



## ON WAYFINDING

A Wayfinding system incorporates branding, signs, maps and directional devices that tell us where we are, where we want to go, and how to get there. An effective wayfinding system can add an important dimension to the image of a museum, a transit system, an airport, an office building, or an entire city. It can be designed as a savvy helper that gives information and direction to people in a clear, appropriate, user friendly way, to assist them in finding their way into, through, and out of an environment.

Wayfinding offers the designer an opportunity to reference the history, culture, and essence of place in an immediate way that will be seen and used on a daily basis. An effective wayfinding system can be a visual ambassador, a means of saying "Welcome, let me help you find your way around and enjoy yourself".

## ON LANGUAGE

The character and effectiveness of any wayfinding system is in large part a result of the language (word and/or images) used to convey identity, directional and interpretive messages. Words are formed from one or more languages and can be represented by a very wide variety of typefaces. Image methodologies can range from elaborate (pictorial illustrations and photography) to simple (color coding and symbols). Symbols can contribute simplicity, clarity and personality to a wayfinding system.

Two basic ways we learn to represent and communicate the objects, actions and feelings in our lives are with words and images. Words are an effective method of communicating complicated interrelated ideas. It is symbols however that can communicate across the language barriers created by words. As obvious as that might sound, it is easy to overlook symbols when planning and designing a wayfinding system.

## ON GOALS

Basic goals when designing a wayfinding system should include communicating to a multilingual audience, creating images that are appropriate and legible, utilizing the third dimension, and developing a unique system with a refined aesthetic that functions well and can endure the test of time if required.