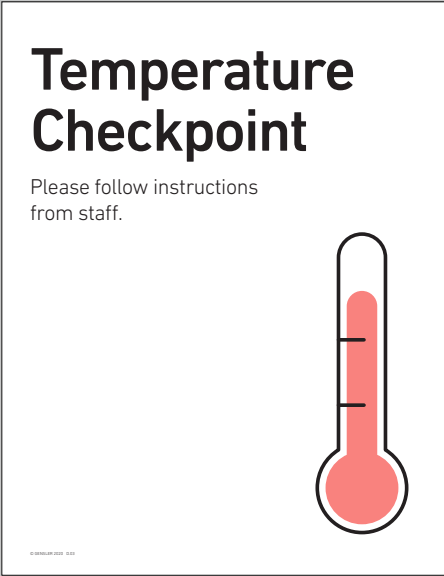
A4 Plaque



D.01



D.02



D.03

A5 Plaque



D.04



D.05



D.06

75mm Dia Decal



D.07

90mm x 125mm Plaque, decal, table topper



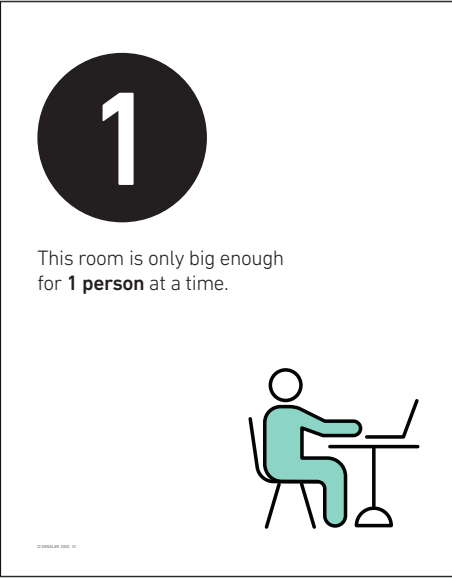
D.08A Plaque
D.08B Decal



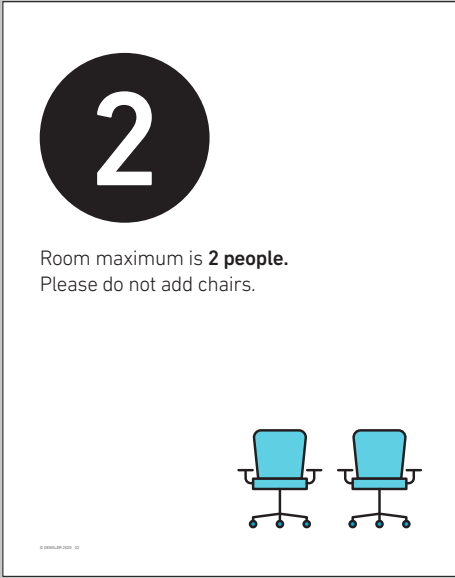
D.08C Table Topper

Meeting & Workplace Type E

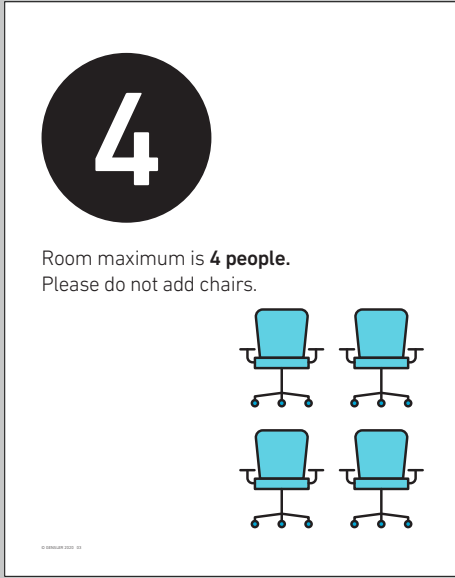
A4 Plaque



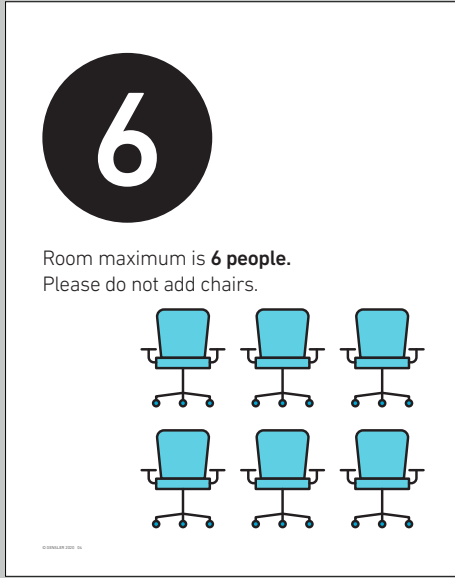
E.01



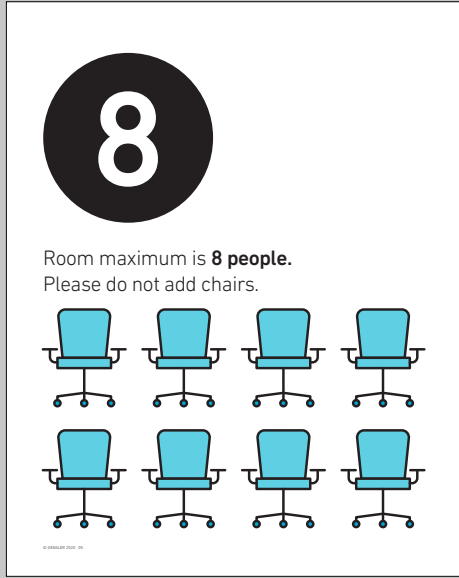
E.02



E.03



E.04

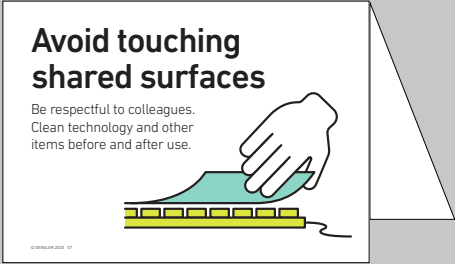


E.05

A5 Table Topper



E.06



E.07

90mm x 125mm Table Topper



E.08



E.09



E.10

205mm Decal



E.11

Thank You!

To discuss your requirements, please contact Cobal:

info@cobal.co.uk

01635 570 600

Neither Cobal or Gensler are experts in public health matters or infectious diseases. This material is intended solely to provide ideas or options for further consideration and ideation. You should make decisions related to your business continuity or preparation plans in collaboration with experts in public health and safety.

