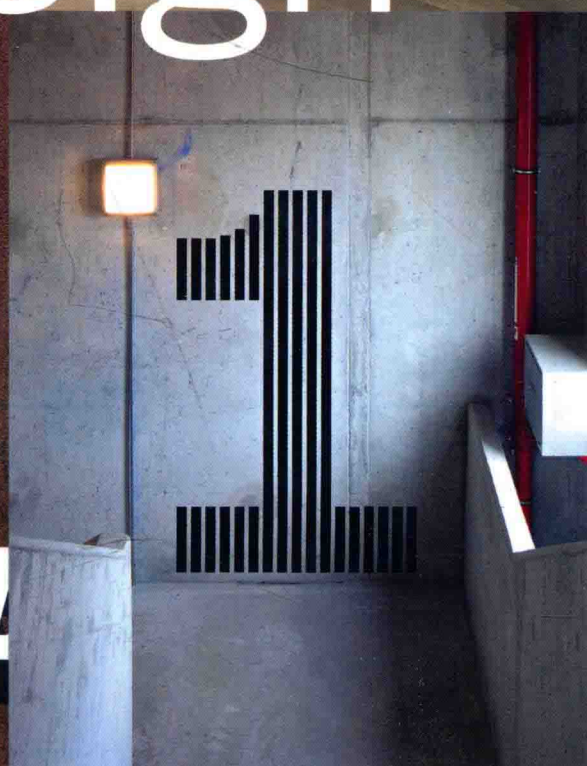
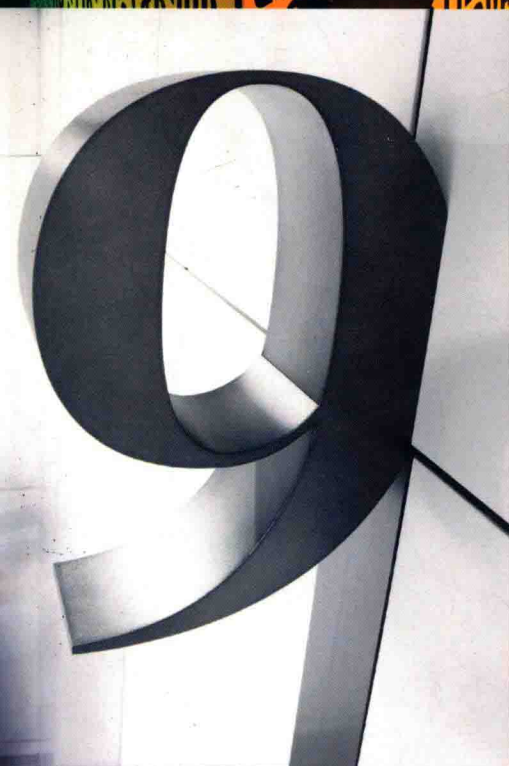


Signage Design

Michelle Galindo

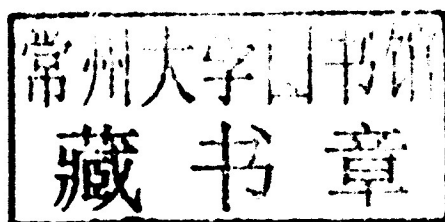


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Signage Design

Michelle Galindo



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The Deutsche Bibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographical data are available on the internet at <http://dnb.d-nb.de>

ISBN 978-3-03768-091-9

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www.braun-publishing.ch

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1st edition 2012

Editor and layout: Michelle Galindo
Graphic concept: ON Grafik | Tom Wibberenz
Reproduction: Bild1Druck GmbH, Berlin

