

Signage & Wayfinding | Rules of Thumb

MásDesign believes signage and wayfinding are fundamental to the design and development of an area due to their connection to accessibility and direction. If city blocks are not easy to navigate through and districts, businesses, or public spaces cannot be found from various locations, signage and wayfinding can provide relevant solutions.

Our **Signage & Wayfinding Rules of Thumb** tackle key details that ensure signage and wayfinding are effective when used and overall serve as a guide for you. For example, a lack of legibility and visibility often makes signage and wayfinding poor forms of direction - one of the main goals for signage and wayfinding is clear communication.

To learn more about Signage & Wayfinding and other Urban Planning and Design topics, please visit the MásDesign Knowledge Library online here: www.másdesign.com.

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Main Characteristics of Effective Signage & Wayfinding

Signage

- 1 Location
- 2 Size
- 3 Color
- 4 Frequency

Wayfinding

- 1 Visibility
- 2 Legibility
- 3 Communication of Info
- 4 Navigation

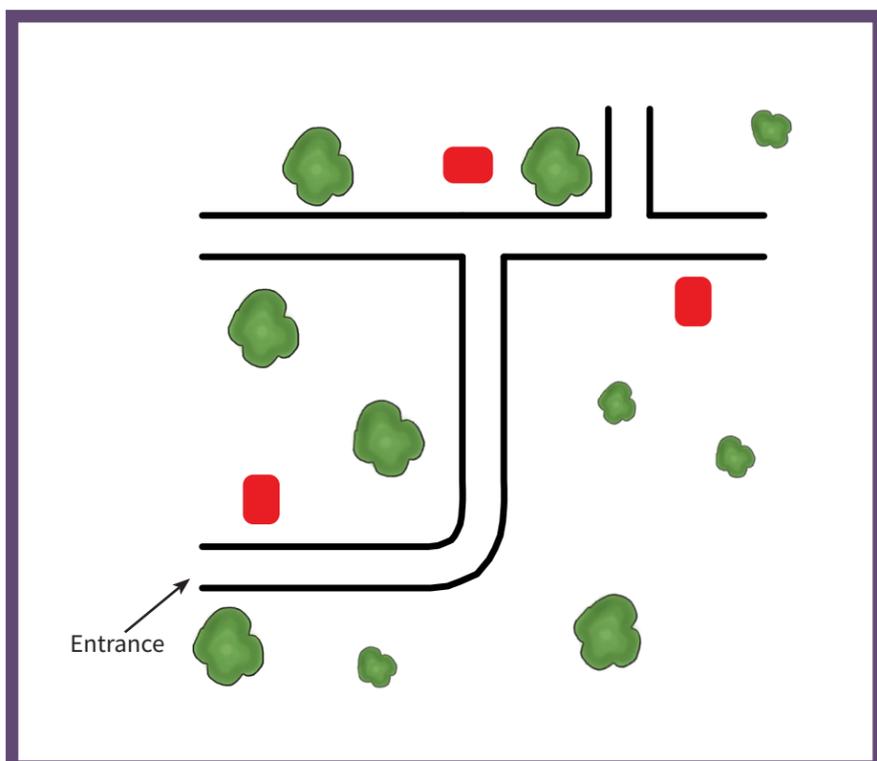
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Rules of Thumb in Application

 — The sign (in its physical location in the views below). Locations selected for effective wayfinding and navigation.

Notice how the signs in the views below are visible, easy to see, not obstructed by landscape (or other relevant features like land uses), and are located in a way that compliments the sense of direction and existing navigation.

Sample Site View | Bird's Eye Perspective



Sample Elevation View | Front Perspective

