



## **Get back to business, Brady's guide for social distancing identification**

**A guide for safely reopening retail  
stores, restaurants, theaters, schools,  
healthcare facilities and more**

# There's no denying that COVID-19 has reshaped virtually every aspect of our lives



From shelter-in-place orders and face mask requirements, to businesses temporarily shutting their doors to halt the spread of the virus, we've all been affected by this pandemic. And many employers, employees and customers are unsure about what comes next.

Now some states are easing stay-at-home orders, and many businesses are preparing to reopen. How do you safely and efficiently transition back to business knowing the pandemic is something we'll continue to deal with well into the future?

As you prepare to reopen your business after weeks – or months – of shutdown due to COVID-19, we know that providing a safe environment for your customers and employees is your #1 priority. In this new era of social distancing, you need new tools and strategies to ensure the health and safety of all your employees and customers.

This **Guide to Safely Reopen with Social Distancing Identification** will help you create an effective visual identification plan to satisfy social distancing requirements and ensure safe practices for everyone who enters your facility.

At Brady, our 6,400 employees around the globe remain committed to delivering high performance safety and identification solutions, especially as you navigate the unique challenges of COVID-19. For more than 100 years, we've had the honor of helping customers solve their safety and identification needs – now we're using that experience to bring you this guide for solving your social distancing needs. **We're here to help you get back to work, safely and efficiently.**

## The Brady difference

More durable, customizable, on-demand availability and greater product breadth.

# Appoint your “return to work” dream team

The first step to safely reopening your business is to establish a “return to work” team. Ideally, this would include representatives from departments across your business, such as waitstaff and kitchen staff in a restaurant, or warehouse and office workers in a manufacturing plant. Also consider including staff from departments such as operations, marketing and procurement.

## **Review legislation and standards**

Get up to date on all applicable local, state and federal regulations and public health agency guidelines, as well as industry standards, to ensure compliance with legal regulations and your industry’s best practices.

## **Set COVID-19 policies and practices**

Establish a set of procedures for staff and customers that will help you safely reopen and ensure continued safety for those in your building.

- Set workplace policies for staff, such as new requirements for personal protective equipment, temperature monitoring, masks or gloves
- Establish training guidelines and procedures for staff
- Establish cleaning schedules – who, where and when
- Set occupancy and social distancing standards
- Establish behavior requirements (such as face masks) for visitors, vendors and customers in your store fronts, offices and distribution / manufacturing centers

## Review employee and customer traffic patterns for bottlenecks

Look at traffic patterns, paying specific attention to entrances, exits and waiting areas, to establish new flows that will prevent crowded gathering spaces, both inside and outside. Create a list of all the interaction points both customers and staff have throughout your building and identify areas where additional identification is needed.



**For example:** In a restaurant, identify alternative areas such as closed customer seating spaces to accommodate waiting customers.

## Update floor plans as needed

Rework your interior and exterior spaces, such as cubicles, checkout lanes, break areas, dining tables, pick-up and outdoor seating, to promote six feet of distance between people.



**For example:** In grocery stores, use every other check-out lane, marking those that are closed, to aid in distancing while adding markers on the floor where customers should stand at a safe distance.

## Set communication policies

Once policies are established, these should be clearly and consistently communicated to everyone who enters or visits your business. This includes determining if you need communications in multiple languages.

# Create a safe and efficient facility with visuals



Visual identification solutions help communicate your new policies and procedures to give your team and your customers confidence to use your products and services while staying safe. Easy-to-understand visual devices should be positioned at the appropriate locations so it's effortless for everyone to be safe.

## Visual identification solutions can include:

- Floor marking tape
- Floor signs
- Social distancing signs
- Safety signs
- Security and admittance signs
- Hand washing signs
- Sanitization and inspection labels



**50% of human brain function** is devoted to finding and interpreting visual information (Source: Galsworth, Gwendolyn Visual Workplace: Visual Thinking)

## Benefits of visual identification for social distancing



**Improved safety.** Visual devices help employees and customers quickly recognize and respond with the correct action. For example, taped-off boxes on the floor of a waiting area help people stay six feet apart per social distancing requirements.



**Customer and employee confidence.** Reassuring people your business is taking a proactive approach to promoting a safe environment for others to eat, shop, work, etc. is paramount to getting your business back to operating as normal.



