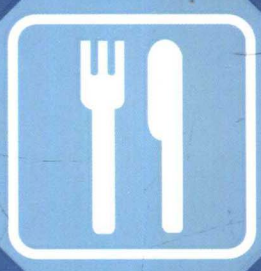
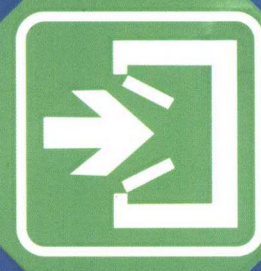
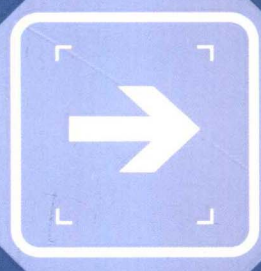


# Signage & Wayfinding System Design

# 导视系统设计



佳图文化 编



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佳图文化 编

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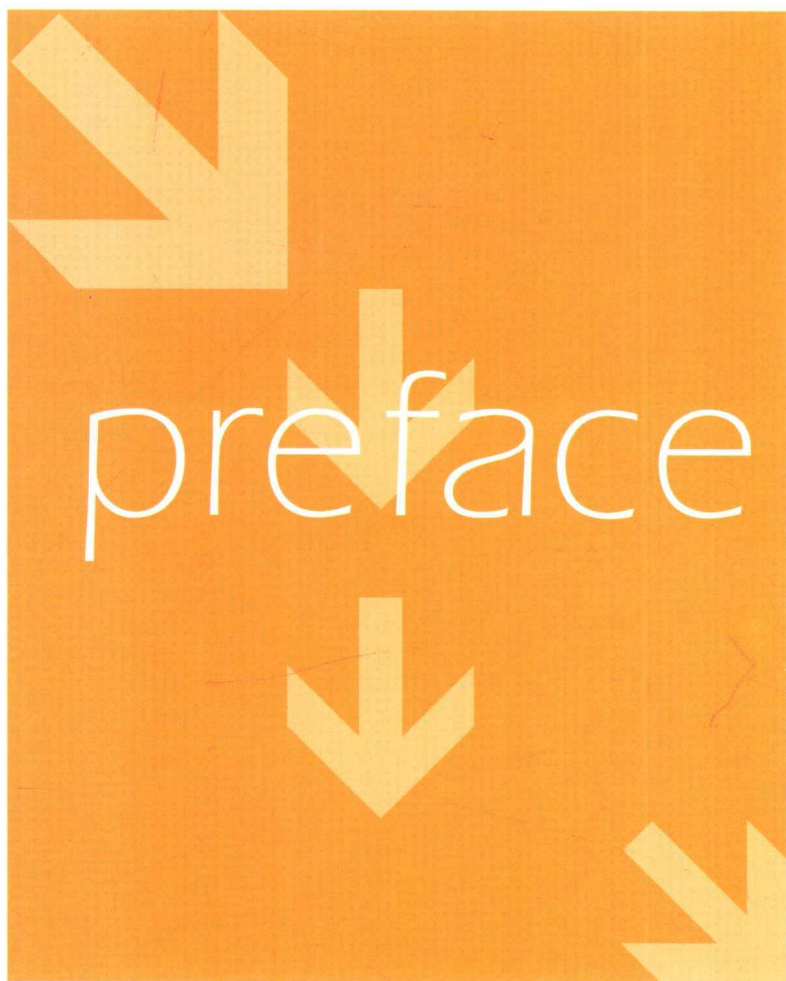
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With the development of the science and technology as well as the progress of our society, there are increasing demands for a better living environment. Therefore, the environmental design should not only provide the basic functions but also pay more attention to artistic atmosphere and human caring. The signage and wayfinding system is one of the products under this requirement, which aims to provide the most reasonable, recognizable and efficient guidance to people and lead them to the destinations directly. Besides, the signage and wayfinding system will help to shape the identity of the space by providing more space experience and cultural information. It will create unique spatial memory for the visitors.

This book has provided an international perspective by selecting the excellent signage and wayfinding designs from countries like the USA, Japan, UK, France, Columbia, Mexico, and so on. These signage and wayfinding systems are specially designed for offices, retails, schools, hotels, transportation hubs, healthcare and cultural buildings, parks and exhibition spaces. With professional pictures and texts to well interpret those excellent designs, it will be a great reference book to the readers and bring them inspirations.

