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.
We missed you.

WELCOME BACK FRIEND

We missed you.

Personal Mask Required

Social Distancing

Hand Sanitizing Stations

ARROWHEAD TOWNE CENTER

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

WE LOVED SEEING YOU TODAY

ARROWHEAD TOWNE CENTER

Standee Front Side

Standee Back Side
Thank You Signage

Shopping Center Procedures

Shopper Health Tips

WE'RE DEDICATED TO YOUR WELL-BEING

There is no higher priority than the health and wellness of our guests, employees, retailers, and communities. We want you to feel confident when visiting our properties. We recognize that places where people gather, like shopping centers, need to be clean and welcoming.

Here are the steps we are taking:

• Consistency with CDC recommendations, we are discontinue our visual, soothing cleaning procedures around books, stores, vertical transportation and entrances.
• Ensuring all cleaning staff wear gloves at all times.
• Cleaning and disinfecting entrance door handles, handrails and restrooms.
• Using sanitizing and disinfectant formulas recommended by the CDC.
• Enhanced our mall cooling systems to increase air circulation.
• Consistent with CDC recommendations, we are intensifying our usual, thorough cleaning procedures around floors, doors, vertical transportation, elevators, on escalators, and restrooms throughout the day.

• Encouraging social distancing practices in the common area, including in elevators, restrooms and restrooms.

• Enhancing our in-store air systems to improve air circulation and outside air flow.
• Cleaning and disinfecting elevator doors, handrails and restrooms throughout the day.
• Encouraging all cleaning staff wear gloves at all times.
• Urging all employees and contractors who are ill to stay home.

Here are some actions everyone can take to promote a clean and healthy shopping environment:

• Do not shake hands or engage in any unnecessary physical contact.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Encouraging social distancing practices in the common area, including in elevators, restrooms and restrooms.

All of us have a role to play in ensuring a healthy environment. We encourage everyone to follow the CDC’s advice for preventative behaviors including:

• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Do not shake hands or engage in any unnecessary physical contact.
• If a store looks busy, please return at a later time to avoid crowding.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.
• Wear your hands for 20 seconds with soap and warm water.
• If you are feeling sick, have a cough, fever, or among other things, shortness of breath, please do not enter the premises, limit contact with others and seek appropriate medical care.
• If a store looks busy, please return at a later time to avoid crowding.
• Please practice social distancing, remaining at least six feet apart from other shoppers.

For more information visit cdc.gov and macerich.com/COVID19
20 SECONDS IS ALL IT TAKES
Wash your hands thoroughly with soap & water.

Bathroom Cling

6 FEET
72 INCHES
2 YARDS
1 FATHOM
However you measure it, a little space between you and your neighbor can be a good thing.

Social Distancing Template

SANITIZING STATION
LEVEL 2, NORDSTROM WING
We’ve installed hand sanitizing stations for your convenience.

Sanitizing Station Template
Directional Signage

Floor Cling Directional Signage
WAIT FOR SHOPPERS TO PASS THE BLUE LINE
Please stay 6 ft apart.

Escalator

ELEVATOR LIMIT

PLEASE PRACTICE SOCIAL DISTANCING AND WAIT AT LEAST 6 FT APART.

Elevator
At this time, sit-down dining is unavailable.
Thank you for understanding our heightened focus on health and wellness at this time.

Furniture is placed to maintain 6 ft social distancing.

Food Court Poster

Food Court Template
We missed you.

WELCOME BACK FRIEND

Personal Mask Required
Social Distancing

Hand Sanitizing Stations

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

For more information visit cdc.gov and macerich.com/COVID19

Please stay 6 ft apart

WALK THIS WAY

Thank you for understanding our heightened focus on health and wellness at this time.

At this time, sit-down dining is unavailable.

DO NOT MOVE

Please return at a later time to avoid crowding.

Face masks suggested / Face mask required

Please practice social distancing, remaining at least six feet apart from other shoppers.

Try to stay in good general health – by getting plenty of sleep and physical activity, managing stress, drinking lots of fluids, and eating nutritious foods. If you feel unwell, stay home and limit contact with others, and contact your doctor.

Cover your nose and mouth with a tissue when you cough or sneeze, then throw the tissue in the trash after you use it.

Wash your hands for 20 seconds with soap and warm water, or use an alcohol-based sanitizing gel, especially after you cough or sneeze.

Do not shake hands or engage in any unnecessary physical contact.

Avoid touching your eyes, nose, or mouth.

Please be assured we are taking all recommended actions to promote a clean and healthy shopping environment.

Here are the steps we are taking:

- Ensuring all cleaning staff wear gloves at all times
- Cleaning and disinfecting entrance door handles, handrails and restrooms
- Using sanitizing and disinfectant formulas recommended by the CDC
- Enhanced our mall cooling systems to increase air circulation and outside air flow
- Helping with social distancing
- Furniture is placed to maintain 6 ft social distancing.
- Water fountains, bathroom stalls, benches, etc. temporarily unavailable

Thank you for your patience and understanding.

WE CAN DO THIS

WE'RE DEDICATED

ALL OF US HAVE A ROLE TO PLAY

TOGETHER

WELOVEDSEEINGYOUTODAY

FLOOR CLING DIRECTIONAL SIGNAGE

WAIT FOR SHOPPERS TO PASS THE BLUE LINE

Please stay 6 ft apart

ESCALATOR

THANK YOU SIGNAGE

STANDEE: FRONT SIDE

STANDEE: BACK SIDE

FOOD COURT FLOOR CLING

DIRECTIONAL SIGNAGE

DOOR CLING ENTRANCE, DOOR CLING EXIT

CURBSIDE PICKUP

BATHROOM STALLS, WATER FOUNTAINS, BENCHES, ETC.