**Enhanced compliance.** As the world adjusts to life during COVID-19, new regulations and standards are being implemented to keep people safe. Adding visuals in your business will help you remain compliant and communicative in an ever-changing world.



**Increased productivity.** Visual devices help reinforce employee training and guide workers to complete their tasks by helping them find what they need quickly. In addition, inspection labels, equipment identification and safety signs all help keep processes running smoothly, reducing downtime. Visuals make it easier for employees to do their jobs and get their tasks done on time, with fewer mistakes and less stress.



# Leverage the benefits of color to improve safety

Whether you realize it or not, color affects your behavior every day. Simply stopping your vehicle when you see a red light is an example of how your brain responds to color cues. Making sure you incorporate a color strategy as you consider social distancing floor tape and signs is a critical component to making sure that strategy is effective. With the right colors in the right places, you can easily maintain safe business operations for your employees and customers.

## Color gets attention

When color is built into our worlds, our actions become more efficient. A consistent color standard helps employees and customers quickly recognize and respond with the correct action.

**Color increases brand recognition by up to 80%, according to a study at the University of Loyola.**

*Source: <https://www.colorcom.com/research/why-color-matters>*

## Color boosts branding

Color increases brand recognition. Using color in your new floor tape and signage strategies gives you the opportunity to incorporate branding into your visual marking.

**Brady offers 19 colors in its popular ToughStripe floor tape to match your branding colors. We can also print custom messages or icons on the tape that align with your brand.**

*See options at [BradyID.com/tape](https://bradyid.com/tape).*

## Use different colors for different actions

Use different floor tape colors, floor tape printed with messages, floor signs, and posted signs to direct people to take an action or indicate different areas of your business.



**For example:** Use a colored floor tape that matches your brand color to mark the outside lane of your lines while using a floor sign to show exactly where customers should stand in line.

## Be selective

Use as few colors as possible to make it easier for everyone to remember the meaning of each color and reduce the number of floor marking products you need.

**For industrial facilities, view our detailed lean color guide here:**

*[BradyID.com/resources/workplace-safety-color-psychology](https://www.bradyid.com/resources/workplace-safety-color-psychology)*



# Make safe traffic flow effortless

Floor marking is a critical element in a social distancing identification plan. An effective way to maintain social distancing requirements is by clearly marking aisles, passageways, waiting areas, and pickup / drop off spots with floor marking tape and floor signs.

## Create a wayfinding system to help with navigation

To build on what you now understand about color, shapes are equally as important. Creating an interconnected system of directional signs, labels and floor markings helps people know where they are and how they need to navigate your building to keep a safe distance from others. This type of expanded floor marking system can incorporate Lean / 5S and visual workplace concepts, with standardized color-coding, to improve both safety and efficiency.

## Floor tape to help direct customers

- **Moving aisles:** Mark the outer edge of shopping or walking aisles where traffic is consistently moving to create contained traffic flow patterns. Add directional arrows or footprints to indicate one-way traffic direction, especially in aisles or tight spaces.
- **Waiting areas and aisles:** Add floor markers, such as floor signs, Xs, stripes or dots, to indicate waiting areas. We recommend floor signs with text or clearly defined shapes to reinforce the importance of social distancing.



## Floor tape to help direct customers

- **Outside entrance:** Think beyond your four walls. If you have employees or customers waiting or lining up outside your entrances, add floor marking to reinforce the same standards you do inside. This will establish safe and easy pickup zones and waiting lines. For example, put markings on the sidewalk at least six feet apart to indicate where customers can wait for curbside or to-go orders.
- **Bathrooms, breakrooms and water fountains:** Place markers in public bathrooms and breakrooms to establish safe distancing when using the restroom and sinks.
- **Sanitization station:** Set up tables with hand sanitizer and signs to reinforce social distancing. Mark a safe distance on the floor for people waiting using corner L marks or floor tape.
- **Closed spaces:** Make sure to add floor marking to indicate where people shouldn't go. For example, if you run an establishment such as a grocery store and need to close every other checkout, add red floor stripes on the closed checkout lanes to reinforce a safe distance between active lanes. If you own a restaurant add markers in-between bar chairs so people know how far to keep distance.
- **Clear station:** Create a "clear station" for screening customers when required by state. Mark a square box to designate only one person at a time while scanning people for symptoms and follow the previous waiting area recommendations for the line.
- **Cart pick-up:** Clearly show where customers should get sanitized shopping carts and luggage carriers by using arrows or footprints. For example: Tape off designated pick-up areas outside for customers who purchased through remote shopping channels, including click-and-collect, delivery, pick-up and shop by phone.



