

WAYFINDING

Sample sign types recommended by AWG for consideration when designing a wayfinding program.



Identity Using place-based materials and symbols



Wayfinding with district icons



Emphasis on district relative to the City



Sidewalk gateways



Pole signs



Banners Event, sponsor, district advertising



Vehicular wayfinding District parking and valet, major destinations



Pedestrian wayfinding Directional, maps or wireless apps



Interpretive graphics Can tell a story about a place, its history and culture