

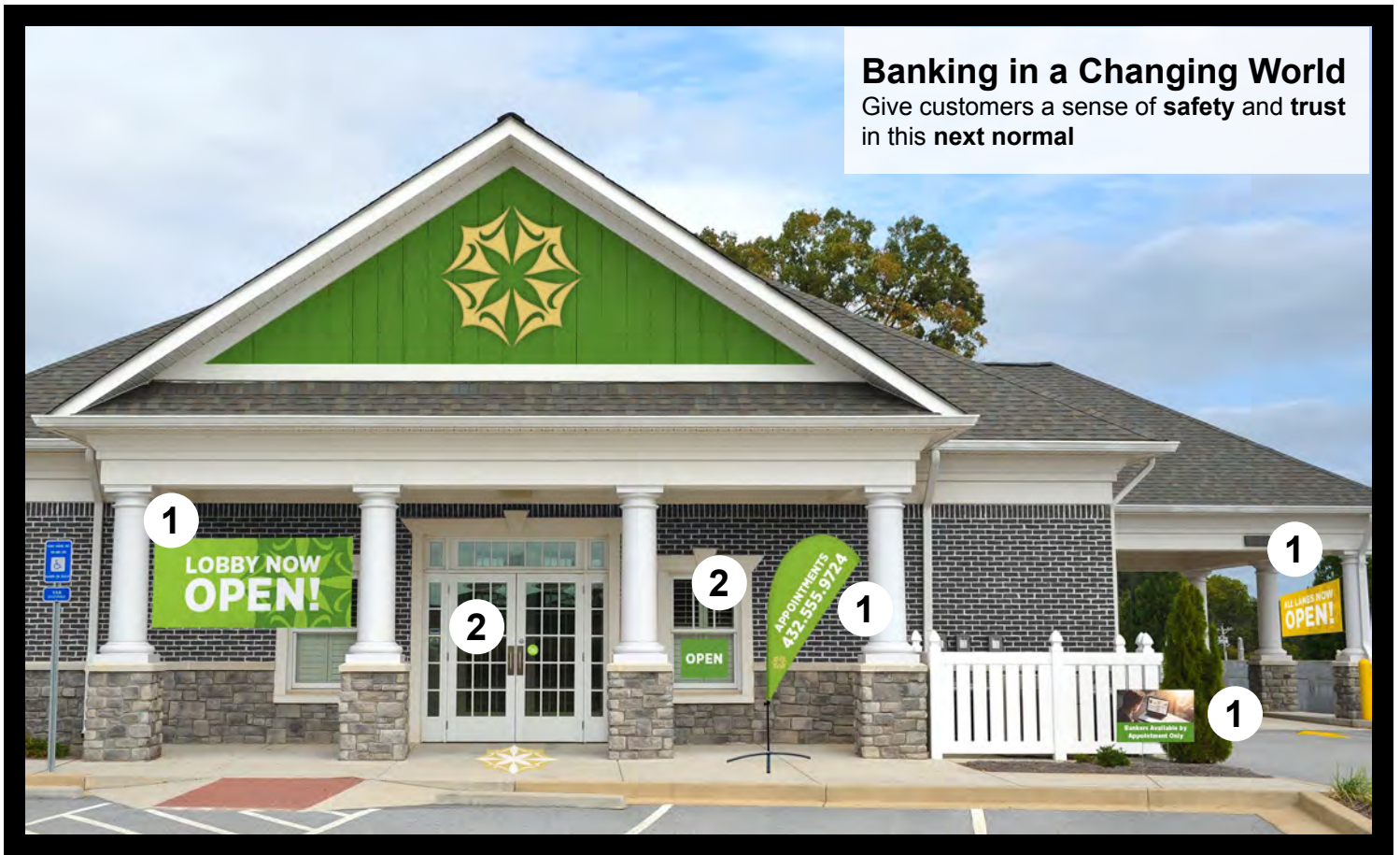


# BACK TO THE BUSINESS OF BANKING

Banking Comeback Solutions for the **Next Normal**

## Banking in a Changing World

Give customers a sense of **safety** and **trust** in this **next normal**



### 1 | OUTDOOR SIGNAGE

Communicate messages effectively to customers. Advertise special financing options, lobby policies and new hours of operation.

- Durable outdoor banners advertise interest rates and special offers
- Use a sail sign to add excitement and draw attention
- Place yard signs in neighborhoods to announce sponsored community fundraising efforts

### 2 | WINDOW DECALS

Make customers aware of new safety protocols and updated hours before they enter the building.