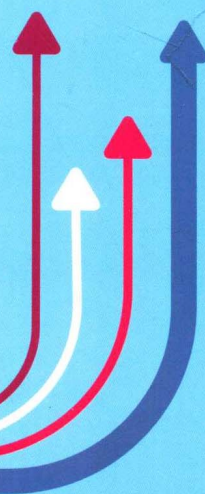
## 前言

随着科技发展、社会进步，人们对于生活环境的要求不断提高，设计不仅仅要满足基本的实用功能，更需要注重艺术与人性化，导视系统正是这一要求下的产物之一。导视系统的设计是为了以最合理、最易识别、最具效率的路径指引设计来引导、控制人流循环系统及各类运输系统，使各类人群、车辆顺利快速到达既定的目的地。除此之外，它还有着更为丰富的内涵，传递给人们更多的空间感受与文化信息，增加不同环境空间的识别度，为身处其中的人们创造独有的场所记忆。

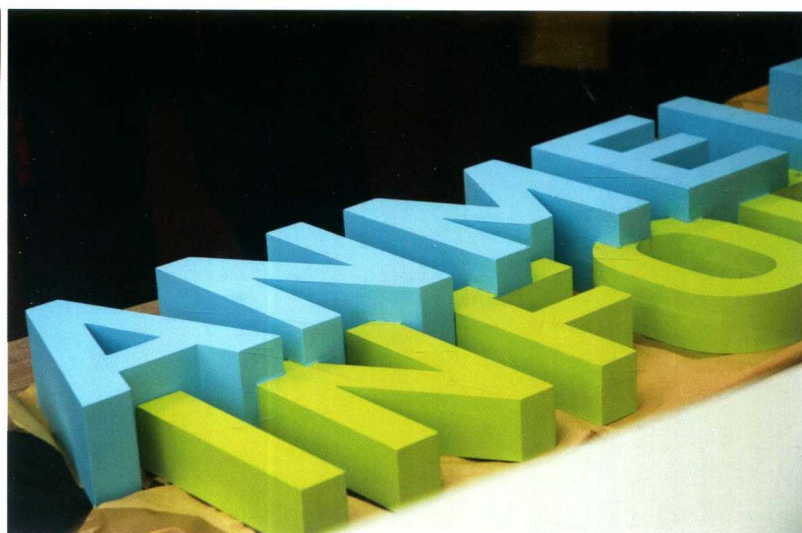
本书注重开拓国际视野，选取美国、日本、英国、法国、哥伦比亚、墨西哥等多个国家导视系统设计的优秀案例，从办公、商业、学校、酒店、交通枢纽、医疗与文化建筑、公园与展区及其他等多个类别进行整理阐述，结合丰富的图文信息，力求以最为直观的表现形式向读者展示国际导视系统设计的优秀成果，为设计师及相关业内人士提供设计范本、激发创作灵感。

# Office Signage & Wayfinding

办公导视系统



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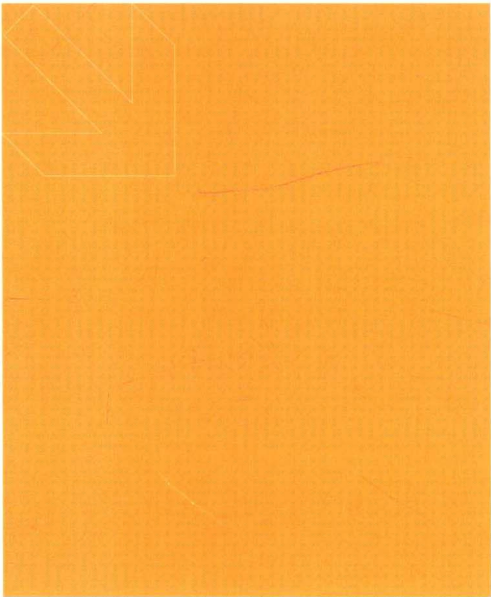
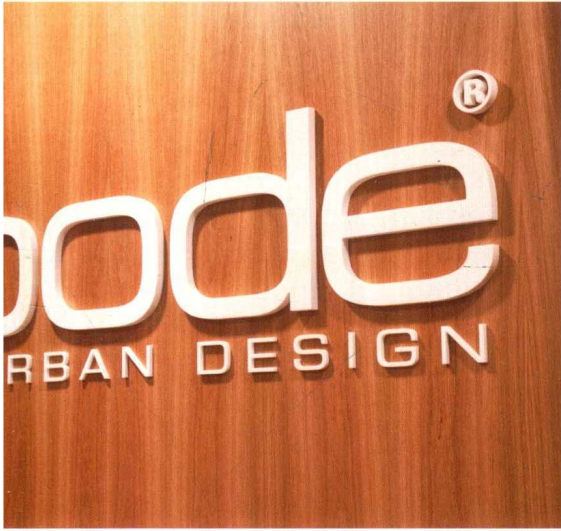


