Wayfinding is simply a form of communication

“A well known principle of communication is that directional information is most effective when provided at the moment and place of need”

Wayfinding to the User is:
Cognitively orienting and locating oneself in a particular area
Determining the various destinations around oneself
Determining confidently a route to a chosen destination
5 common factors used to effectively communicate a sign program:

Consistency
in sign locations, visual appearance and text use

Simplicity
in language use and to enhance quick readability

Continuity
building up information
i.e., Pittsburgh - Downtown - Theatre District

Repetition
to create a familiarization with sign program
and to reinforce a sense of confidence while wayfinding

Rehearsal
providing related information prior to the use of the program
such as websites or printed media

Factors affecting signage effectiveness:

Adequacy of Text Size
1” text height = 25-30” of readability
driver reaction time 8 seconds

Locations and Sight lines
Directional signs should be located at key decision points
with unobstructed sight line to the next sign face

Conspicuity and Contrast
Signs should visually stand out against backgrounds and complement aesthetic features of the town
(text and background color contrast of minimally 70%)”

Understandability
Elimination of local jargon, all messages should be internationally recognized
and used with international symbols (if used)

Information Flow and Sequencing
Directs vehicular users to end destinations, while steering all users to alternate destinations
and transitions them into pedestrian wayfinders

Contradictory or Confusing Information
Standardizing terminology so that text use such as downtown and city center are avoided

Hierarchy of Information on Signage
Spatial limitations on sign faces limit the amount of information that can be provided;
messages are grouped into tiers of importance:
- Primary messages/destinations
- Secondary messages/destinations
- Tertiary messages/destinations
Wayfinding Process

Expectations and Benefits

- Create tourist/visitor-friendly environment
- Facilitate ease of movement
- Capitalize upon unique characteristics of the city
- Distinct and recognizable signs
- Clear and direct messages
- Graphically consistent design
- Flexible and adaptable to change
- Compliant with applicable regulations
- Cost effective and maintainable

Wayfinding Process

Data Collection

- Organize stakeholders group
- Obtain up-to-date mapping of the study area
- Visual/photo/video survey of the study area
- Review traffic circulation in and out of the study area
- Applicable local, state and federal regulations
- Locate tourist oriented attractions, venues, landmarks
- Develop criteria for identifying, admitting and maintaining attractions, venues, landmarks into the wayfinding program
Wayfinding Process

Planning
Plot and review general traffic circulation in/out of the study area
Identify, locate and plot all attractions, venues, landmarks
Develop preliminary list of sign types
Locate and plot preliminary message locations for vehicular and pedestrian pathways
Develop preliminary budget for fabrication/installation of wayfinding program
Presentation of findings/recommendation for review/comment and approval

Traffic Circulation
Preliminary Message

Wayfinding Process

Design
Develop design concepts incorporating unique characteristics of the study area, elements include:
- Typeface
- Color combinations
- Sign layouts
- Materials/mountings
- Flexibility, adaptable to change
Apply design concepts to various types of signs to be utilized
Present scaled elevations and layouts of each sign type

LEXINGTON
Wayfinding Process

Construction Documents & Specifications

- General specifications for the sign program’s graphics standards
- Scaled layouts of all sign types/specific sign location plans
- Fabrication and mounting details

Wayfinding Process

Implementation

- Bidding process assistance
- Assistance with contractor awarding
- Correspondence with contractor to assist with Requests for Information (RFIs)
- Review of shop drawings, color and sample submittals
- Specific sign location plan site walkthroughs with contractor
- Punch list of signs during final installation

Upkeep and Maintenance

- Establish methodology for changes
- Ascertain costs for these changes
- How will changes be accomplished?
Wayfinding 101 Presentation - March 19, 2008

Graphic Applications

The Graphic Applications section depicts the types of graphic elements involved in a sign program, that are necessary to clearly and concisely communicate a successful vehicular and pedestrian wayfinding program.

Sign Color Contrast

Improper Use of Color
- Vibrating Colors
- Blurring Colors
- Low Contrast

Proper Use of Color
- Good Color Contrast
- 70% Contrast
- 90% - 100% Contrast

Message Footprints

TO YOUR DESTINATIONS

To Your Destinations

Wayfinders visually scan sign faces rather than read them, a word footprint is generally seen before the word is read. Using all capitals can reduce scanning time, forcing users to read each word.
Graphic Applications

Letter Spacing

Fig. 1 Improperly spaced
Demonstrates how letters/objects can connect to each vertically when correct spacing is not achieved.

Fig. 2 Properly spaced
Demonstrates how letters/objects can connect or group to each other when properly spaced.

Ahead way to X destination

Fig. 3 Incorrect Vehicular letter spacing
Whether vehicular or pedestrian, letter spacing affects the visibility of a message. When messages are read at a distance, letters tend to converge together, creating difficult to read or “blurred together” words.

Ahead way to X destination

Fig. 4 Correct Vehicular letter spacing
When the spacing between letters is increased, the converging or blurring effect is greatly reduced, allowing greater message readability from a distance.

Graphic Applications

Line Spacing

☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical

Fig. 1 Incorrect line spacing
The words and symbols start to connect and read as a vertical column.

☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical
☐ Line Spacing is Critical

Fig. 2 Correct line spacing
The words and symbols connect to read left and right horizontally. Letter spacing and line spacing work in conjunction with each other to form effective and readable text.
Graphic Applications

Message Organization and Arrow Use

- This way to y destination
- Up or down to xyz destination
- Ahead to x destination
- That way to z destination

Messages aligned in inconsistent locations force users to scan each message and disorient them by location of their intended direction.

- Straight Ahead
- Overhead Sign (indicating zone use)
- Turn left direction
- Turn right direction

- Ahead to x destination
- This way to y destination
- That way to z destination

Justifying directional arrows in conjunction with their destination direction allow wayfinders to easily scan each sign and follow a particular direction.

Repeating the same direction in the same location on each sign face educates users to look in a particular location for an intended direction.

Graphic Applications

Motorist Legibility Analysis

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<th>Number of Lanes</th>
<th>Speed (mph)</th>
<th>Reaction Time (seconds)</th>
<th>Distance Traveled during Reaction (foot)</th>
<th>Letter Height (inch)</th>
<th>Commercial Institutional Residential Application</th>
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Speed limit: 35