## Floor tape to help direct staff

- **Work areas:** Mark work areas for employees to stay within to prevent them getting too close. Adding boxes to the floor can be an effective way to promote distance between employees.
- **Industry and local regulations:** Add or reinforce markings to areas in accordance with any industry regulations or standards
- **Locker rooms:** Install markers to indicate safe waiting areas in locker rooms or in front of water fountains. For example: Add visual cue marks in employee break rooms to support social distancing practices between employees.
- **Manufacturing areas:** Manufacturing and distribution areas should use clearly defined work areas
- **Instructions:** Consider creating a “visual identification guide” that can be distributed to employees for adding markings as needed and following your business’ guidelines.



## How to select floor tape materials

With the assortment of tapes available, choosing the correct ones for your building is no easy task. It's important to choose the right kind of marking tape based on your needs, where the tape will be used and to promote efficiency in your busy establishment.

**What surface will the tape go on?** You want to choose a tape that is durable enough for your application, stays adhered to the surface, won't damage the material it's sticking to, and will be visible.

**What traffic will go over the tape?** Heavy foot traffic, light foot traffic or heavy equipment will all need different types of tape.



**For example:** For high foot-traffic areas, you'll want a floor marking tape that is durable enough to last without the need for frequent replacement. For locations with occasional equipment usage like pallet jacks and dollies, there are more durable options that can withstand equipment traffic.

## How to select floor tape materials

**What environmental conditions will it be in?** The conditions within your building can affect the type of floor marking tape that needs to be chosen for the best longevity and effectiveness. Floor marking tapes applied outdoors which are subjected to environmental conditions such as repeated exposure to water, large temperature shifts, UV light and dirt and debris may require a different level of durability and adhesion.

**What visual patterns and colors do you need?** Decide if your floor markings should have words or phrases to clarify what you want people to do.

**Will it need to be seen at night?** Glow-in-the-dark tape can be useful in dark or low-light areas, such as outdoor waiting areas, or to indicate the most direct route to an exit in your facility.

**Do you need traction?** A textured surface is important in areas where slips and falls might happen, or areas exposed to outdoor elements that might be slippery.

**Do you need a custom product?** Some messages might need to be tailored to your brand and your application.



*Brady's tape*



*Competition's tape*

## Spend less time and money replacing damaged or worn tape lines with ToughStripe

Make your social distancing floor tape cleaner, more efficient, more visual and safer with Brady's ToughStripe floor tape. This tape will help you identify aisle ways, waiting areas and more.

Brady has tape solutions for a variety of surfaces that make it easy to apply and remove, yet it lasts where other floor tapes simply don't. Our quality floor marking products are made tough so you can focus on reopening your business instead of reapplying. It also has a unique low-profile design that minimizes tears and scratches.

## Brady's floor tape family includes:



### Economy Vinyl Floor Tape

An economical floor tape that features an assortment of solid colors. Its lower adhesion and durability make it an ideal choice for short-term applications with more limited foot traffic.



### Guidestripe Floor Marking Tape

This sturdy floor tape has a slightly stiffer quality that allows for easy indoor applications. Built for temporary use, it can withstand regular / typical / moderate foot traffic so there is less need for reapplication.



### ToughStripe® Floor Marking Tape

Designed for longer application periods, this durable, low-profile tape is available in many shapes, colors and customization options. It adheres to various surface types, and it's the ideal choice for areas with heavy foot and light industrial vehicle traffic.



### ToughStripe® Max Floor Marking Tape

Built for the highest level of adhesion and durability, this tape can withstand the most difficult applications. This rigid, long-lasting tape is the perfect solution for your toughest foot and industrial vehicle traffic.

Shop Brady's selection of [ToughStripe products](#).

See all of Brady's selection of [Social Distancing Floor Tape](#).

