



RE-OPENING

ON-MALL SIGNAGE ACTIVATION GUIDE

WELCOME
BACK
FRIEND

We missed you.



Personal Mask Required



Social Distancing



Hand Sanitizing Station

ARROWHEAD
TOWNE CENTER

This document is to provide our overall creative guidelines around the various messages each center will be placing on-mall. They were built to comply with CDC guidelines and allow for flexibility with the varying government ordinances and other stipulations that a center may be required to demonstrate.

Our messages include welcome back, shopping center procedures, shopper health tips, along with a toolkit of templates for amenity closures, traffic flow, social distancing and other messages as needed. If you need assistance crafting a custom message, please reach out to corporate marketing.

All signage will be provided in a variety of sizes and working files will be available so that centers are able to print and produce locally (in office for an urgent sign) or with a local print vendor – as well as customizing content as needed. CPS and Panzano will also have all files and will be ready to take in any orders as they come. Of course it is always recommended to work with our preferred vendors, but the most important goal is for the centers to minimize costs and get signage up as efficiently and timely per center opening dates.



WELCOME BACK FRIEND

We missed you.



Personal Mask Required



Social Distancing



Hand Sanitizing Stations

ARROWHEAD
TOWNE CENTER

Standee Front Side

WE LOVED SEEING YOU TODAY

Thank you for shopping
and we hope you will
visit again soon.

