



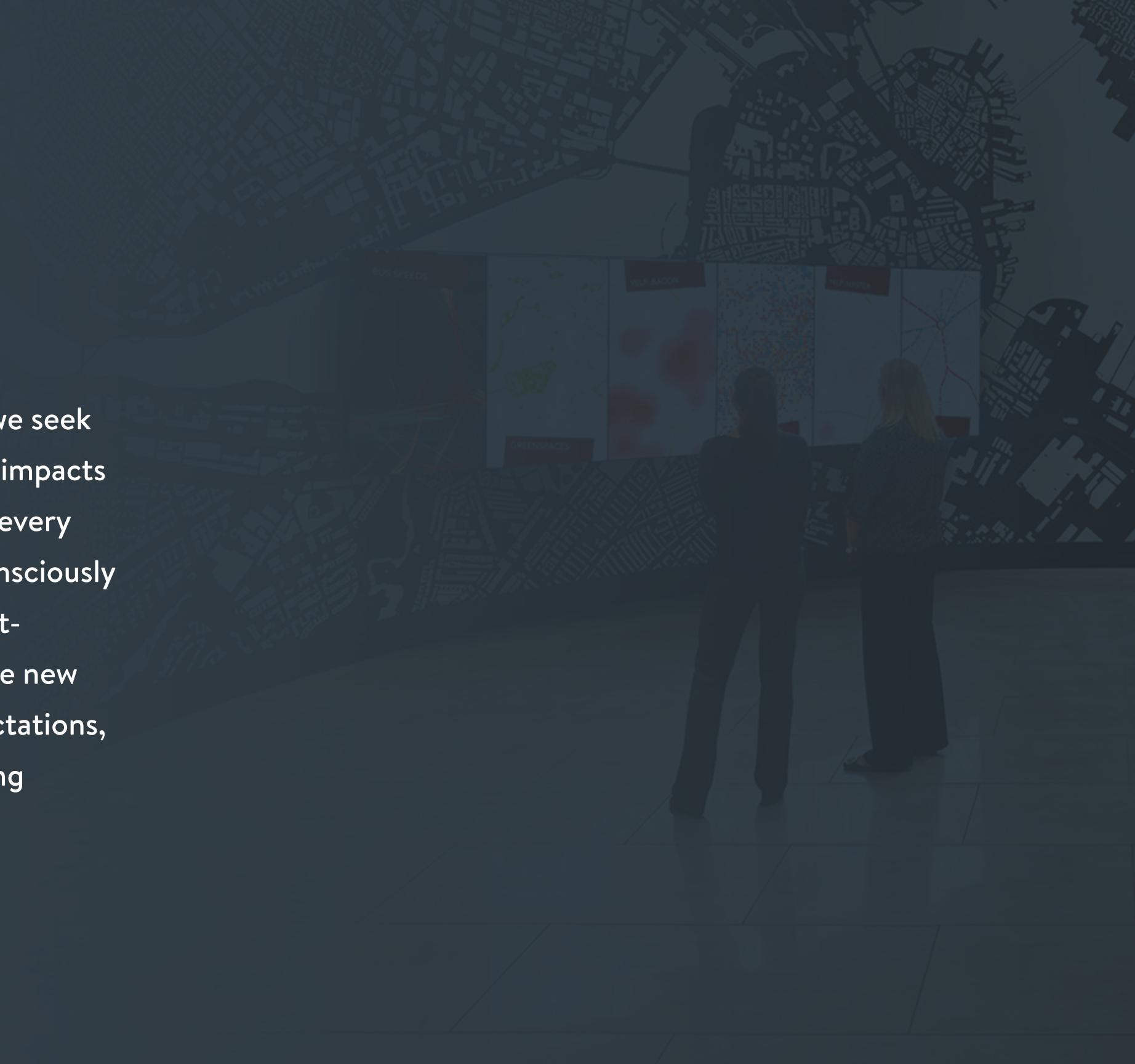
NELSON

GRAPHIC DESIGN AFTER COVID-19:

*Leveraging graphics  
to create engaging  
experiences*

# **GRAPHIC DESIGN IN A POST-COVID-19 WORLD:**

As the world continues to adapt and change, we seek to understand what some of the more unseen impacts might be. Graphic design is incorporated into every aspect of our lives in ways we aren't always consciously aware of. It will influence our environments post-pandemic by focusing on ways to communicate new rules and processes, providing clarity on expectations, establishing a sense of community, and creating continuity for the future.



INSIGHT  
**#1**

## COMMUNICATE

As we reenter the real world on a larger scale, we'll need design to help enforce rules and ensure the safety of all, but also to provide comfort and reassurance.



