

We're gonna get you, where you want to be



Directory



Location Specific

The principles of effective wayfinding signage are:

- 1. Wayfinding is for visitors.** While this seems obvious, the designer of a wayfinding system must keep it in mind. All of us can make our way to work or home easily. Most people using the transit system in a large city daily never need to look at a sign. But when we are seeking a new destination, we depend upon the signs leading us to it. The design must be for those who know nothing.
- 2. Largest to smallest...** Using a hospital as an example, the first sign should identify the name and address of the facility. The next would direct the visitor to parking. Once parked, the visitor requires direction to the mail entrance. At the mail entrance, a directory of services and their locations (wings, etc.) is provided.
- 3. Organize the known.** Again, this seems obvious, but it is often ignored. If you are looking for a company, the directory should organize the company names alphabetically (the known) with suite or unit numbers (the unknown) following.
- 4. Direct at decision points...**
- 5. Continuity**
- 6. Relation to the environment.** Maps and plans are typically oriented with north at the top. Maps and plans in a wayfinding system, however, should be oriented in the direction in which they are viewed. Up is straight ahead; left and right are left and right; down is behind you. A clear “you are here” marker is essential. Floor directories for a building should have the top floor at the top of the directory and a notice telling visitors what floor they are on.
- 7. Readability**
- 8. Placement.** Wall-mounted directional and space identification signage should be placed in an “infoband” of between 1300 and 1600 mm above the finished floor. Room identification signs, with the exception of washrooms and utility rooms, should be mounted on the latch-side wall. Avoid placing signs on doors (if the door is open, the sign can only be seen from one direction, at best)

For more information, visit us at: www.signsofchange.com



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