## Office Signage & Wayfinding 办公导视系统

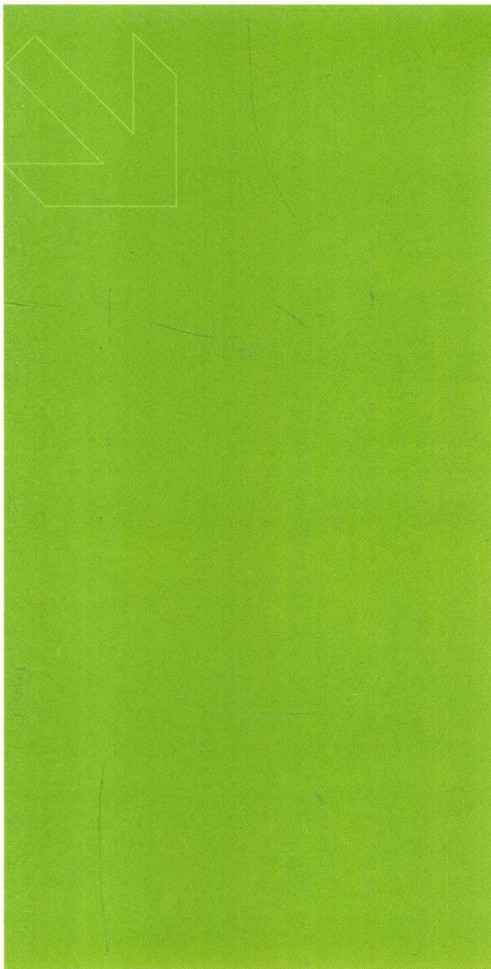
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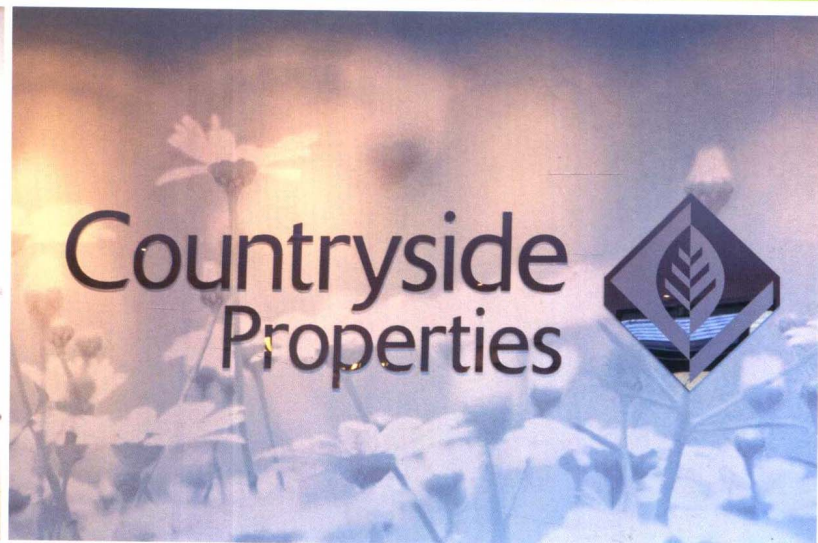
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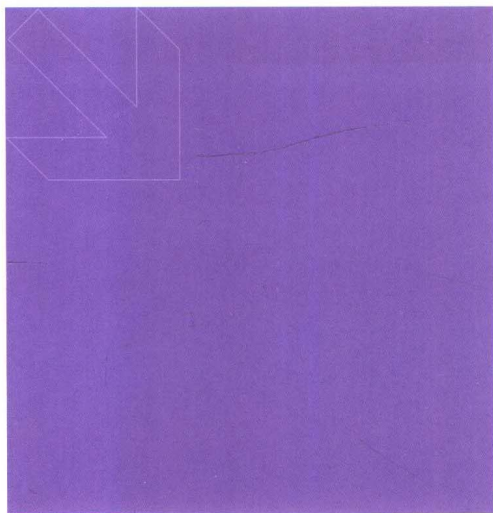
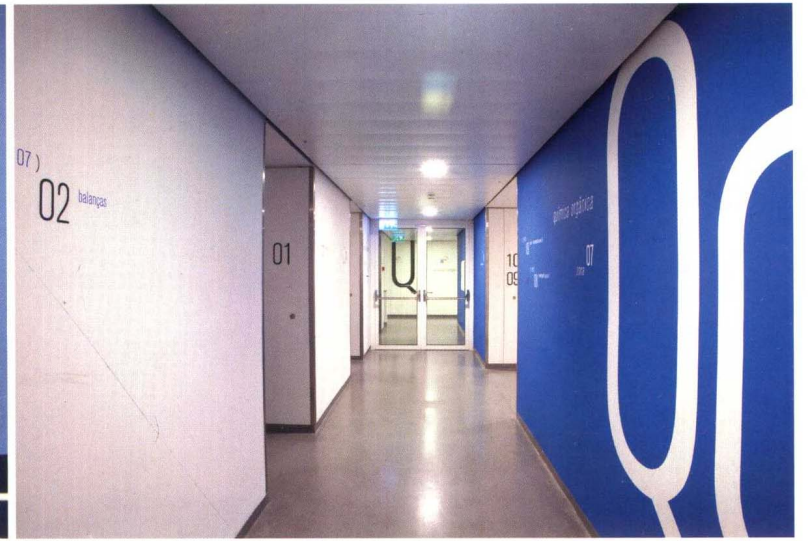
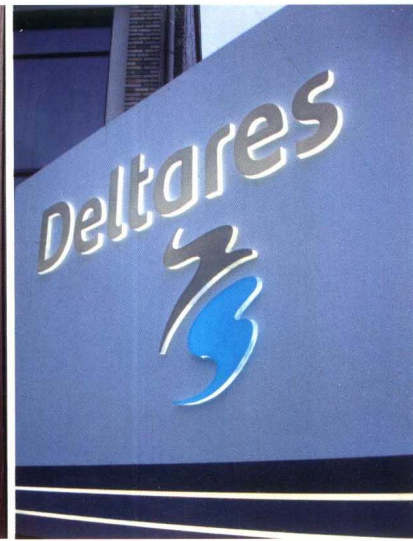