- Add updated lobby hours to the entry door
- Inform customers of updated safety and security policies. "For security reasons, face masks are not allowed in the lobby"
- Use large-scale window decals: "Lobby Now Open"

### 3 | COMMUNICATIONS

Use visually appealing and informative pieces to educate existing members and attract new ones.

- Postcard mailings used to announce special services and programs for all ages
- Door hangers can be placed on community homes to inform of home equity loans or refinancing rates

## DRIVE-THROUGH

### DRIVE-THROUGH LANES



- Adhere full-color signs to lane equipment with drive-through and lobby hours
- Add labels to bank canisters, "Sanitized after each use"

### LANE ALERTS



- A-frame signs signify open/closed lanes
- Use ground stencils on rough surfaces to paint directional arrows

### SPECIAL MESSAGING



- Tuck a note card in a member's envelope; "It's a privilege to serve you"
- Include a rack card with interest rates or small business financing options



**Lobby Necessities** Ensure a **safe and friendly** space as members move into the **next normal** with you

**4 | ACRYLIC PARTITIONS**  
 Made of clear material that can be disinfected regularly. Standard slot foot or bent bottoms as well as custom sizes are available with an access space integrated in the design.

- Use at counters and desks for added safety during customer interactions
- Add a decal with teller name or “We sanitize between customers”

**5 | FLOOR DECALS**  
 Functional and durable full-color floor decals stand up to cleaning and are easily removable.

- Use arrows to direct traffic flow
- Add queue spacing markers for those waiting in line
- An inspirational message placed inside the door is a wonderful welcome.

**6 | WRITING INSTRUMENTS**  
 Give away branded writing instruments to avoid contamination after use.

- Keep economical pens with your logo at the counter
- Stylus pens are a special gift with a new account or loan finalization

**7 | BROCHURES & RACK CARDS**  
 Convey change of policies or special offers on full-color brochures or rack cards.

- Use rack cards to announce special rates and offers
- Brochures are a great way to list all bank and satellite locations

## SHARED SPACES

### CONFERENCE ROOMS



- Use table tents to indicate the room has been sanitized.
- Add decals to chairs to promote safe distancing or doors to indicate occupancy limits

### OFFICE SPACE



- Banner stands are an economical, portable way to convey important messages and offers
- Presentation folders hold loan paperwork or employee policies
- Use engraved nameplates that are washable and hold up to disinfectants

### WAITING AREA



- Add a wall poster honoring Essential Workers
- Add hand washing reminder wall decals to restrooms
- Provide sticker sheets to keep children entertained

# BACK TO THE BUSINESS OF BANKING

## Product Listing

### Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Wall, Door & Chair Decals	Opaque and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Window Decals	Translucent and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Posters	Full Color, Vertical or Horizontal, Multiple Sizes <i>*Available in disinfectant safe White Synthetic stock</i>	12" x 18" to 19" x 27"	5 - 5,000+
Banners	Durable and Mesh, Full Color	24" x 48"	1 - 1,500+
A-frame	Replaceable Graphics Available	28" x 22"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Banner Stands	Replaceable Graphics, Mobile Units	33" or 48" Height	1 - 250+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000

### Small-Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Writing Instruments	Resume Stylus Pen	4 colors available	150 - 10,000
Postcards	Full or Spot Color, Multiple Stocks Available	5 sizes up to 6" x 11"	25 - 10,000
Note Cards	Full or Spot Color, Multiple Stocks Available	4 sizes	25 - 5,000
Brochures	Full Color, Multiple Fold Styles	8 1/2" x 11" open	50 - 1,000+
Rack Cards & Door Hangers	Full Color, Double or Single Sided, Variable Text Options <i>*Available in disinfectant safe white synthetic stock</i>	3 1/2" x 8 1/2"	50 - 1,000+
Loan Paperwork & Employee Folders	24-hour Production Time, 1-2 Pockets, Four-Color, 1-2 Color, Foil, and Embossing Options	Standard or Legal	50 - 5,000+
Labels, 24-Hour FasTurn	Full Color, One Color, Foil, Indoor, Outdoor	1/2" x 1" to 5" x 7"	250 - 10,000+
Sticker Sheets	Freeform Laser-Cut Shapes, Backside Printing Available	Vary by product	Quantities starting at 100 sheets
Chair Decals	Opaque and Repositionable, Full Color, Easy Application and Removal	8.5" x 11" and 24" x 36"	1 - 1,000+
Table Tents	Digital Full Color or Engraved	6" x 4"	1 - 1,000

### Specialty Products

Product	Description	Popular Sizes	Typical Quantities
Acrylic Partitions	Bent Foot or Slot Foot	30" x 36"	3 - 50+
Ground Stencils	Plastic Stencils, Templates Available or Custom Designs	26" x 19"	1 - 200