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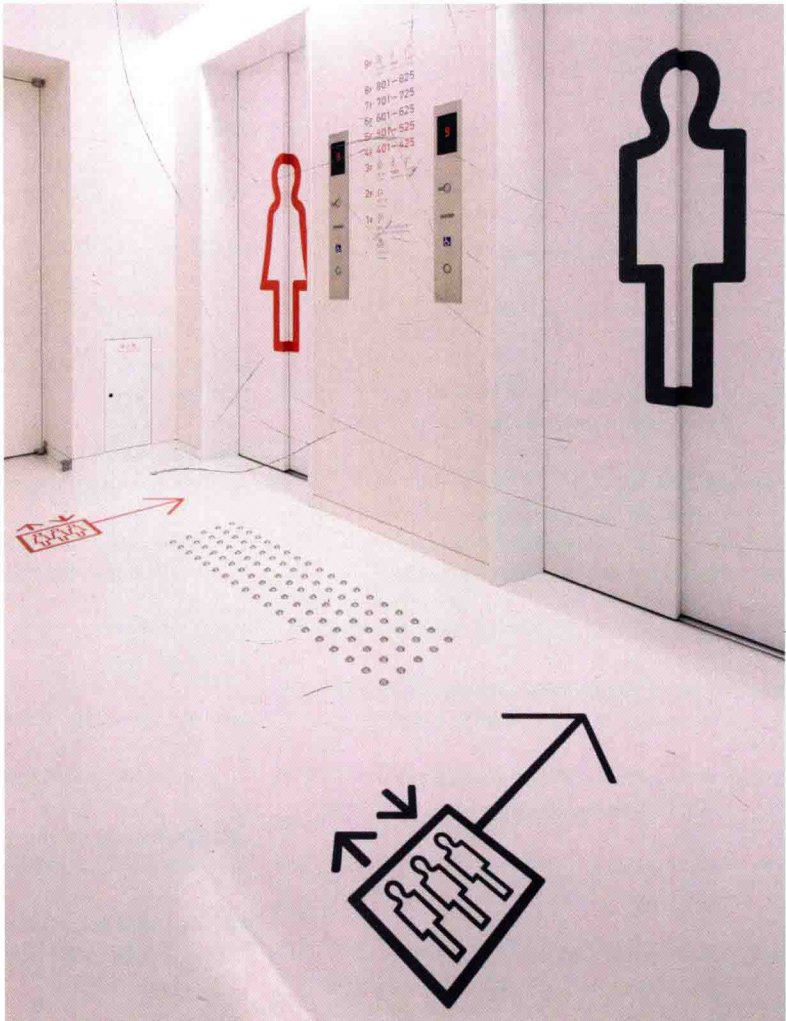
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Creating legible environments

by Michelle Galindo

Wayfinding and signage support the orientation and navigation in architectural structures. Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place. It is an aspect of the built environment that spans both the architectural and the graphical realms. Signage visually displays information, with the use of typography and graphics, to help us to understand architecture and infrastructure, and communicate about the identity of a structure. Both, wayfinding and signage are integral elements for structures.

This book includes a large number of international examples in different typologies, where design, communication and identity come together to help us experience spaces and places in enriched ways – through wayfinding and signage. The directional and environmental graphics by Latitude Group applied to the

QV Parking Garage Wayfinding design is a two-dimensional, eye-catching, large-scale, hand painted typography sign with overlaying colors. Other designs, such as Quinta das Flores Secondary School by R2, translates an idea in a minimalistic way to guide the users throughout the space; the school's relationship to music was the beginning point for their design, in which the sound intensity was translated on the typeface by differentiating the density according to the numerical value of the level. While other designs aim to transmit a message; Morisawa Corporate Headquarter Building, a font maker company by Hiromura Design Office, uses three-dimensional forms and shadows of the typography signs to convey the importance and existence of the typography role in our society.

Signage and wayfinding design are not an easy task, considerations such as spatial complexity and sight lines to destinations

from different locations throughout the site are important. The users and visitors depend on systems of visual, audible, and tactile cues not only to lead the way, but also to keep them safe. Whether in a museum, hospital, airport, mall, or street in an unfamiliar city, navigation, directional information, orientation or interpretation must be supported in an effective way. An in-depth case study of the visual environment, stream of users, detailed prints of the building and other factors should be integrated into the design.