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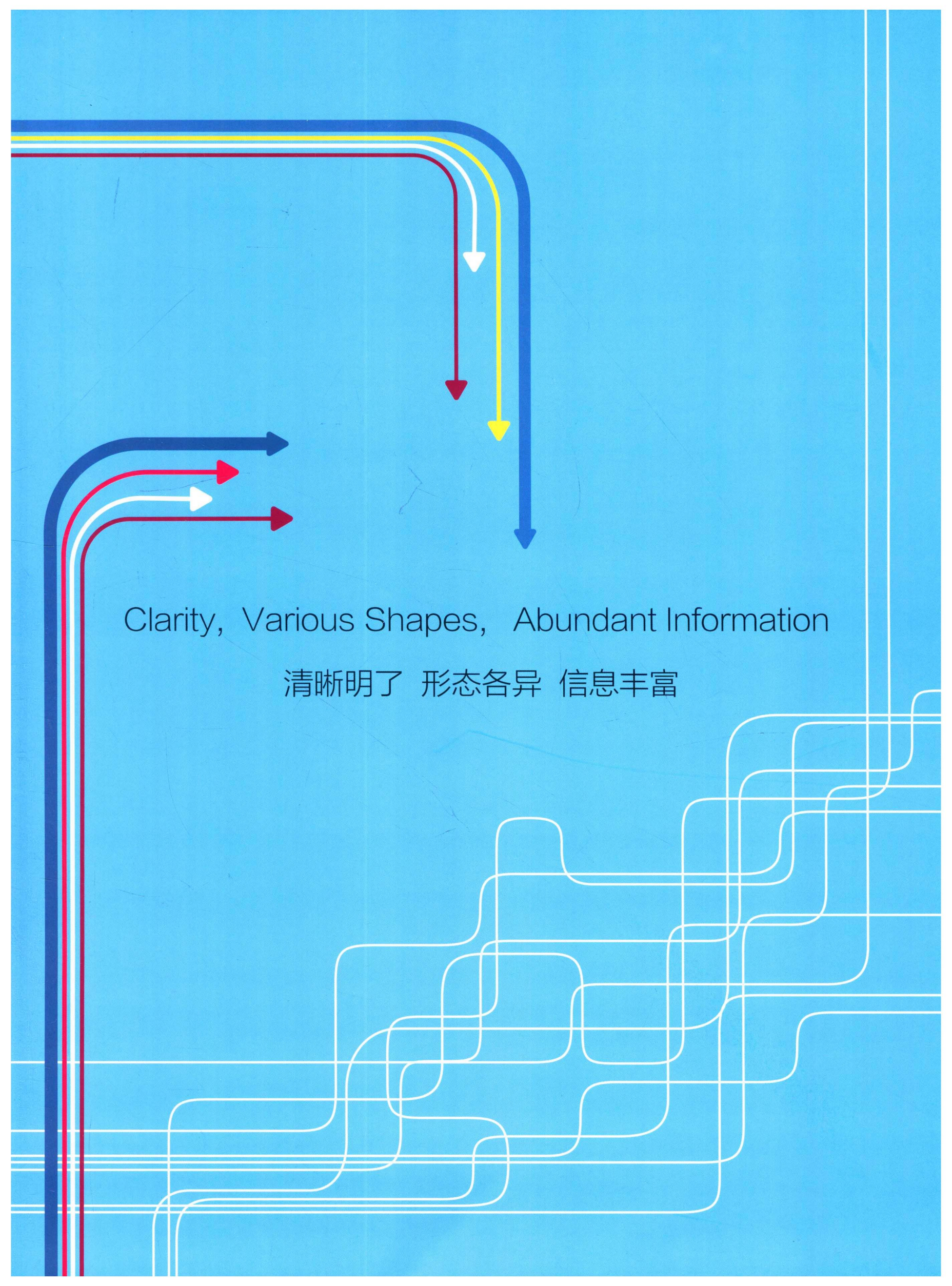
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The image features a solid blue background. In the upper left, several thick, rounded arrows in dark blue, red, white, and yellow point right and then curve down. In the upper right, similar arrows point down and then curve right. The bottom right corner is filled with a complex, overlapping pattern of thin white lines that form a grid-like structure with rounded corners. Centered in the lower half of the image is the text 'Clarity, Various Shapes, Abundant Information' in a dark blue, sans-serif font, with its Chinese translation '清晰明了 形态各异 信息丰富' below it.

