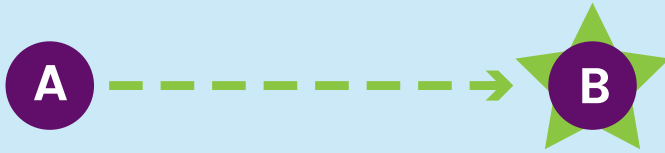


WAYFINDING

Guide Visitors to—and Through—Your Facility with Effective Solutions

The Term Defined

Wayfinding—also known as navigation—is the ability of employees and visitors to travel from point A to point B easily, without confusion or frustration, on their first attempt.



Inform, but Don't Overwhelm!

A best practice in wayfinding—termed “progressive disclosure”—dictates that you provide only enough information to get the person to the next decision point.



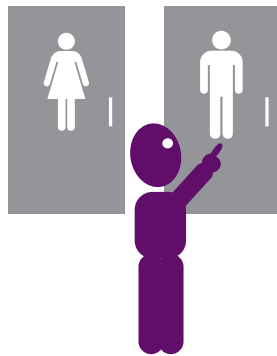
Start Visitors off on the Right Foot

Effective wayfinding often begins long before a guest enters your business. Start them off on the right foot by clearly identifying all parking, buildings and entrances.



Worth a Thousand Words

The best wayfinding makes extensive use of symbols and pictograms. Why? Universal communication. Even children understand the international symbols for “no entry” and “bathrooms.”



The Four Functions of Wayfinding Signs

- | | |
|---|--|
| <p>1. Informational
(e.g., business address, hours of operation, etc.)</p> <p>2. Directional
(e.g., for the Hardware Department, turn left)</p> | <p>3. Identifying
(e.g., Management Office)</p> <p>4. Regulatory
(e.g., Safety Glasses Required)</p> |
|---|--|

Consistency, Consistency, Consistency

Use your logo and colors on not only wayfinding signage but also price tags, badges and staff uniforms. This consistency shows that all messages come from the same facility.



For affordable wayfinding signage, proceed directly to Image360! A national resource with an extensive network of nearby Centers, we distinguish ourselves not only with comprehensive solutions, but also professional results.