



Pointing you in the right direction!

Wayfinding is simply the art and science of helping people find their way, however crafting a well conceived wayfinding system can be fairly complex. Hiring a professional to assist with developing and implementing an effective wayfinding program can ensure you realized value added benefits, including enhancing the user experience, creating a sense of place and reinforcing your brand identity.

Guidelines for Developing a Wayfinding Strategy

- Plan a system based on the user experience including:
 - Pre-Arrival** - Consider messages provided on website, appointment letter or other print collateral
 - Arrival** - Consider both pedestrian and vehicular travel
 - Orientation** - Consider graphic support and/or a help desk
 - Direction** - Consider a hierarchy of destinations
- Wayfinding systems should be developed to support a variety of users including first time visitors and frequent users.
- Signs need to be developed to support both the blind through tactile elements and consistent sign locations, and the visually impaired through larger type and high contrast.
- Wayfinding should support those with cognitive deficiencies and those with language, age and cultural barriers by utilizing symbols and simplified sign content.
- Consistency is key to successful wayfinding. Destination names, design, location, typography and size should be consistent throughout the system.

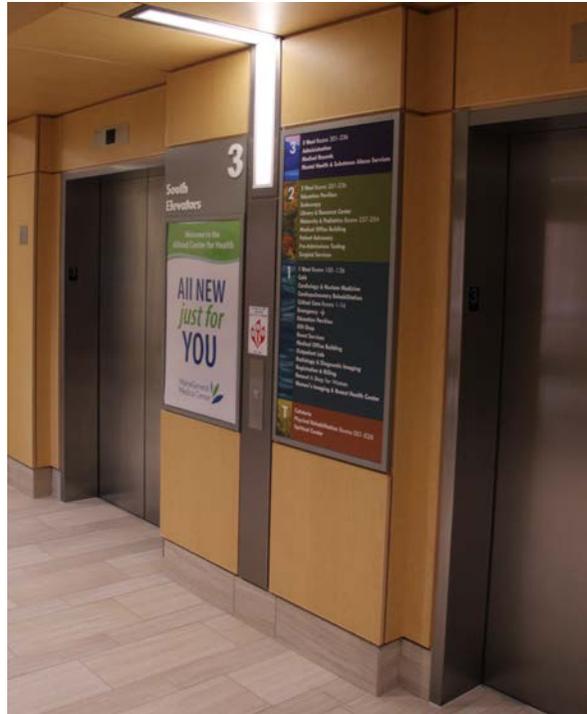


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Key destinations should receive more prominence

- Destination names should be as simple to understand as possible. If symbols are used they should fit international standards, reinforce the brand or include text support.
- Wayfinding systems should be developed to be as efficient as possible by focusing on directing to key decision points and from there to more specific destinations.
- Signs should be placed at important decision making points. The best system will fail if signs are not properly located.
- Group information on complex signs to increase comprehension. Show only information that is relevant to the space, location and/or navigational path removing all excess information.
- Signs should not exist in isolation but be a “building block” of a larger communication system that includes signs, landmarks, architectural details, print collateral and human interaction.
- Signs should be consistent with the exterior and interior architectural approach using complementary materials, graphics and hardware.
- Incorporate safety and egress signs into the design of the complete system.
- Develop a system that can be maintained and expanded through the use of modular components and a purchasing plan to support new elements.
- Staff should be trained to support the physical wayfinding program so that directions are provided using terms consistent with signage. They should have ready access to maps and print collateral.



Directories at key decision areas can both identify destinations and inform the visitor about the system hierarchy.



Landmarks and other visual cues can be an important additional support.