## How to apply floor tape and floor markings

Once you've chosen your floor tape, create a guide to help staff and employees apply the tape as securely as possible. Here is a guide to apply Brady's ToughStripe® floor tape.



### Prepare your surface

1. Sweep up any loose debris on the application surface area
2. Clean and wash your floor to remove all dust and debris from the surface
3. Allow floors to dry completely prior to application to ensure maximum adhesion

### Apply your floor marking

1. Remove the label holding the tape to the side of the application box
2. Fold back about two inches of the liner from the tape
3. Stick the tape at the start point (be careful to align it in the direction desired)
4. Pull the box until the tape is stretched along the desired path (keep the liner in place)
5. At the end point, set the box down, slot-side face down
6. Pull the liner back to the box and use a squeegee to seal the tape to the surface with downward pressure

### How to remove floor tape

1. Using a hand-held scraper, lift the end of the tape
2. Use a small amount of force to peel the tape slowly
3. Peel off toward the other end at nearly a 90-degree angle

[Share this video](#) with employees on how to apply Brady's ToughStripe floor tape.

### Learn more

For large tape projects use Brady's Floor Tape Applicator.

# Implement signage for social distancing



Signage placed on floors and mounted at eye level are a critical part of reopening safely. Signs improve workplace communication and break down language barriers with bright colors, bold text and intuitive pictographs. They alert employees and customers to appropriate measures they can take to avoid health repercussions.

## Decide what new signage you need

First, look at the existing public health and safety signage within or outside your facility. Next, decide which signs should be added outside and throughout your business to communicate any new requirements, such as lower occupancy limits, social distancing guidelines, customer flow patterns and “Buy Online, Pick Up in Store” (BOPIS) practices.

## Communicate with customers

Establish a set of procedures for staff and customers that will help you safely reopen and ensure continued safety for those in your building.

- Place signs in all high-traffic areas, including checkouts, fitting rooms, elevators and water fountains.
- Post signs that communicate the measures your business is taking to ensure a safe environment at key points, such as entrances and checkout areas, to boost customer confidence.



**For example:** Add fitting room signage that indicates rooms have been cleaned prior to use.

## Communicate with customers

- Communicate expectations for customers, such as wearing face masks or social distancing, according to state and local regulations.
- Install signs next to hand sanitizer stations for customers or employees.
- If items are moved to a different location for added safety, add signage to explain why they're not where they're expected to be. For example, if a restaurant moves condiments behind the counter to avoid the germs from many people touching them, use a sign where the condiments usually are to direct customers to the new location.



**For example:** In a grocery store, post signs that indicate where customers can find disposable disinfectant wipes, cleaner or spray to wipe down carts and shopping baskets.

## Communicate with employees and staff

- Post reminders for cleaning tasks and schedules. For example: Reminders to disinfect shopping carts, switches, chairs, tables, vending machines, refrigerators, microwaves, etc.
- Consider adding an inspection timer and labels. An inspection timer gives you inspection or cleaning status at a glance. After you've completed a cleaning or inspection, reset the timer so you're ready for your next scheduled action. Check out [Brady's inspection timers](#).



**For example:** Add visual cue marks in employee break rooms to support social distancing practices between employees.



## Communicate with employees and staff

- Label commonly used tools with employees' names to prevent the spread across tools.
- Add label reminders for employees on new steps they need to take, like wiping off the counter every 30 minutes.



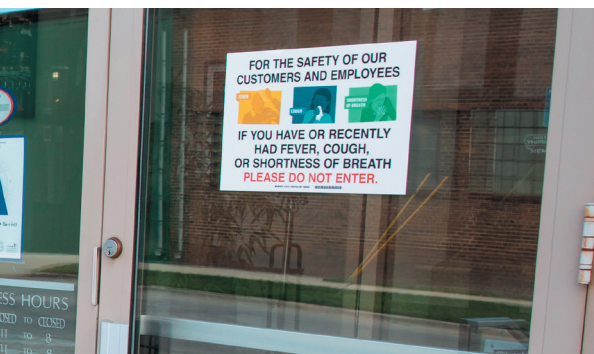
**For example:** Place signs that encourage employees to stay home when sick, cough and sneeze etiquette and good hand hygiene at the entrance to the workplace and in other workplace areas where they are likely to be seen.



**For example:** Post signage that communicates to employees they should clean out lockers nightly to facilitate overnight deep cleaning processes.