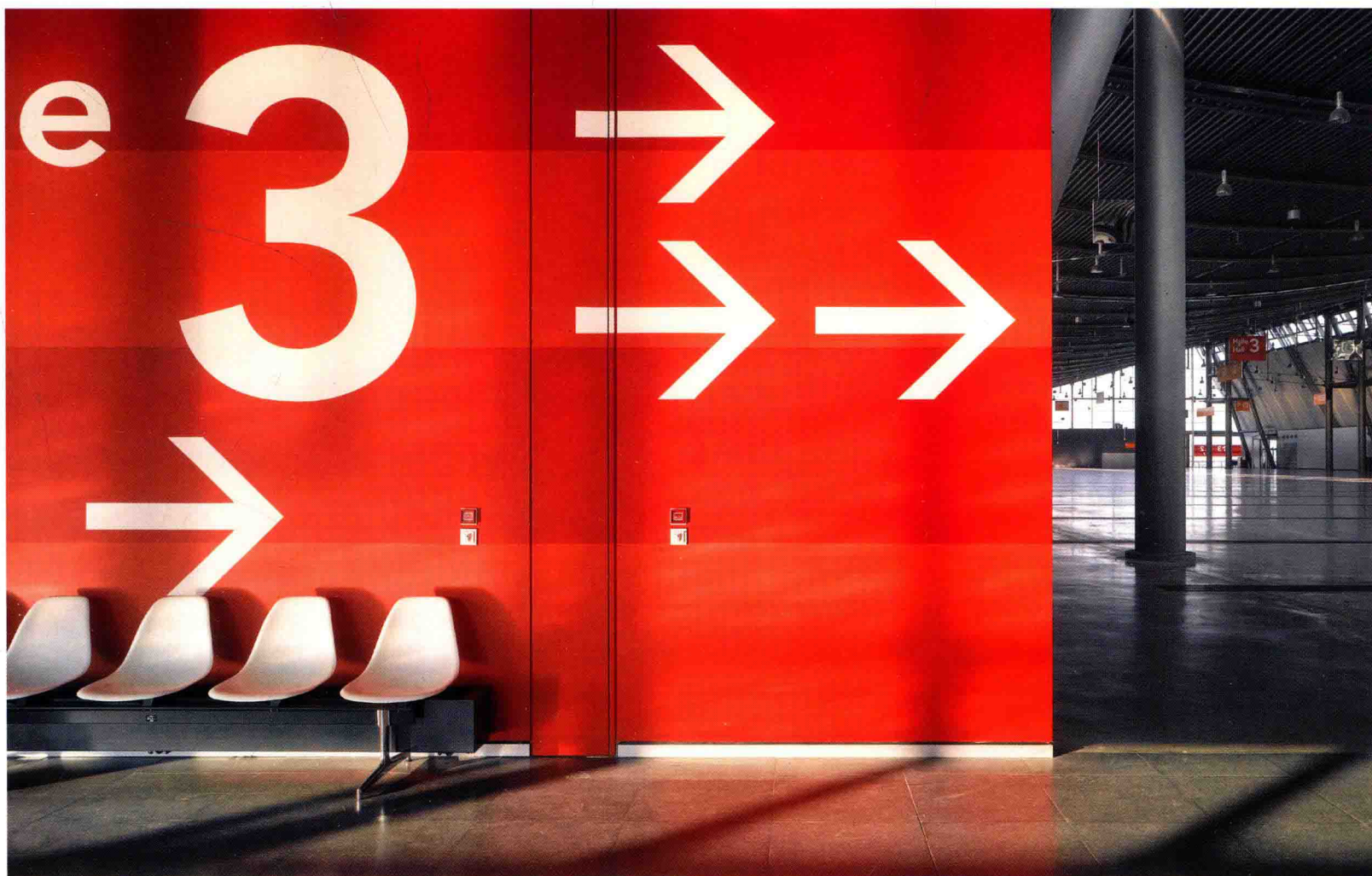
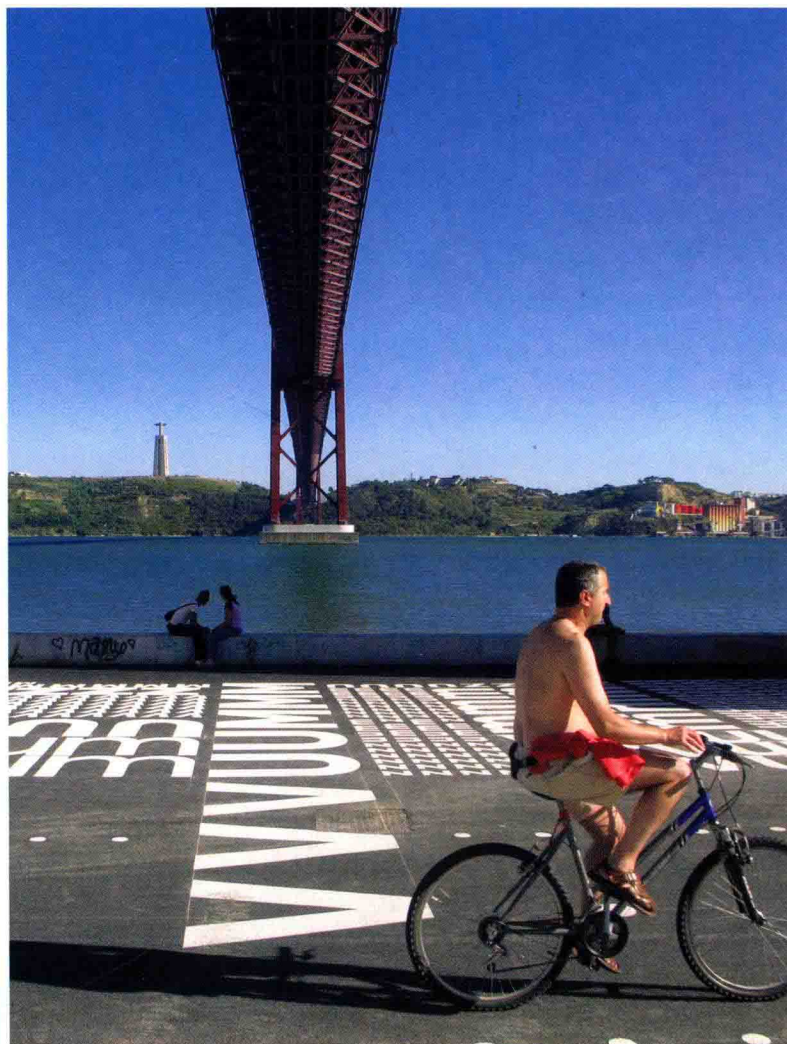
For instance, traffic navigation wayfinding design, is not simply about applying some eye-catching graphics. Multi-story parking garages have a complex set of navigation challenges that the wayfinding information designer has to address. The needs of both pedestrian and motorist differentiate between arrival and departure journeys. They also need to take account of the competing

