WAYFINDING DESIGN:
what every community needs to know about design
wayfinding basics...
what does a wayfinding system do?

- Creates a sense of place
- Enhances the visitor experience
- Helps visitors find their way
- Builds brand equity
- Tells stories
- Has positive economic impact
builds brand equity

Through a holistic approach:

Signage is an extension of your brand

A cohesive design creates a sense of place

Wayfinding is more than signs, it’s a marketing tool
positive economic impact

Wayfinding increases awareness of the community’s assets

Creates a greater awareness of secondary destinations
principles of wayfinding

System is for first time visitors

Optimal route is not always shortest or quickest

Messaging must be concise and easily understood

Provides direction to and confirms arrival at destination

Leaving is as important as arriving

Reduce sign clutter, don’t add to it
principles of wayfinding

Touchpointing™
Designing the Interactions that Matter

what makes a successful wayfinding program?

Support the visitor journey/experience

Markets the community’s assets

Natural extension of the community’s brand to create a unique sense of place

Creates a clear and cohesive system of information

Builds trust

Designed to complement and enhance the Architecture and Natural Environment
Highlight the unique assets of the community

Respect history of the place

Foster connections
clear system of information

Clear and legible information architecture
Concise messaging
Clear and easy circulation
Connect parking and venues
Form follows function
what are the hurdles?

- Obtaining funding
- Approval process(es)
- Installation
- Maintenance
how to get started...
begins with integrated design

Look beyond just signage to explore all opportunities for branding, identity and wayfinding.
first steps

Form a steering committee / wayfinding champion
Identify a project director
Define the parameters of the projects
Establish project boundaries
Identify key stakeholders for engagement in the process
Engage a design consultant
Kick-off project with consultants and stakeholders
project strategies

Outline objectives and goals for the project

Develop a criteria for destination inclusion

Involve all governing agencies from the project outset

Identify available funding sources

Understand internal and external approval processes

Outline a management and maintenance strategy
Engage with DOT at the very beginning

Involve stakeholders via workshops and presentations

Establish an understanding that all decisions are made in the best interest of the project

Benchmark comparable projects

Design options
outreach

Public forums

Local cable access television

Prototyping / Mockups

Press release during the design phase

Collect feedback: surveys and questionnaires
Develop a wayfinding strategy in support of the project goals and objectives

Build consensus and buy-in throughout the process

Make decisions that are in the best interest of the project

Clearly define the criteria for which destinations get included

Consider the culture and fabric of the community
functional considerations

Location of sign(s)
Legibility / Messaging
Engineering requirements
Project schedule
Implementation
Flexibility
Maintenance & Management
Sustainability of the system
design considerations

Information architecture

Design aesthetic

Materials and processes

Compliance with MUTCD guidelines and local ordinances/codes

Budget
compliance with MUTCD Guidelines

Community Wayfinding Guidelines (section 2D.50)

Limited Acceptable Typefaces

Highway Gothic / Clearview typefaces

Title case lettering

3 Listings per sign

25mph or less travel speed

4-inch cap height for primary message
2 1/2-inch cap height for secondary messaging

25mph to 45mph travel speed

6-inch cap height for primary messaging
3-inch cap height for secondary messaging
Legibility for signs other than interstate is 1-inch of letter height for every 40 ft of desired legibility.

Retro-reflective using high-intensity prismatic vinyl background & copy are reflective.

Break-away footers pole safe or break safe transpo footers.

Setbacks
design process...
overall project process
project understanding...
concept / schematic design...
design development...
design development...
design development...
If signage is developed utilizing components of the City of Augusta Wayfinding Signage Standards then design approval must be obtained from the Augusta Convention and Visitor’s Bureau. All signage must follow local sign ordinances and may require approval from the state, city, applicable historic neighborhood associations and/or historic preservation commissions.

For questions and approvals please contact 706-823-6600.
design intent documentation...
design intent documentation...
These drawings express design intent only and are not for construction. Contractor is responsible for:

- Final design and engineering of components indicated, including all aspects of mounting, erection, anchoring and attachment.
- Structural integrity, electrical function and connections to power and communications sources to satisfy owner's requirements.
- Coordination with contractor and other trades, including but not limited to lighting, structural, communications and landscaping schemes.
- Verification of conditions in field prior to submission of shop drawings and samples.
- Submittals for approval by client prior to fabrication and installation, including but not limited to shop drawings of all graphics with seal of registered engineer and samples of all materials, colors, applications and finishes. Refer to Section 1 Specifications of this document for more information.

Color Reflectivity:
- Research and verification is required for whether or not sign background has to have reflective properties (MUTCD).

Sign Blade (typ.):
- 1/2" thk. x 8" h. Painted aluminum panel mechanically fastened thru sign post. Paint all sides:
  - P1
  - P2
  - P3
  - P4

Color Reflectivity:
- Research and verification is required for whether or not sign background has to have reflective properties (MUTCD).

Sign Blade Copy:
- 4" h. Copy. +16 Tracking. Typeface: T1. Material: V1, surface applied.

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**Back side of Destination Panels have no copy.

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- Verification of conditions in field prior to submission of shop drawings and samples.
- Submittals for approval by ex;it prior to fabrication and installation, including but not limited to shop drawings of all graphics with seal of registered engineer and samples of all materials, colors, applications and finishes. Refer to Section 1 Specifications of this document for more information.
examples...
arrival signs
arrival signs
arrival signs
vehicular signs
vehicular signs
vehicular signs
pedestrian signs
pedestrian signs
pedestrian signs
pedestrian signs
pedestrian signs
destination arrival signs
parking arrival signs
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