

# ARE YOUR CUSTOMERS ARE LOST?

9 TIPS FOR EFFECTIVE WAYFINDING



# WHAT IS WAYFINDING?

Often, signage is confused for wayfinding. While signage is an important component of any wayfinding system, effective wayfinding is a much broader concept. Done effectively, it incorporates architectural design, surfaces, finishes, landmarks, lighting and signage to make buildings and public spaces easier to navigate and easier to use.

At its essence, wayfinding is about helping people get from where they are to where they want to go. Quickly and easily.

At its best, it enhances the brand experience and creates return visitors.

# EFFECTIVE WAYFINDING

## PROCESS

Engaging the wayfinding design consultant early in the architectural process is important to successful wayfinding within any building or public space.

A successful program comprises four phases:

1. Strategy - site research and analysis, interviews, overall strategy development
2. Design - system design, initial cost estimates for implementation
3. Documentation - sign location and messaging, preparation of bid documents
4. Implementation - bid submittal support, fabrication and installation

# NINE TIPS FOR EFFECTIVE WAYFINDING

## 1. CONFIRMATION

Confirmation of correct start or finish point of an individual journey

## 2. IDENTIFICATION

Users Should be able to easily identify location with in building or external space.

## 3. REINFORCE

That the users are traveling in correct direction and destination.

## 4. CLEAR

Usage of language, fonts and graphics should be simple and clear

## 5. CONSISTENT

Standardize names for locations and destinations. Establish consistent information hierarchies for all sign families

## 6. ORIENTATION

Utilize standardized “you are here” within the system. The most important component of getting somewhere is knowing where you are.

## 7. COMMON

Use universal and geneally accepted pictogram and icons.

## 8. Distinctive

Wayfinding systems should enhance the experience of the brand and should stablish yours brand and identity. Supplement wayfinding systems with environmental design elements.

## 9. CLEAR EXITS

Wayfinding systems should effectively guide visitors and a facilitate easy exits in case of emergency which is very support in emergency

# ARE WE A STRATEGIC DESIGN FIRM ?

No, we are not one of those firms who create designs and then leave the implementation to the clients. We understand the sign business like no other and use this expertise to offer turnkey solutions to the client.

We believe in being with the clients through the whole process right from designing to production to execution. In short we strive to enhance and promote users experience of the built environment and creating branded environments that will leave lasting impressions.

# OUR EXPERTISE

You can contact us for all your wayfinding analysis and consulting, sign design, sign audit and anything else to do with signs and branded environments.

For more information or free consultations please contact us at [jacob@brandplussigns.com](mailto:jacob@brandplussigns.com) or +971 50 644 2470