*“Graphic communications for COVID-19 will need to adopt a simplified and less complicated set of icons and color coding, similar to construction, highway, and medical signage.”* —Adrienne Korczynski, NELSON Worldwide

### EGD IN ACTION

- Educate through graphics to ease anxiety and confusion, creating a more seamless and less cognitively strenuous experience – create clear delineation of where to actually wait, people spots like the parking spots for drive-thrus.
- Communicate expectations to reassure people, offering a sense of preparedness and consistency to avoid stress - from offices communicating available desks, to retailers explaining curbside pickup or BOPIS expectations.
- Embed graphics that outline rules, such as floor decals to mark spacing in lines, while waiting for elevators, around desks, markers on the floor to indicate directions/pathways, six feet distance visuals, reminders of ask requirements, etc.
- Use easily digestible graphics outlining rules and regulations of individual businesses.
- Highlight positive messaging that emphasizes a brand's accountability (e.g. cleaning time stamps or list of measures taken to combat germs).

### KEY CONSIDERATIONS

- Have you considered the holistic journey to provide the right communication along the entire path?
- Can you find new ways to communicate processes without an overwhelming wall of information?
- Are there moments to add some reassurances?
- How will you help provide information seamlessly to people?



INSIGHT

#2

## CLARITY

As we move beyond the immediate need for clear and obvious communication, there will remain an ingrained need for some gentle reminders, but also a new opportunity for brands to reinvest in themselves to align with shifts in values.

*“People will be looking for brands that retain a sense of humanity. An undercurrent of unease is likely to remain, so brands will need to utilize their own tone of voice to reassure without feeling too sterile.”*

—Kelsey Chessey, NELSON Worldwide

### EGD IN ACTION

- Find new ways to extend market presence - branded opportunities for hand sanitizer, more ownable and playful masks, and customized protective gloves.
- Provide reassurance through brand tone of voice - lighthearted, fun messaging and visual reassurance as opposed to just “we are following guidelines.”
- Reinvest in employer brand, examining how values can come to life behind the scenes for employees before translating that to a consumer-facing experience.
- Use adaptable and forward-thinking designs that can flex to meet the needs of the current environment, as the situation continues to evolve over the coming months and years design can be utilized in a way that is easily reactionary, yet accurate.

### KEY CONSIDERATIONS

- Have you considered new ways to extend your brand’s visuals?
- How can you bring a sense of humanity to the messaging in your space?
- Is your communication reflective of your brand’s tone of voice and personality?
- Can you build some flexibility into your display systems?



INSIGHT

#3

## COMMUNITY

As our behaviors shift, graphic design will adapt to find new ways to drive connections between people, helping build community and camaraderie across spaces and organizations.

*“Neighborhoods and districts will look for ways to demonstrate their resilience, especially for newly vacant spaces or small businesses that have shifted operating hours.*

—Rob Depp, NELSON Worldwide

### EGD IN ACTION

- Communicate options so people feel empowered to make their own choices. From identifying payment lanes to demarking zones and entrances for high-risk shoppers, graphics will help people along their own paths.
- Instill a sense of community between friends, family, and co-workers who are on different adventures. Workspaces with shifted schedules will implement ongoing forms of fun and communication between teams, such as branded walls with memo pads and turn-taking games like Pictionary or Scrabble.
- Create a sense of delight within the darkness and utilize roll-down security screens, shop windows, and other surfaces to incorporate designs and encouraging messages from local artists.
- Leverage interior design and graphics to build out spaces that are more conducive to video conferences, beyond the individual desk, as the option between in-office and home-office work continues to be available.

### KEY CONSIDERATIONS

- Are you communicating the options to ensure people feel empowered to make the choices they're most comfortable with?
- How are you encouraging multi-format collaboration among teams?
- Can you embed graphics within your communities to build on the sense of camaraderie and togetherness?



#### INSIGHT

#4

## CONTINUITY

As we travel up the hierarchy of needs, people will seek to move beyond constant reminders of the pandemic. Brands will shift to subtle design moments and reminders, flowing through space so the crisis feels more like a shadow than a shout.

65%

of consumers would feel more comfortable if businesses posted signage encouraging social distancing. (Morning Consult)

## EGD IN ACTION

- Lead with the experience. Companies will adopt less obvious floor decals and wall graphics that outline patterns of circulation in an instinctual, integrated way, incorporating six feet circles and directionality without disrupting the ambiance.
- Expand branded opportunities beyond some of the expected mediums, with sealed products and customized cleaning kits lingering as reassurances of cleanliness and safety.
- Incorporate accountability in environmental displays, showcasing color-coded reminders of occupancy counts, risk-levels, time elapsed since cleaning, and other key data points in a well-designed format that feels reassuring rather than dystopian.
- Use iconography to communicate new processes and technologies, such as sensor activated lights, or self-cleaning surfaces, need to be communicated quickly without overwhelming the space.

## KEY CONSIDERATIONS

- Have you considered how to adapt your experience to resonate with future consumers?
- How will reliance on mobile technology change your communications?
- Are you finding ways to hold yourself accountable and demonstrate that accountability to others?



# *Let's talk.*

Looking for custom ideas to make your brand experience more engaging? Schedule time with your NELSON team of experts to discuss how to leverage environmental graphic design during and after COVID-19.

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