



WAYPEDIA

➤ Signage

- Exterior identity signage
- Branding graphics
- Monoliths
- Interior signage
- Exterior/interior Directory signage
- Displays

➤ Interactive/Digital

- Dynamic directory signage
- Dynamic information signage
- Dynamic meeting room signage
- Smartphone guidance
- Interactive kiosk
- Virtual reception
- Dynamic visitor management
- Mobile Apps

➤ Web

- Website
- Microsite
- Online Maps: Google Maps, Bing Maps, AskCody Maps
- Social media
- Email

➤ Print

- Brochures
- Flyers
- Handouts
- Printed maps
- Postcard
- Summons and call-ups
- Patient information
- Magazines
- Roll ups

➤ Environment

- Landscape / Streetscape
- Paths and Nodes
- Architecture
- Districts
- Landmarks
- Environmental graphics
- Supergraphics

The wheel of wayfinding

Wayfinding consist of...

