



design | service | solutions

## WAYFINDING SIGNAGE

Indoors, outdoors or at special events, discover the best way to go.

### ADA IS THE LAW

Typically including Braille and raised letters, ADA (Americans with Disabilities Act) signs identify permanent rooms or direct users to exits or functional spaces.



### WHAT TYPE WORKS BEST?

For your wayfinding signs, use a clean, sans-serif type font that's easy to read from a distance and that contrasts well with backgrounds.



## THIS WAY, NOT THAT WAY!

Effective wayfinding enhances event efficiency and visitor satisfaction. Nonexistent or poorly planned signs, however, waste time and energy, resulting in frustration.



### A LITTLE BIT GOES A LONG WAY

Laying out all directions at the start of a journey can overwhelm visitors. Instead, parcel out information in smaller amounts, adding one new direction at a time.

ENTRANCE

RESTROOMS

### WITHIN YOUR SPACE, THINK OUTSIDE THE BOX

While most solutions involve signs, other wayfinding tactics can include ambassadors who lead the way, lighting that identifies a location and even music that draws visitors to a display.



## WHY WAYFINDING?

Wayfinding signage enhances a person's ability to get from point A to point B (and from point B back to point A) easily—without detour or confusion—on the first attempt.



**Find your way to better solutions.** For ideas in wayfinding—including those that adhere to your brand standards for type font, colors and style as well they adhere to ADA regulations—proceed directly to Signs Now!