



Dyer Brown unveils resources for reopening offices safely

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New York, NY As employers across the country continue to reopen their offices for in-person work, the question of how to keep team members and visiting clients safe weighs heavily. Dyer Brown has unveiled two unique offerings: An illustrated “re-entry playbook” published online, and a line of customizable, off-the-shelf environmental graphics.

Titled, “Future Shift: Workspaces in Transition” is an illustrated guide providing detailed insights and solutions to help organizations of all sizes adapt their office spaces for safe, productive operations. The contents are based on office projects and research by Dyer Brown.

Presenting illustrated and checklist-style advice for senior executives, the playbook covers everything from office layouts and interpretations of health guidelines to organizational objectives and effective communications. Specific solutions are laid out for office workstations, shared space design, touchless technologies, employee circulation patterns and more. Future Shift also features actionable case studies to highlight effective workspaces and modifications to public areas of commercial buildings.

Dyer Brown has made available a customizable, off-the-shelf line of environmental graphics, available through a partnership with printer BluEdge. Ranging from directional arrows to social-distance reference, the graphics can be customized for brand relevance with a variety of color and typography choices.

According to the firm, the signage and graphics are based on those the firm developed for their own use in response to COVID-19. “We felt strongly about designing our own approach, using color and typography to ensure the messages stand out without causing anxiety,” said Karen Bala, AIA, LEED AP, the firm’s director of design.