## Entrance and exit communication

- Post signs reinforcing social distancing requirements (e.g., please keep six feet away from others)
- Post purchase quantity restrictions or occupancy limit signs. If you have established occupancy limits, then also post social distancing markers outside of your business, where people can safely wait to enter the building.
- Discourage infected employees or customers from entering the building.



**For example:** In restaurants, post signs that prohibit anyone from entering with a fever or COVID-19 symptoms.

## Entrance and exit communication

- Add safety signs to reinforce that everyone should follow floor markers with respect to traffic flow, such as one-way only aisles.
- Post signage to communicate information on pickup or carryout options for your business (BOPIS).
- If you require people entering your location to screen their temperature before entering, post signs indicating this requirement, as well as any other actions they should take while waiting.



**For example:** Post signs that encourage customers to use hand sanitizer. Also include signs within your business that indicate where customers can find hand sanitizer stations.

**For example:** Use signs to communicate your cleaning strategies for high-touch areas, such as workstations, cash registers, credit card touch pads, door handles, conveyer belts, tables, cart handles and countertops. This will ensure customers you're taking the proper steps to keep them safe.

**For example:** Post signs explaining shoppers can't use reusable bags in a grocery store.

## Bathroom communication

- The most important signage in your bathrooms will encourage visitors to wash their hands after using the restroom.
- Outside of bathrooms, post signs indicating where visitors can wait for the restroom. Make sure entrances are clearly marked if bathrooms are closed for social distancing.



**For example:** Ensure hand washing signs are targeted to all visitors and not just employees, as previous signs might have indicated.

## The four elements of a useful safety sign

**Simple words and colors.** Signs should be short and easy to understand. If you use color on your sign, use as few colors as possible to keep the sign visually clear and easy to read.

**Clear font.** The font must be visually simple so the text is easy to read. Sans serif fonts are ideal for creating easily readable safety signs.

**Commonsense placement.** Safety signs should be placed as close as possible to areas where you want people to take specific actions. Position safety signs so they can be easily read, at eye-level and unobstructed.

**Size.** OSHA doesn't specify sizes, but 7-in. by 10-in. is a good starting point. In general, the main text of your signage should be readable at a minimum distance of five feet.

### Examples of Brady's COVID-19 signs:



### See more

Find all of Brady's COVID-19 signage at [BradyID.com/COVID19](https://bradyid.com/COVID19)

# Win with a contactless customer experience

As the COVID-19 pandemic continues to change consumer behavior, it's a great opportunity to adopt contactless customer experiences. An effective contactless customer experience starts with clear communication, both inside your business, at the point of sale and outside your location to indicate that contactless cards and devices are accepted.

**Add outdoor signage.** Signs outside your business announce to customers walking or driving by that they can purchase from you via phone or online, with contactless payments, and delivery /receipt of items.

**Place signs inside your business.** Indoor signage reinforces your commitment to making purchases as seamless and easy as possible, while keeping your customers safe.

**Add point-of-sale labels.** Add signage at the POS and put labels on any payment portals (such as credit card machines) explaining support for and how to make contactless payments.



**For example:** At a credit card machine in a store, add labels to show consumers the contactless payments supported (e.g. Apply Pay, Google Pay, etc.).

# Help stop the spread with COVID-19 safety solutions



Brady remains committed to supplying premium quality safety solutions for your workplace, especially as you navigate the unique challenges of COVID-19. When you need social distancing identification for your business, from safety signs and floor marking, we're here for you.

Check out our safety products for COVID-19, including signs and floor tape with social distancing and other virus-related messaging, including:

Floor marking tape – including our popular **ToughStripe® Floor Marking Tape**, which is extremely durable and can withstand high foot traffic. Learn more at [BradyID.com/COVID19](https://bradyid.com/COVID19)

Social distancing floor signs

Social distancing signs

Hand washing signs

Custom safety signs

Security and admittance signs

Visit [BradyID.com/COVID19](https://bradyid.com/COVID19) for more products and updates.

## Not sure what you need?

Get your [personalized social distancing identification plan](#).

Schedule your **free audit** with a safety expert to get a personalized plan for your facilities. Email [bradyusa@bradycorp.com](mailto:bradyusa@bradycorp.com).