

Signage and Wayfinding

Objective:

The purpose of this exercise is to challenge the student to think critically about their designs as it relates to wayfinding of the public areas of a hotel project and to identify the key locations for their signage solutions. Due: December 15, 2011

According to ASI-Modulex:

Wayfinding is a system of text, graphics and tactile information, presented at the right time and the right place to guide visitors and staff to their destinations.

Signage is a key component of any wayfinding system which helps minimize confusion and create a comfortable and intuitive means of navigation unfamiliar environments.

A well-planned, well-designed wayfinding solution improves customer satisfaction and employee efficiencies. Guests can easily identify where they are, where they need to go and how to get there without requiring the assistance of busy staff.

Directions:

You will be using the hotel plans you have created for the first floor for this assignment. You will:

- 1) Develop a concept statement for your overall wayfinding solution. Your solution should also address branding and accessibility.

The Renaissance Arts Hotel portrays the "body of a full-service hotel with the soul of an independent" with expressive design, original art and savvy service. The renovation of this historic 1910 warehouse provides an opportunity to develop a wayfinding solution for staff and guests that informs visitors of the art gallery, sculpture garden and shops housed within the facility as well as guiding them to their destination.

- 2) Select an overall signage design from a signage source or design your own.
- 3) Select the font style, and the signage colors (background and font colors) Use the links below for a Light Reflectance Value Contrast Calculator to determine the appropriate color contrast.
- 4) Create an Interior Sign Location Plan: Identify the locations for all signage needed based on the 4 types of signage we discussed in class. You should color code the sign and include a key for each color used: i.e. **Informational, Restriction, Directional and Identification**. Label each sign with a consecutive number R1, D1, N1 and I1, and cross reference these numbers it to a schedule indicating the type of message for each sign.
- 5) Create a digital layout that corresponds with your hotel project. The page layout should include: sign location plan with color legend, sign schedule, concept statement, color and font styles and example pictures of the signage style.

<http://www.takeform.net/>

Hotel Signage Needs:

Guest Rooms:

- Room Number on outside
- Smoking or non-smoking symbol on outside
- Inside fire evacuation plan
- Information sign (Occupancy, check-out, rates, etc.)

Stairs:

- Fire Exit sign with min. 1 foot candle emergency light
- You are here/evacuation plan
- Floor number on inside and outside of stairwell

Elevators:

- Directional and General Identification (elevator lobby)
- In case of fire sign (use stairs)
- Evacuation plan
- Floor number on both sides of jamb
- Directory to floors
- Just off the elevator, provide directional signage to other areas or rooms on that floor

Phones:

- Directional signage to phones and to TTD (text telephone)
- Identification of phone area
- Volume control telephone

Restrooms:

- Directional signage to restrooms
- Men / Women
- Accessible symbol on entry door
- Accessible symbol on stall
- If non-accessible, you must direct to accessible stall

Back of House

- Manager on Duty
- Business Office
- Laundry
- Engineering
- Kitchen

General Public (directional signage is needed for each area in hotel)

- Logo of Hotel at registration desk
- Directory (especially for conference hotels)
- Information/Concierge
- Baggage
- Check-in/ Registration
- Lounge
- Restaurant
- Fitness Room
- Bar
- Pool
- Ice/Vending
- Meeting Rooms
- Max O.L Signage
- ATM