distractions vying for driver's attention – the hunt for vacant spaces, looking out for reversing cars and avoiding distracted pedestrians. All in an environment where line of sight can be obscured by parked cars, walls, columns and pedestrians shoppers.

The wayfinding and signage designs presented in this volume have an important role in encompassing both the experience of choosing a path within a built environment and the set of design elements that aid in such a decision. The successful designs integrate society by blurring the lines between the different cultures, languages and ages, meet the demands of the times by creating user-friendly signs, effective use of graphics, colors and shapes and creative, tailor-made pictograms to guide the everyday users of a building and/or space and explore signage as a point where architecture and graphic design

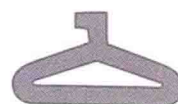
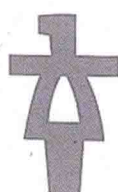
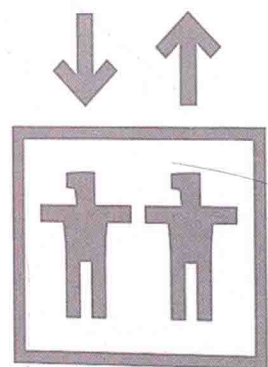
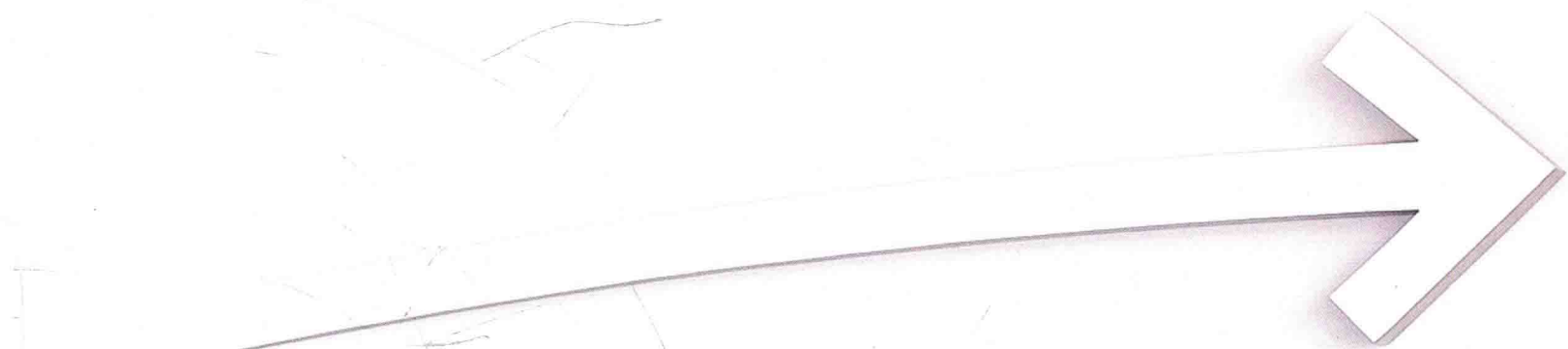
collide. The book showcases great examples of signage design worldwide, ranging from museums and schools to traffic navigation systems, with an emphasis on the most original approaches to leading the way.

