

Social Distancing Marketing Plan Proposal

June 5, 2020



**Orange County
Public Schools**

Situational Analysis

The Public Relations department has been tasked with developing marketing collateral and signage informing employees and guests of social distancing standards.

The following slides are our recommendations to enhance health and safety at an OCPS work location.



Building Signage *(Exterior)*

VISITOR GUIDELINES



Please do not enter if you:

- Have chills, sore throat, cough or shortness of breath
- Currently feel ill
- Have known exposure to COVID-19

**ATTENTION OCPS
EMPLOYEES AND GUESTS**



We are committed to protecting the health and safety of our community, guests and employees. In adherence to the CDC social distancing guidelines, we have enhanced our sanitizing procedures and increased the frequency.

Please DO NOT enter if you are sick.



**FACE MASKS ARE
HIGHLY
ENCOURAGED**

**WHEN SIX FEET OF
SOCIAL DISTANCING IS
NOT POSSIBLE**



Check-In Signage

*(District Information, Human Resources,
Retirement Services, Finger Printing,
Badge and FMLA offices)*

VISITOR GUIDELINES



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Public Schools

**We're committed to the well-being
of our guests and our employees.**

To serve as window cling on offices that have employee shields.



Directional Signage





To help maintain a 6-foot distance, our walkways/ corridors are one-way.

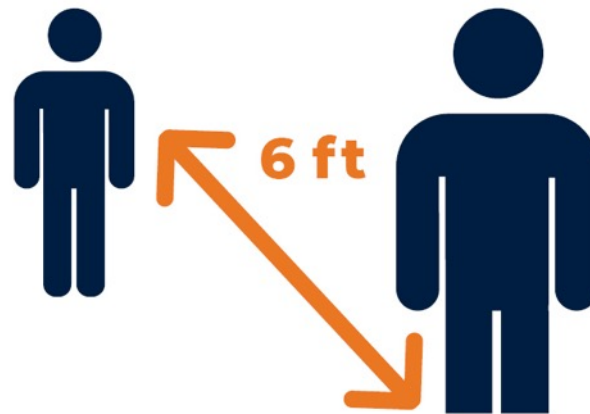


Please follow the signs located on the floor.



Elevator Signage

ELEVATOR GUIDELINES



**No more than two people in the elevator.
If you are physically able, please take the stairs.**



**ELEVATOR RESERVED
FOR FLOORS 2-4**



**ELEVATOR RESERVED
FOR FLOORS 5-6**



**ELEVATOR RESERVED
FOR FLOORS 7-9**



Stairwell Signage

*To be placed outside garage and building staircase landings



**TO HELP MAINTAIN
A 6-FOOT DISTANCE,
THIS STAIRWELL IS
ONE WAY.**

(EXCEPT DURING AN EMERGENCY)



*To be placed outside garage and building staircase landings



**TO HELP MAINTAIN
A 6-FOOT DISTANCE,
THIS STAIRWELL IS
ONE WAY.**

(EXCEPT DURING AN EMERGENCY)





Floor Graphics/Clings



*To be placed on the floor outside offices that require check-in for services (*i.e. District Information, Human Resources, etc.*)



*To be placed on the floor in the lobby, garage, Half Moon Café ordering/checkout stations, and as guests enter/exit the building



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*To be placed on the floor of
floors 2-9 for directional purposes



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floors 2-9 for directional purposes





Meeting Space Signage



Will be updated to be more specific for each conference room



No more than ____ people in this conference room.



Mask highly recommended if social distancing is not possible. Thank you.



To support CDC social distancing guidelines, this room is not available for use.



Thank you



Cubicle Signage

*To be placed on the floor of
outside of cubicle

**PLEASE KEEP A
SAFE DISTANCE**



Common Area Signage

*To be placed on the floor of
outside of cubicle



PLEASE REMEMBER TO

**SANITIZE OR
WASH YOUR
HANDS**

**FOR THE SAFETY OF
YOURSELF AND OTHERS**



Breakroom/Cafeteria Signage

Variations will be created to reflect different capacities for each room

NOTICE



No more than **two** people in the breakroom at a time

*to be used on cafeteria and
breakroom tables

Thank you

**To support CDC social
distancing guidelines, this
table is not available for use.**

**To support CDC social
distancing guidelines, this
table is not available for use.**

Thank you

*to be used on cafeteria and
breakroom tables

Thank you

Only ___ per table.

Only ___ per table.

Thank you

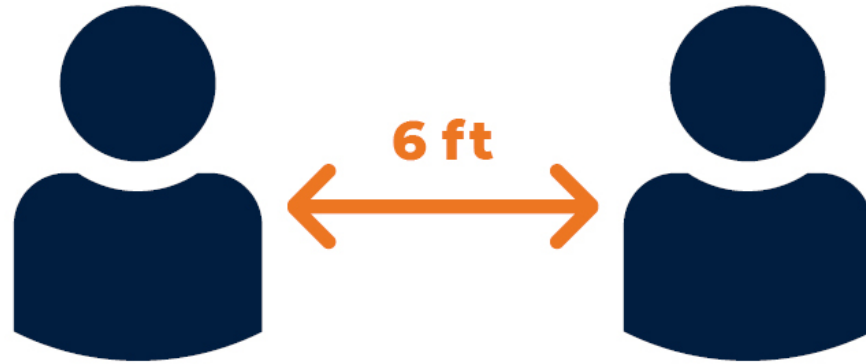




Restroom Signage

*to be used outside bathroom
door

NOTICE



No more than **two** people in
the restroom at a time

*to be used outside bathroom
door

NOTICE



No more than **three** people
in the restroom at a time

*to be used outside bathroom
stall to limit capacity

NOTICE

**RESTROOM
TEMPORARILY
CLOSED**

**for your health and
well-being**



Equipment Signage

**PLEASE
WIPE DOWN
EQUIPMENT
AFTER USE**





Other Materials to Keep Employees Safe