

**PLAY  
SAFE**

**Prepping Singapore's playgrounds for a post Covid-19 future**

**#PLAYSAFESG**

### **Children love to run around and play!**

Staying at home during the Circuit-Breaker period due to the COVID-19 outbreak can be very draining, both for children and adults. Being outdoors is especially important for children to be able to play together, have fun and explore.

We developed a set of graphics and posters that can be applied at public playgrounds and parks, or circulated at schools. As play areas open up again in the near future, it is important that messaging promotes safety and good hygiene in a light-hearted way. We drew inspiration from children cartoons and sought to apply it to our Singaporean context. The design approach is meant to appeal to both boys and girls.

The artwork can work standalone or as part of broader campaigns promoting recreational activities at public areas, namely at beaches, parks or HDB playgrounds.



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## Applied Floorgraphic Visualisation

Fun, educational graphics adhered at playgrounds, with simple reminders about safety measures and good hygiene.

*Note: This photo was taken before the COVID-19 Circuit Breaker period was enacted.*

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Applied  
Floorgraphic  
Artwork

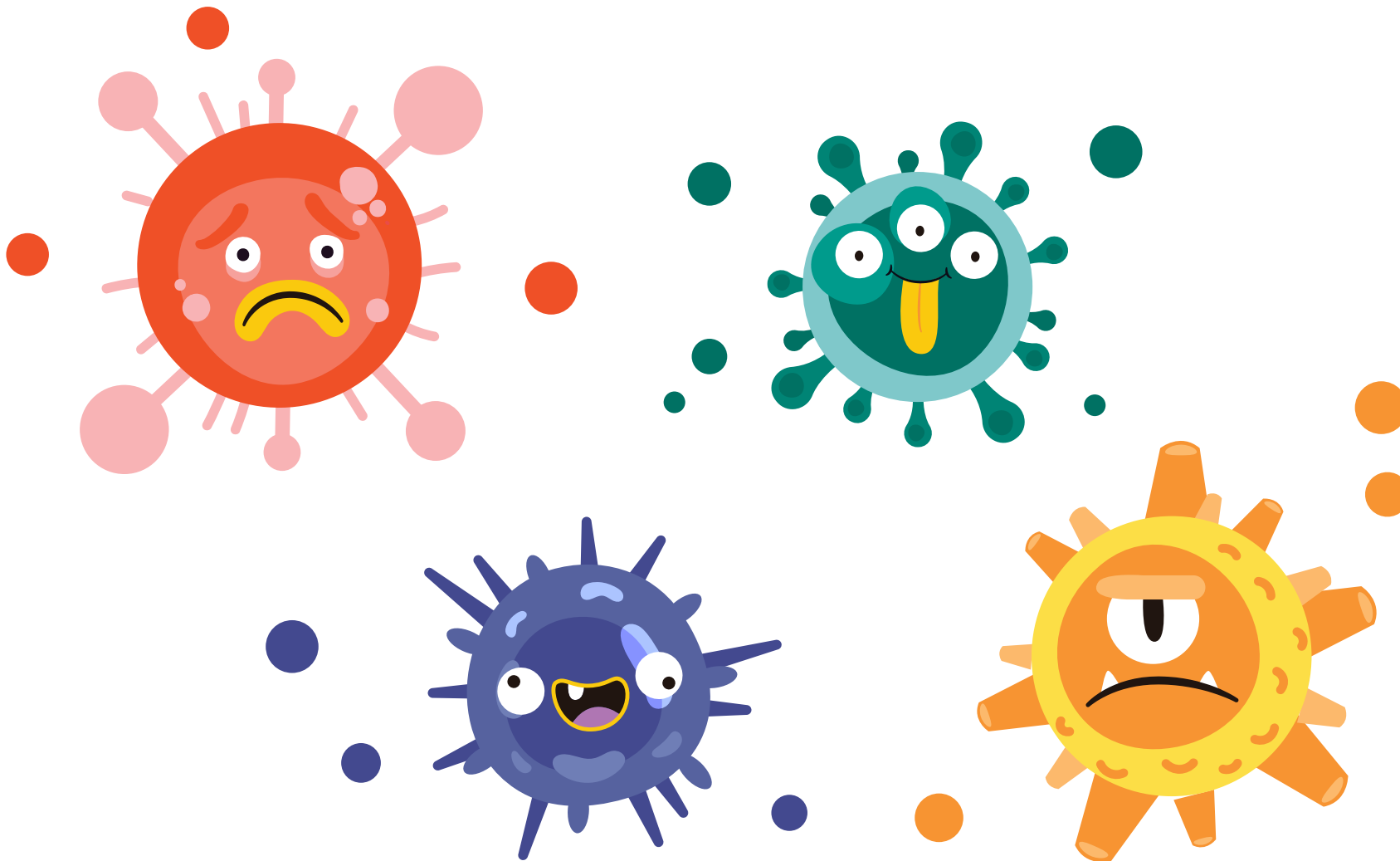


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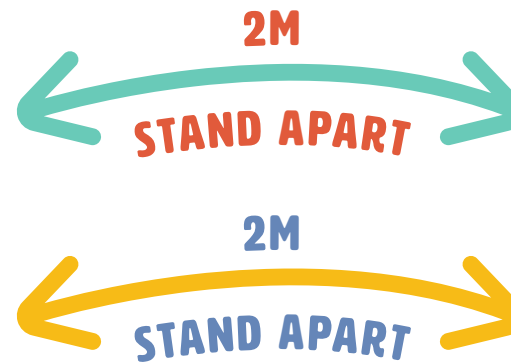
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## Character Illustrations

Virus characters can be animated with facts on social media. It is important not to make them appear scary, so that children are receptive to the messages being shared.



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## Instructional Artwork

Elements from the large graphic can be used as standalone stickers, badges or animated to use on social media.