ARROWHEAD
TOWNE CENTER

Standee Back Side



Thank You Signage



Shopping Center Procedures



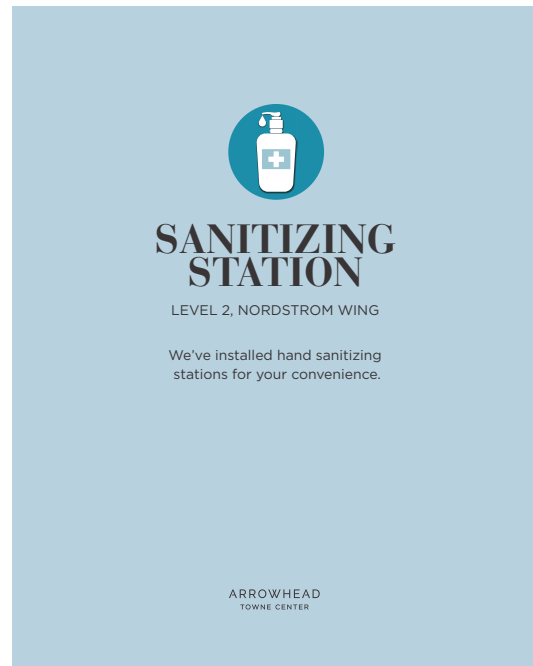
Shopper Health Tips



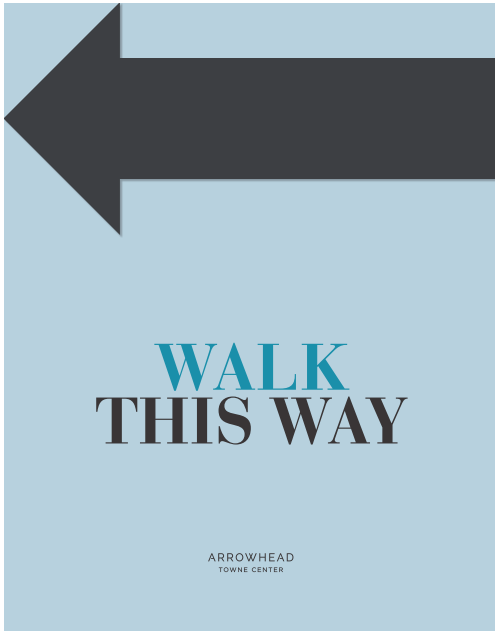
Bathroom Cling



Social Distancing Template



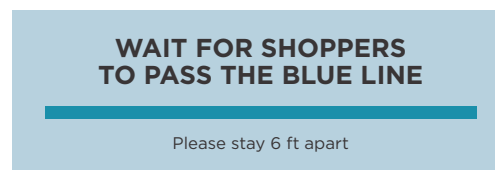
Sanitizing Station Template



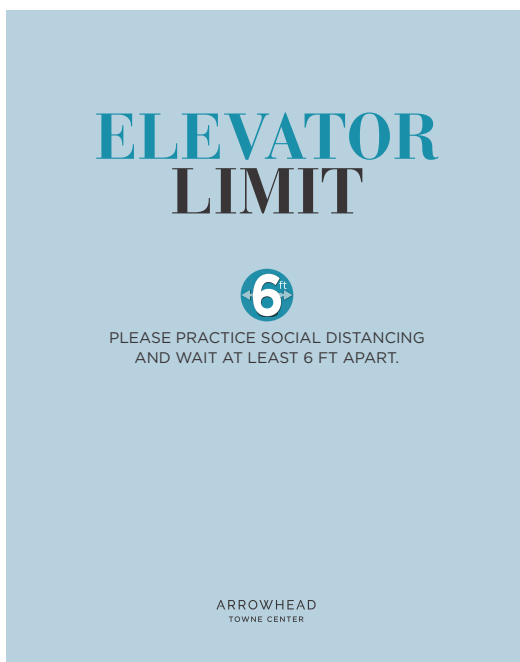
Directional Signage



Floor Cling Directional Signage



Escalator



Elevator



Closed Amenity Template



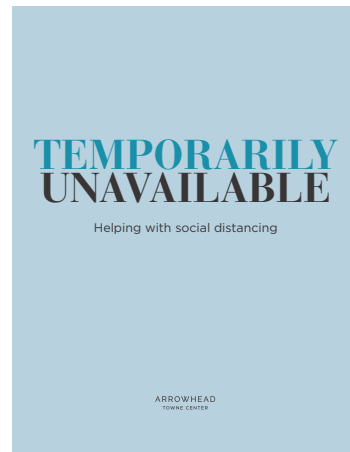
Food Court Poster



Food Court Template



Food Court Floor Cling



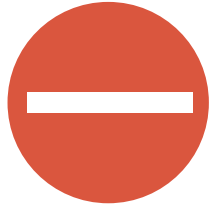
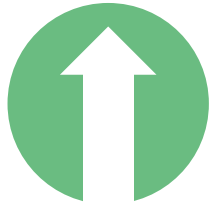
Water Fountains, Benches, Etc.



Entrance Open



Entrance Closed

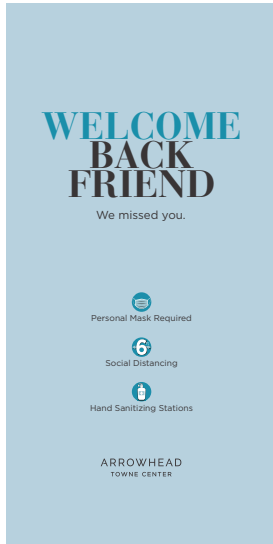


Door Cling Entrance and Exit

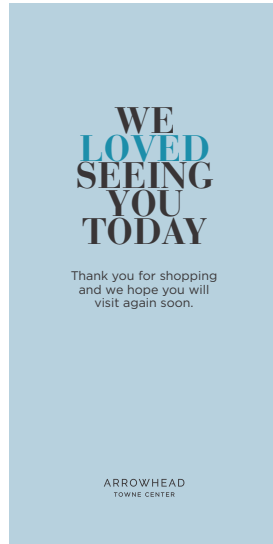


Curbside Pickup

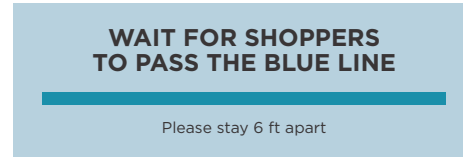




STANDEE: FRONT SIDE



STANDEE: BACK SIDE



ESCALATOR



THANK YOU SIGNAGE



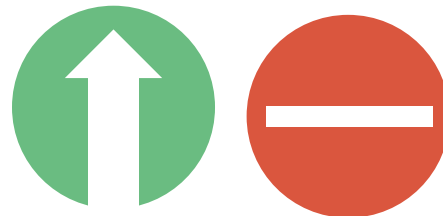
FOOD COURT FLOOR CLING



FLOOR CLING DIRECTIONAL SIGNAGE



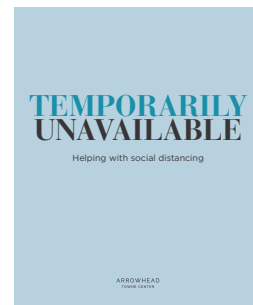
DIRECTIONAL SIGNAGE



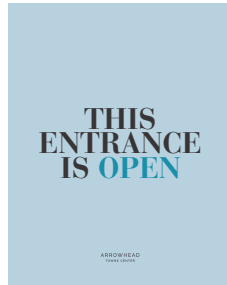
DOOR CLING ENTRANCE, DOOR CLING EXIT



CURBSIDE PICKUP



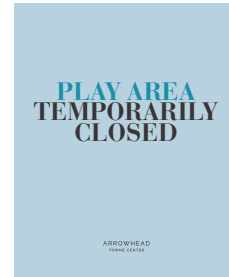
BATHROOM STALLS,
WATER FOUNTAINS,
BENCHES, ETC.



ENTRANCE OPEN



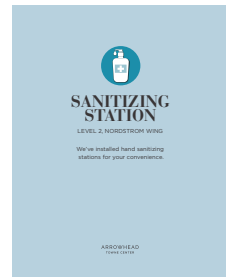
ENTRANCE CLOSED



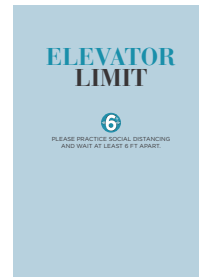
CLOSED AMENITY



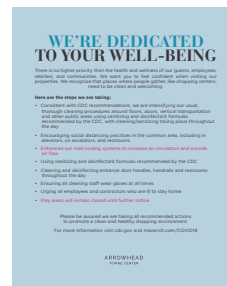
SOCIAL DISTANCING



SANITIZING STATION



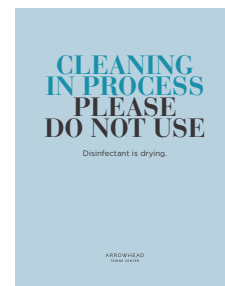
ELEVATOR



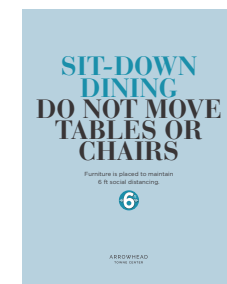
SHOPPING CENTER PROCEDURES



SHOPPER TIPS



FOOD COURT



FOOD COURT



FOOD COURT