Clarity, Various Shapes, Abundant Information

清晰明了 形态各异 信息丰富



## IQ WinnerSh Wayfinding and Various Signage

### IQ WinnerSh 导视和多样标识

Location: Reading, UK  
Client: SEGRO  
Design Firm: Two Twelve

项目地点：英国雷丁  
客户：SEGRO  
设计公司：Two Twelve



IQ WinnerSh is a well connected mixed-use environment and is a fast growing destination for intelligent businesses.

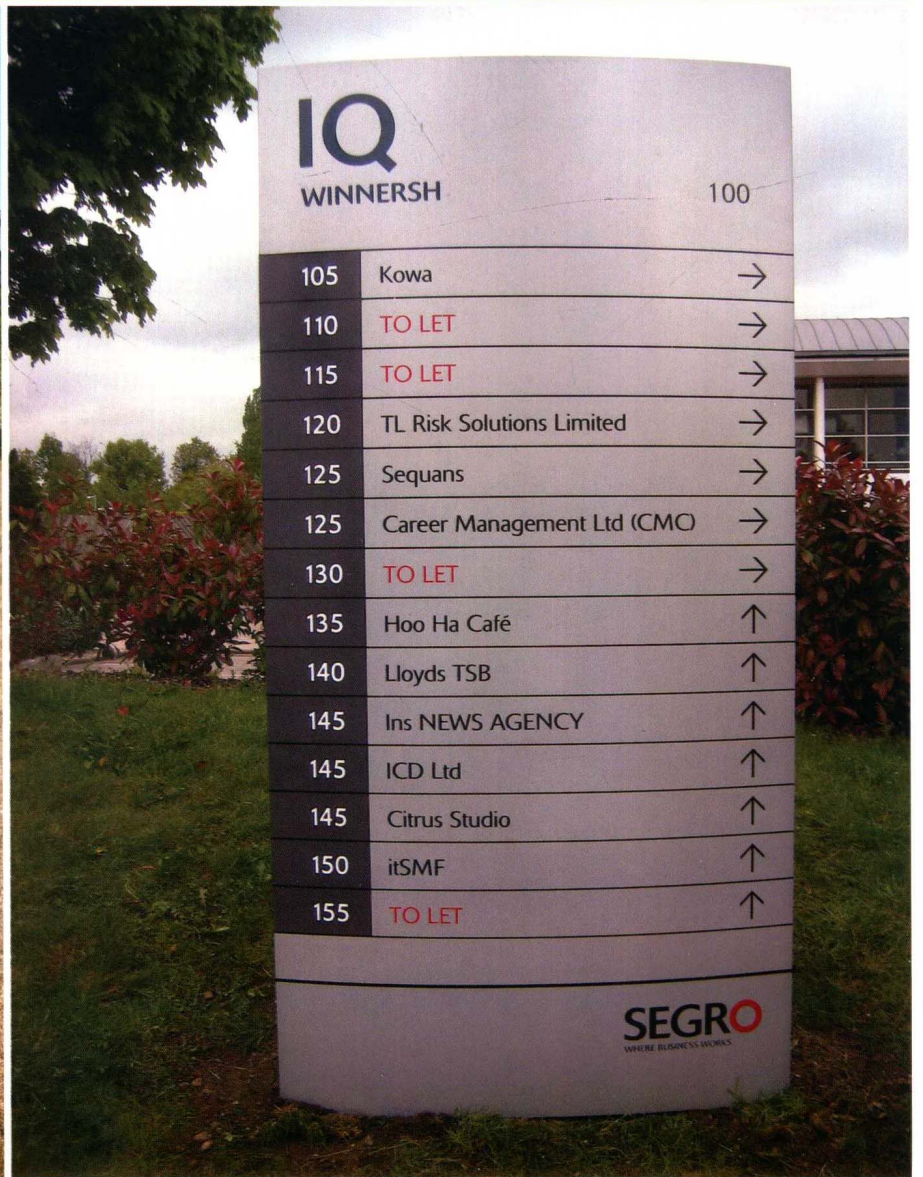
Comprising modern and sustainably designed buildings, this cleverly designed park has accommodation to suit all business sectors.

On-site facilities include a four-star hotel, restaurants, a retail centre and is supported by an unrivalled integrated transport network including a railway station within the park. And with the flexible property management solutions and commitment to major long-term development, it's easy to see why many leading-class global businesses already call it home.

IQ WinnerSh 拥有良好社会关系和多功能用途的环境，是智能商务快速成长的目标。

这个设计巧妙的公园包括现代和可持续设计的建筑，可提供住宿，可以满足所有的业务部门。

场地设施包括一个四星级酒店、餐厅、零售中心，并且拥有无与伦比的综合交通运输网络，包括园区内的火车站。此地有灵活的物业管理解决方案，并致力于大型物业的长期发展，令人很容易理解许多领先级的全球企业已经将此地当作家园的原因。