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## Badge Visualisation



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Sticker  
Visualisation





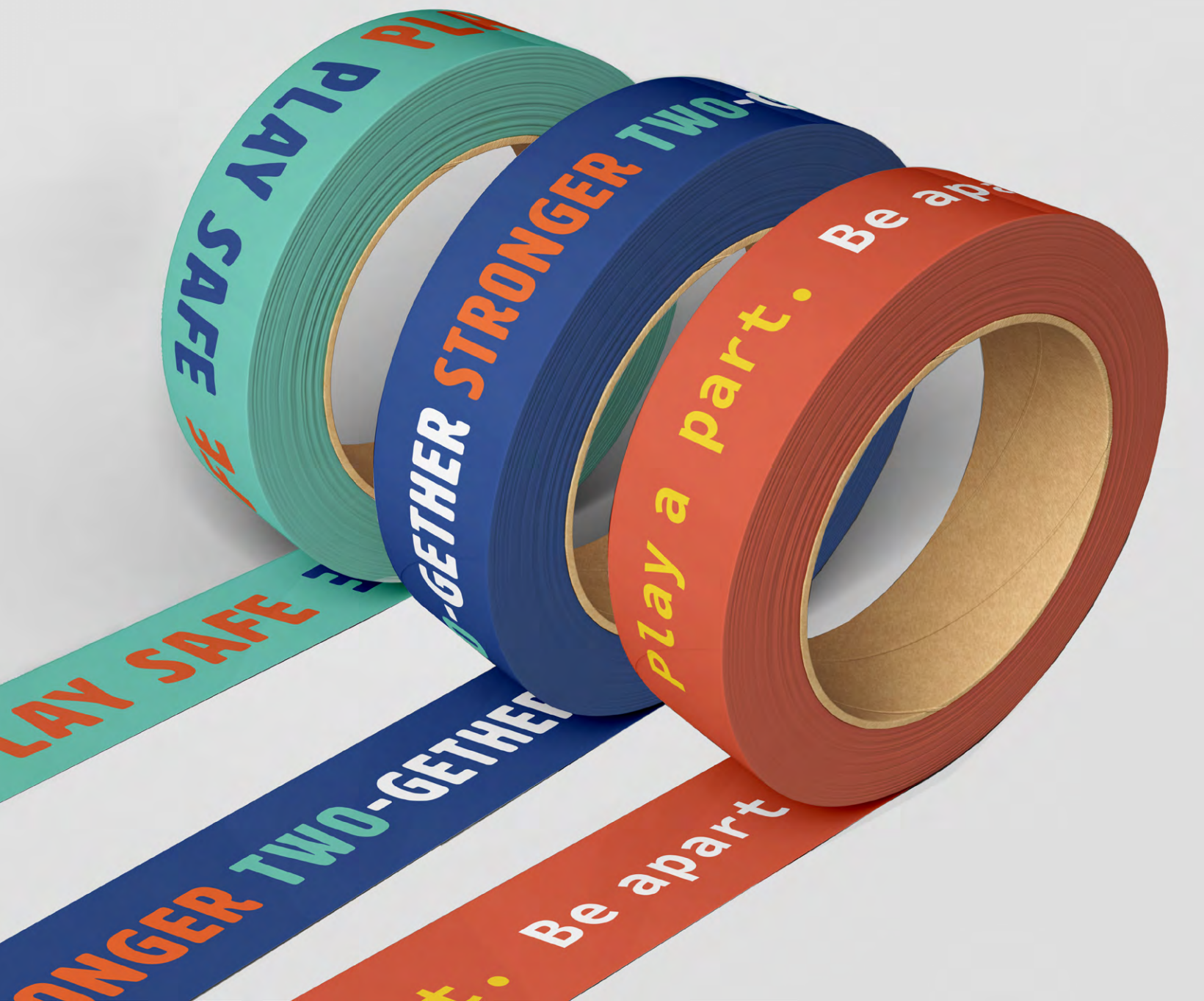
## Tape Artwork

Fun, reassuring messages for tape can be used at playgrounds and areas children frequent – to replace current tapes by adding a touch of colour and vibrancy.

**STRONGER TWO-GETHER STRONGER TWO-GETHER**

**Play a part. Be apart. Play a part. Be apart.**

**PLAY SAFE EAFS AYLD PLAY SAFE EAFS AYLD**



# PLAY SAFE

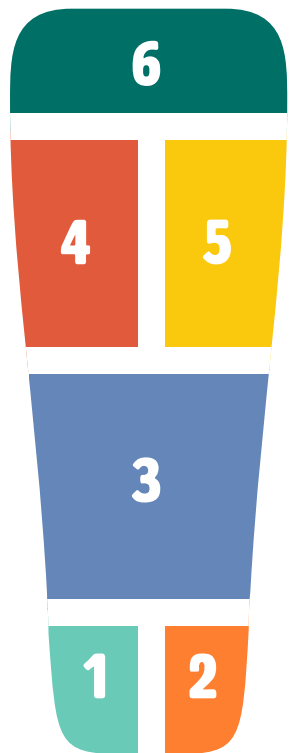
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Tape  
Visualisation

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## Exclamation Mark Floorgraphics

Games like hopscotch or simple messages can be featured as floorgraphics at play areas. Messaging can vary from being fun to educational, while encouraging kids to play together.





# PLAY SAFE

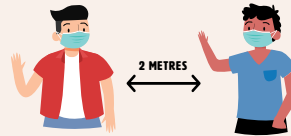
Exclamation Mark  
Floorgraphics  
Visualisation

# PLAY SAFE



## WASH HANDS

Wash your hands regularly and thoroughly with soap or sanitise.



## SOCIAL DISTANCING

It's important we stay 2 metres apart, especially at play areas.



## BE RESPONSIBLE

Throw used tissues and masks into garbage bins. Do not leave it behind.



## STAY HOME IF UNWELL

Make sure to get enough rest if you are unwell, and avoid being out.



