

# 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.



# PLAY SAFE

## 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.*

# PLAY SAFE

Applied  
Floorgraphic  
Artwork

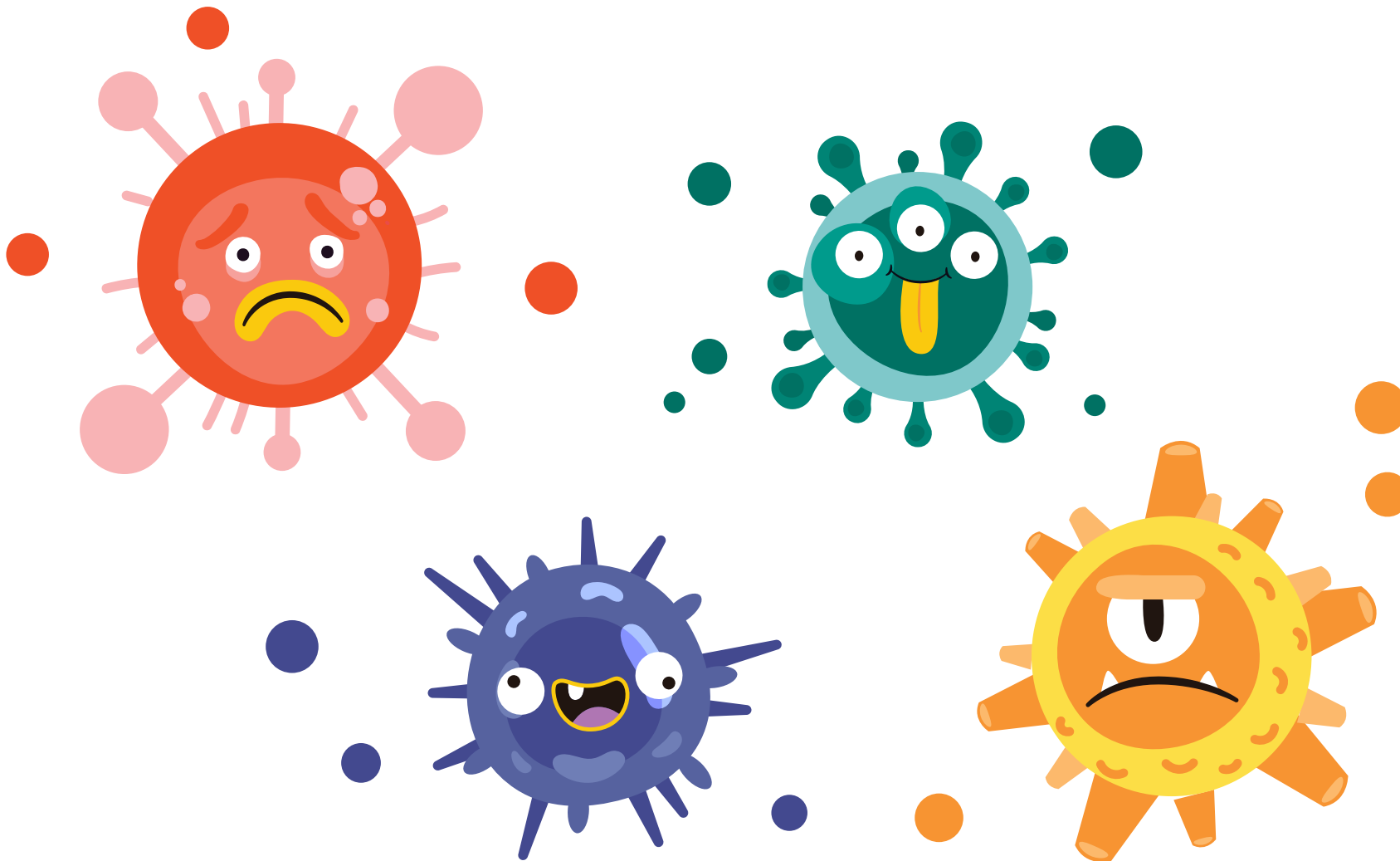


# PLAY SAFE

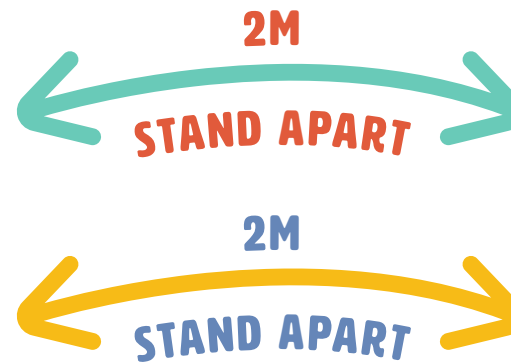
---

## 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.



# PLAY SAFE



## Instructional Artwork

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

# PLAY SAFE

---

## Badge Visualisation



# PLAY SAFE

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

---

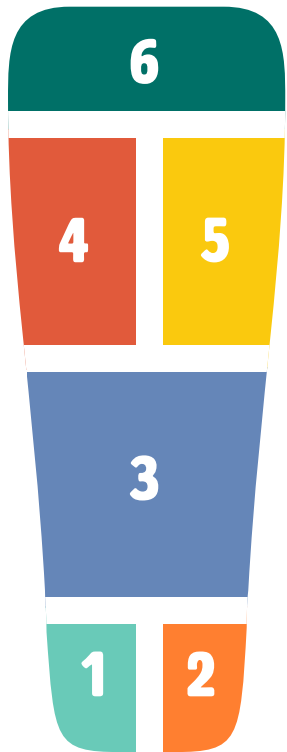
Tape  
Visualisation



# PLAY SAFE

## 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

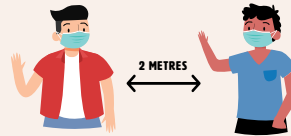
Exclamation Mark  
Floorgraphics  
Visualisation

# 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.

#PLAYSAFESG

# PLAY SAFE

## Poster Artwork

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



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

Get enough rest if you are unwell and avoid being out.



### GREETINGS

Avoid shaking hands. Just wave or smile at others.



### PLAYGROUNDS

Use playground equipment behind. Make sure you are safe after use.

SAFESG

# PLAY SAFE

Poster Artwork Visualisation

PLAY  
SAFE



QATAR  
AIRWAYS

WASH YOUR HANDS  
OFTEN

STAY HOME IF YOU'RE  
UNWELL

GERMS  
PROTECT YOURSELF FROM

STAND APART  
1M

DO NOT  
LITTER

STAND APART  
2M

SAY HI,  
WITH A WAVE

SANITIZE YOUR  
HANDS

STAND APART  
2M

# PLAY SAFE

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

**#PLAYSAFESG**



REHLA DESIGN

[www.rehladesign.com](http://www.rehladesign.com)

@rehladesign