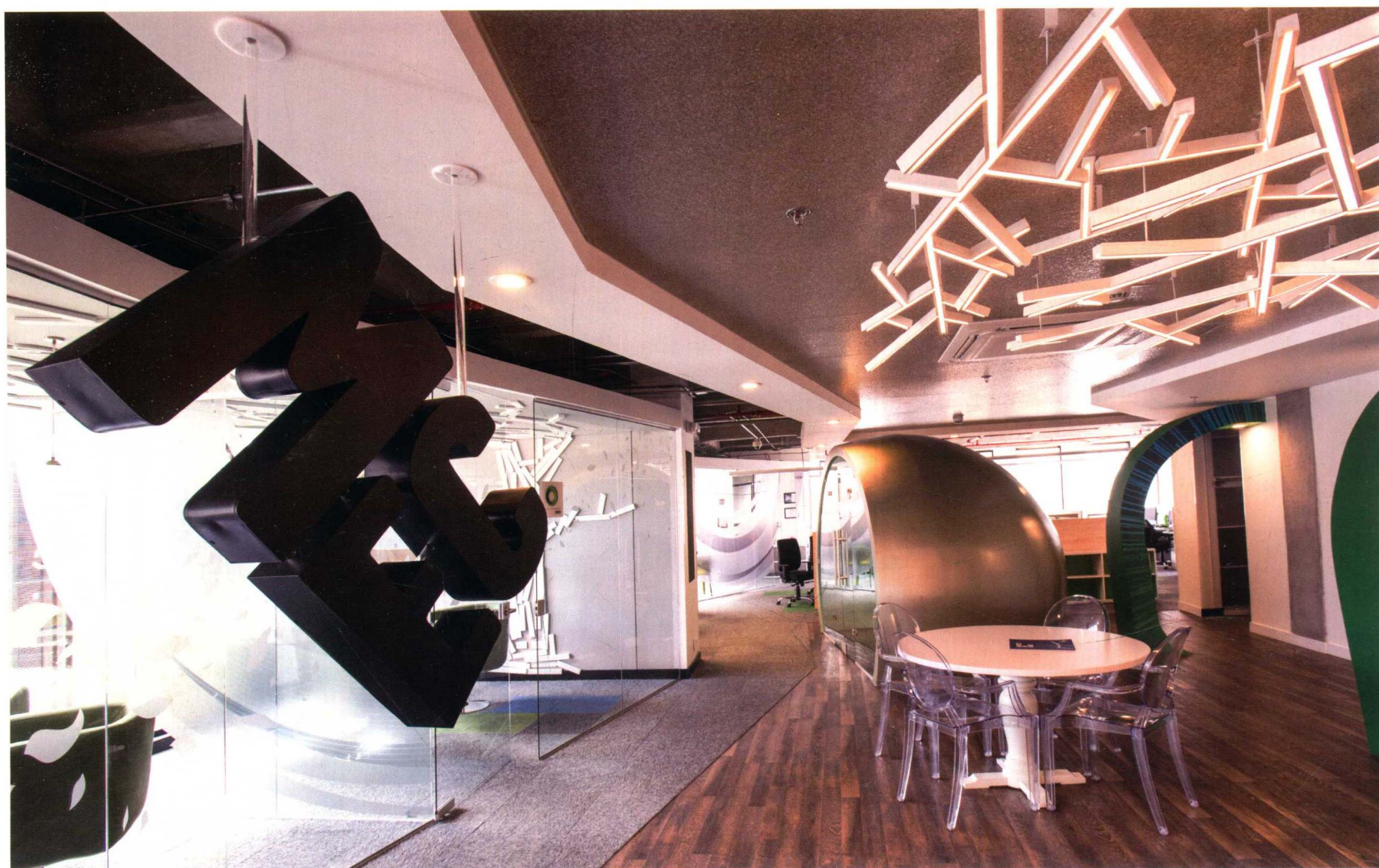


## GroupM

## 群邑公司办公环境设计

Graphic Ambient: Toquica  
Architectural Design: Arquitectura E Interiores (AEI)

平面环境设计: Toquica  
建筑设计: Arquitectura E Interiores (AEI)



GroupM provides a set of solutions in advertisement. This group consists of three agencies (MEC, MediaCom, and Mindshare) that work in the same building. Each one of these agencies fulfills a particular function.

Toquica's main purpose for this project was to visually differentiate these agencies with a well-defined and independent graphic style, while at the same time remaining harmonious as a whole. This was achieved with a particular element used in the ambientation of each area, such as typography, illustration, and photography.

The production and installation of the signs and banners were also made accordingly between the inside and the outside of the building, so each space would have its own visual identity.

群邑 (GroupM) 是全球领先的媒介管理机构, 作为母公司管理着 WPP 集团旗下众多媒介品牌, 其中包括北美区三大旗舰品牌: MEC、MediaCom 和 Mindshare。这三家子公司集中在同一座办公楼, 发挥着各自不同的功能。

Toquica 公司设计的首要目的是通过不同风格的平面设计将这三家公司区分开来, 同时又能保持整体环境的和谐统一。设计师通过在不同区域采用特定元素, 如排版、插画和照片等, 实现了这一设计目标。

指示牌和横幅的制作和安装是根据具体的室内外环境而设定的, 从而为每个独立空间打造出独一无二的视觉体验。