## GREETINGS

Avoid shaking hands. Just greet one another with a smile or wave.



## PLAYGROUNDS

Do not leave any food behind. Make sure to clean up after use.

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## Poster Artwork

Posters shall be placed at playgrounds, promoting good hygiene and recommended behaviours. Messages will be paired with colourful illustrations.



NATIONAL PARKS **Cyclist Park** Area **D**

# PLAY SAFE



**WASH HANDS**  
Wash your hands regularly and thoroughly with soap or sanitise.



**SOCIAL DISTANCING**  
It's important we stay 2 metres apart, especially at play areas.



**BE RESPONSIBLE**  
Throw used tissues and masks into garbage bins. Do not leave it behind.



**STAY HOME IF UNWELL**  
Stay home and get enough rest if you are unwell. Do not go to school or work and being out.



**GREETINGS**  
Avoid shaking hands. Just wave or nod. Smile and say hello to others.



**AVOID PLAYGROUNDS**  
Avoid play equipment and playgrounds. Make sure you are safe and healthy before using.

**SAFESG**

# PLAY SAFE

Poster Artwork Visualisation

# PLAY SAFE



QATAR AIRWAYS

WASH YOUR HANDS OFTEN

STAY HOME IF YOU'RE UNWELL

STAND APART 2M

DO NOT LITTER

STAND APART 2M

SAY HI, WITH A WAVE

SANITIZE YOUR HANDS

GERMS PROTECT YOURSELF FROM

STAND APART 2M

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