Balancing style and functionality with the visibility, readability constraints and the ease of use of the wayfinding in the built environment causes an effect on the way we work, relax, travel and interact. The one hundred-plus projects presented in this volume feature diverse aspects of the discipline. *Signage Design* offers a view into some of the work of some of the world's most prominent design firms and sign experts in this rapidly evolving discipline.

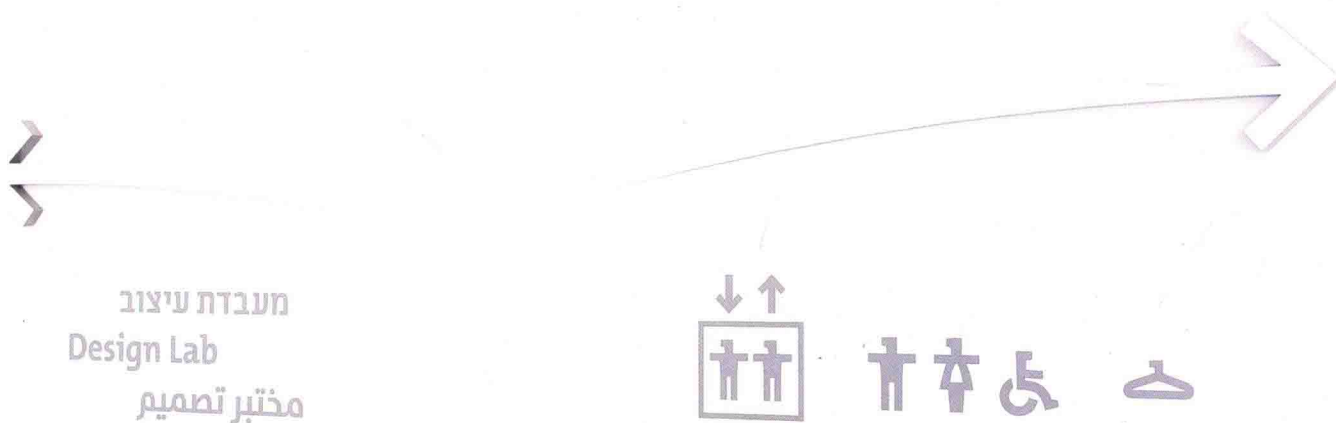




מעבדת עיצוב
Design Lab
מختبر تصميم



CULTURE



- ↑↑ | Informational signs
- ↖ | Trilingual entrance sign in Hebrew, Arabic and Latin
- ↑ | Detail arrow

Design Museum Holon

Holon

The museum's signage and wayfinding system challenges traditional approaches, using white arrows, designed by Atelier, Doron Rokach on white walls. Primarily discernible from the shadows they cast, the arrows emerge from the walls and transform from two- to three-dimensional forms. The shape of the arrows echoes the flow and movement of the Corten weathering steel bands surrounding the building. The challenge was to create a signage system that is visible and easy to use, while not competing with Arad's dynamic architecture. The system is trilingual, using Hebrew, Arabic, and Latin. It also includes a custom Hebrew typeface designed specifically for the project.