

WAYFINDING!

The art and craft
of providing signs
and symbols
that help travelers
find their way
from place to place.



GRAPHICSSYSTEMS INC

For Over 25 Years

An Identity Group Company

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In a perfect world, **wayfinding** would be...

In a perfect world, wayfinding would be a collaborative effort between the architects, designers and signmakers from the very initial stages of a project, thus ensuring that all visitors will easily find their way from point A to point B. Unfortunately, this is often not the case. Plans may have been drawn and approved, layouts finalized, or a property may not be new. Older properties may have been added to throughout several decades, and the renovation budget might not include making sure that there are adequate building features to utilize in wayfinding.

Wayfinding **then becomes**...

Wayfinding then becomes a process of maximizing the existing features of a property to allow visitors to find their way easily to the appointed destination. Features of a property that can be utilized in wayfinding may include:

Arrival Points

Clearly identify major entrances from the outside to help visitors get to the proper point A. This will ease their way in finding point B.

Floor Numbering

If several buildings are connected, as is often the case with properties that have been added to throughout time, create consistency between floor numbers. Visitors will be less confused when a floor is designated the same throughout a property.

Destination Names

Standardize names of buildings and departments allowing visitors to have a consistent item to reference. They may reference a destination name with signage, directories, or at information centers. Destinations referenced by the same name at all points make a path easier to follow.

Sign Placement

Establish a pattern of signage placement. Create consistency in the location of wayfinding tools – on a wall, overhead, or on the floor. Visitors will begin to look for signs in particular locations.

After establishing **existing** features...

After establishing existing features of a property, the guidelines must then be carried through the signage system in such a way to ensure that communication does not break down along a path of travel. The aspects of a signage system that aid in travel are:

Plain Language ✦

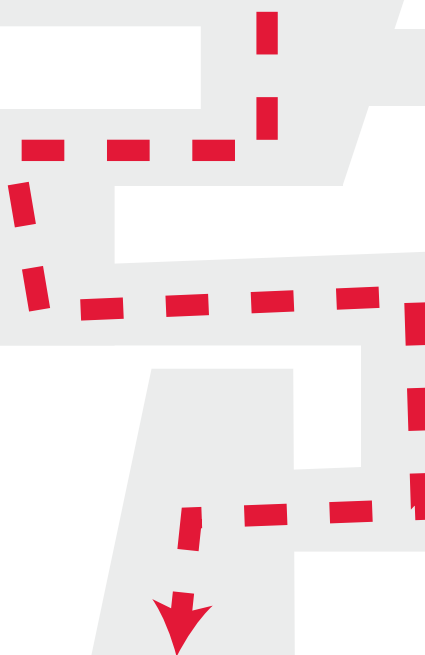
Visitors often will not know specific, highly technical terms for a service or department. More common, easily understood language will aid visitors in reaching their destination.

Distinguishing Areas ✦

Healthcare facilities may be very large, with many departments adjacent to each other. To assist visitors, area boundaries may be defined by using different colors or specific graphics.

Readability ✦

It is important to make sure that standard destination names are clearly visible at all points marked along a path. Size the copy on signs appropriate to the viewing distance, and select colors and fonts that aid in making the signs visible and readable. Signs should comply with the Americans with Disabilities Act (ADA) Accessibility Guidelines.





WAYFINDING SERVICES

3 Phases

★ Research

In this phase we start the process by gathering as much information as we can about a property. This is achieved by meeting with key personnel to determine the specifics for the signage system.

★ Design

If using one of our standard systems, a brochure will be provided for reference. We will work with the designers to determine the best colors and fonts for a property. Within our standard systems, colors and fonts may be customized.

For a custom signage system, several conceptual drawings will be created. These drawings will then be reviewed to determine that the signage is not only functional, but will blend with the proposed interiors. Once a concept is approved, a prototype will be produced.

★ Wayfinding Plan

For every property we need the most current floor plans. A large property that is being renovated will most likely require a site visit. The site visit is helpful in determining special challenges that need to be addressed. In the case of new construction, we begin with reviewing a set of the plans of the facility to understand the environment.

After analyzing the property as needed, we will proceed to finalize the wayfinding plan. The wayfinding plan will include the following:

Message Schedule – This schedule refers to each sign, its exact copy, and the cost of each sign. Examples of signage that may be recommended are: kiosks, room IDs & numbers, restrooms, directories, directionals, informational signs, donor walls, elevator / corridor evacuations, stair IDs and interior stairwell signs.

We include signs as required to meet the Uniform Fire Code and the Americans with Disabilities Act (ADA) Accessibility Guidelines.

Location Plans – These plans show the location of each sign recommended for the property, and may be cross-referenced with the Message Schedule.

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