

EFFECTIVE WAYFINDING & DIRECTIONAL SIGNAGE



CREATE A POSITIVE USER EXPERIENCE WITH STRATEGIC WAYFINDING SIGNAGE

As people move through a physical environment, effective wayfinding signage enhances their understanding and experience of the space.

Using our concept to completion approach, we will collaboratively develop a wayfinding signage system that will:

Navigate a complex environment with well-planned and easily understood signage.

Reduce anxiety in a stressful setting by efficiently guiding people in motion.

Provide flexibility to allow easy revisions as facilities change over time.

"It was important for our team to rely on the experts at Poblocki Sign Company for advice and guidance with our wayfinding signage system."

- K. Faulkner, Campbell University



GUIDE PEOPLE WITH WAYFINDING SIGNAGE

Our wayfinding consultants understand the movement, behavior and decision-making process people use as they navigate through buildings, campuses, neighborhoods and parking structures.

Your wayfinding signage will meet all code requirements while promoting your brand. Our 7 step process includes:

1. Discovery Meeting
2. Traffic Flow Analysis
3. Wayfinding/Design Concept Development
4. Message Schedule & Sign Location Plan
5. Stakeholder Feedback
6. Fabrication
7. Installation



CONTACT US TO SOLVE YOUR WAYFINDING CHALLENGES.
WE FIND A WAY.

800-776-7064 www.poblocki.com

