

WAYFINDING

Branding your signage is best way to go!

Um, what's wayfinding?

Within or around a facility, wayfinding refers to the signs, maps and other graphic solutions used to convey to visitors location and directions.

And, um, branded wayfinding?

It involves going beyond the utilitarian to add branding elements such as your logo, corporate colors and type face to your signage – all of which may be accomplished while adhering to Americans with Disability Act (ADA) regulations.

No SHORTCUTS, please

Wayfinding enables someone who has never entered your place of business to find their way with efficiency ... and without frustration. They'll resent a facility with signage deficiencies that result in wasted motion and lost time.

When a logo is a no-go

Resist the temptation to add your logo to every wayfinding sign. Why? The wayfinding message itself can become lost. Also, some pictograms (e.g., drawings of an escalator or wheelchair) could clash with its design.



Branded wayfinding: Three benefits

Through the practice, you can:



Assure visitors they're in the right environment



Connect diverse areas or buildings



Strengthen your brand identity

Five to thrive!



No matter to what extent you employ branding in your wayfinding, the design process should address:

1. Visibility

2. Clarity

3. Personality

4. Consistency

5. Practicality

For branded wayfinding solutions, 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.