SOP: Customer Notification and Signage Guidelines

This SOP details **customer notification and signage guidelines**, covering the design, placement, and maintenance of informational signs to effectively communicate with customers. It includes standards for clarity, visibility, compliance with legal requirements, and timely updates to ensure customers receive accurate and accessible information. The goal is to enhance customer experience, safety, and compliance through consistent and clear signage and notifications.

1. Purpose

To establish a standardized approach for designing, placing, and maintaining customer notifications and signage to ensure clear, effective communication and compliance with all applicable regulations.

2. Scope

This SOP applies to all locations and departments responsible for communicating information to customers via notifications and signage, including physical signs, digital signage, and printed notices.

3. Responsibilities

- **Managers/Supervisors:** Ensure implementation and compliance with these guidelines.
- **Staff:** Maintain, update, and report issues with signage and notifications.
- **Compliance Team:** Review legal requirements and ensure signage meets relevant standards.

4. Procedures

4.1 Design Standards

- Use clear, concise language and universally recognizable symbols where possible.
- Font size and color must ensure readability and contrast from background.
- Include company logo or identifier when applicable.
- Comply with ADA (Americans with Disabilities Act) standards or local accessibility regulations.

4.2 Placement of Signage

- Place signs at prominent, eye-level locations relevant to their message (e.g., entrances, exits, key decision points).
- Ensure signs do not obstruct pathways or create hazards.
- Adjust placement to accommodate individuals with accessibility needs.

4.3 Maintenance

- Regularly inspect signs for damage, fading, or missing information.
- Replace or repair damaged signs within 48 hours of identification.
- Update signs promptly when information changes.

4.4 Legal and Compliance Requirements

- Review all signage for compliance with local, state, and federal regulations.
- Obtain approvals from compliance/legal teams before posting.

4.5 Digital Notifications and Signage

- Ensure digital messages are accessible and prominently displayed on platforms (e.g., websites, kiosks).
- Schedule updates and review content routinely for accuracy.

5. Documentation

- Keep records of sign designs, placements, maintenance schedules, and compliance checks.
- Use the form below for installation and maintenance logs:

Date	Location	Sign Type/Message	Action Taken	Staff Initials

6. Review and Update

- Review this SOP annually or after significant regulatory changes.
- Update as needed to ensure continued effectiveness and compliance.

7. References

- ADA Accessibility Guidelines
- Company Brand Standards Manual
- Local, State, and Federal Signage Regulations