

Welcome to

WELL

printing specification guide



Welcome poster and ten concept posters - 11" x 17"

Ready to get started with the office signage included in this Welcome to WELL toolkit? This guide will support you in preparing these pieces for display in your space. Whether you're able to print these pieces in-house at your office, or whether you work with a third-party printer, this guide should give you all the parameters you need to get your WELL signage campaign up and running.

We encourage the use of these tools to help you promote and educate about your WELL Certified or WELL rated space, and IWBI permits the use of these materials solely for these purposes in accordance with this Print Guide. Any questions on proper use of IWBI's materials and resources should be directed to marketing@wellcertified.com

RECEPTION

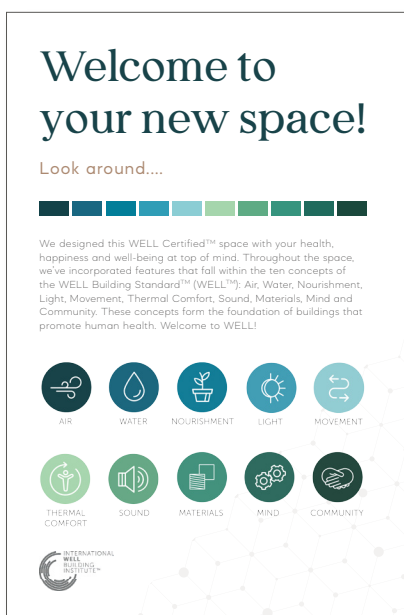


INTRO

Size: 20"W x 30" H

CONCEPT-FOCUS

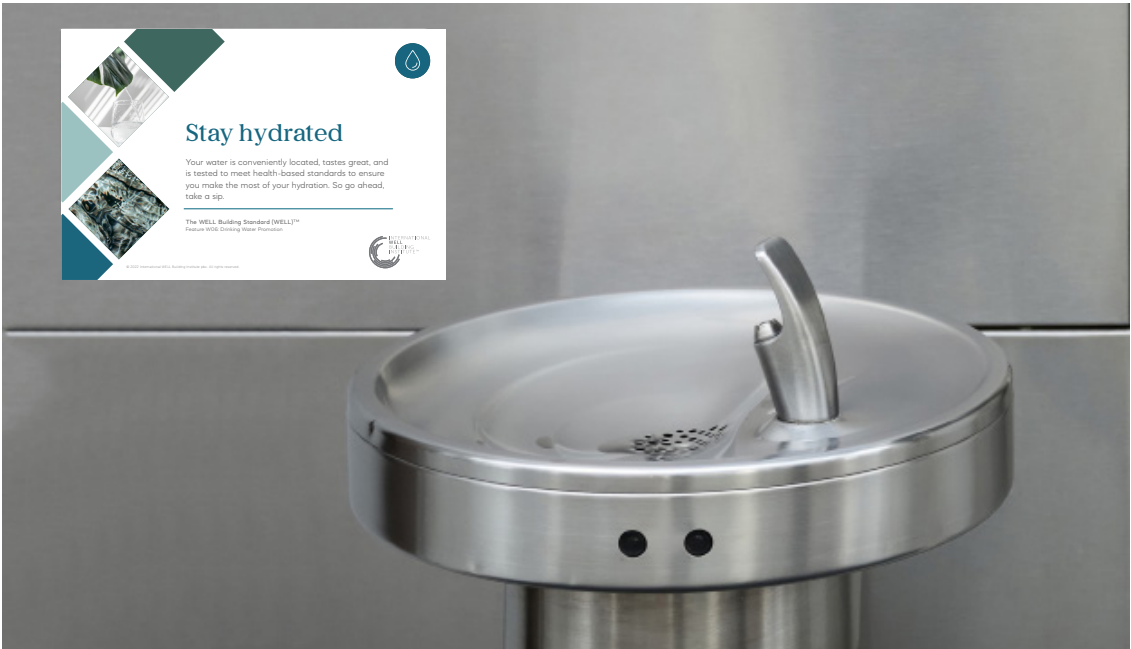
Size: 11"W x 17" H



Ten concept signage - 4” x 6”

STRATEGY

These smaller signs oriented around the ten concepts are designed to identify specific WELL features. Place them around design elements to create an education moment for visitors and staff in your space.



SIZE 2 4” x 6”



Signage - Print Specifications

TEMPORARY SIGNAGE

PRINT SPECS

- Print and mount on foam board
- 0.25" (+) thickness

DISPLAY OPTIONS:

- Used with standing easel
- Adhered to the wall with double-sided tape or Velcro®

PERMANENT SIGNAGE

PRINT SPECS

- Reverse printing on acrylic - the image is printed on the backside of the acrylic material to preserve its smooth glassy texture on the front
- Acrylic face mounting on acrylic - print graphics and adhere to the backside of the acrylic material to preserve its smooth glassy texture on the front
- 0.25" (+) Thickness

DISPLAY OPTIONS:

- Used with standing easel
- Installed to the wall with brushed silver floating wall, stand-off mounts
- Small Signage can be adhered to the wall with double-sided tape.

Welcome Flyer

The welcome flyer is a takeaway for staff and visitors that celebrates your WELL achievements and process.



Did you know...

The average American spends about 90% of their day inside?

Think about your average day. Have you ever considered the impact that your time indoors has on your health? Many people have not.

We believe that an optimized space can improve the health of our entire community. That's why we're thrilled to be implementing people first strategies in this space. By applying the principles of WELL™, we will be incorporating features throughout this space aimed at improving your personal health, happiness and well-being.

Emergency preparedness, advanced air purification, stakeholder engagement, and water quality management are just a few features that we have implemented. Learn more about the medical and building science that is informing the design requirements for your new space by visiting wellcertified.com. Keep your eyes out for information coming soon about how you can get the greatest benefit out of your new space.



© 2022 International WELL Building Institute pbc. All rights reserved.



DOUBLE SIDED

- Stock: Recycled post consumer paper stock
- Size: 7" W x 5" H
- Finishing: Full Color, printed with vegetable or soy inks.