



Best Practice Guide to:

Wayfinding

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Good wayfinding can save time, improve efficiency, and increase organization throughout your facility.



pg 9

Floor marking can establish traffic routes, point out hazardous areas, improve workplace communication, and more—all components of an effective wayfinding system.



Please feel free to share this with someone else who could use it.

Thank you!

Content may have been updated to reflect the latest codes, standards, and regulations or to address any errors or omissions. For the most up to date edition, visit: GraphicProducts.com/guides

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INTRODUCTION

What makes a good wayfinding system? How can wayfinding improve your facility? Here's a broad overview of what wayfinding should do—and how it can help.

Elements of Effective Wayfinding

Think about the last time you visited an airport: How easy was it to find the parking lot, ticketing desk, security check, newsstand, or gate? Did signs offer clear, easy-to-read directions at critical junctures? Did maps give a broader look at your location and nearby resources, such as restrooms? Could you move through the airport without thinking too hard about where to go or how to get there?

Each of those elements are part of what's called "wayfinding."

At its most basic, wayfinding promises a systematic approach for moving from "Point A" to "Point B" through a collection of interconnected signs, signals, and other visual cues. On a deeper level, though, a thorough wayfinding system helps users navigate hazards, find the most sensible route, avoid traffic jams, and arrive at their destination as efficiently as possible.

Highways use exit signs, informational boards, and other road signs to keep drivers moving toward their destination; malls use maps and informational markers to help shoppers find stores; and work facilities of all sizes use signs, placards, maps, and other tools to help employees navigate hazardous areas, locate emergency equipment, and find other workers.

An effective wayfinding system requires research, thoughtfulness, and discipline to help the system's users understand where they're going and how to get there.

This guide will help you build a wayfinding system that serves everyone who uses your facility. We'll drill into the basics of wayfinding, look at the rules regarding wayfinding, and offer solutions for implementing a successful system in your facility.

Goals of Good Wayfinding

A good wayfinding system accomplishes a few basic, but important goals.

Orientation: It might sound metaphysical, but it's true: A driver or pedestrian must know where they are—especially in relation to nearby objects and landmarks—before they can know where they're going.	
Route choices: Wayfinding should help users determine the best course for reaching their destination, based on all available information.	
Reassurance: Wayfinding should give periodic reminders that users are on track to arrive at their destination; if not, it should show how to return to the course.	
Essential information: Good wayfinding should share only the key information users need to move throughout the system—and nothing more.	
Destination designation: Signage should alert users that they've arrived at their destination and point out their location within a larger facility.	



Good wayfinding should let users know where they are in a facility and show where to find important items or locations.



Place wayfinding signs near important destinations so users can navigate a facility and take appropriate action, if necessary.

Benefits of Wayfinding

Clear wayfinding offers several benefits not always obvious to the casual user. Here are a few ways wayfinding can improve your facility:

	<p>Improve efficiency: No matter the size of your facility, quickly getting workers and visitors to their destination improves efficiency.</p>
	<p>Increase safety: Workers are safer when they know to avoid areas with hazards like heavy machinery and forklift traffic.</p>
	<p>Improve organization: Wayfinding lets users know where things are located and sets an expectation of where (and how) to find them.</p>

Elements of a Successful Wayfinding System

A successful wayfinding system is more than a few signs. If users are to get the most from the wayfinding system, it should include the following common elements:

Frequent signs and markers: There’s no magic formula for determining the correct number of signs and visual cues in a wayfinding system. Rather, you should implement as much visual communication as necessary; larger, more complex structures will host more signs and maps than smaller, easier-to-navigate structures. At its most basic, a wayfinding system should have signage wherever it makes sense.

Thoughtful placement: Don’t make assumptions about where (or how) people should move around within your facility. Solicit feedback, examine hazards, and analyze the layout of your facility to determine the safest, most efficient routes possible.

Efficient route designation: A good wayfinding system avoids hazards, unnecessary detours, and congested areas.

Consistency: A user’s first interaction with your wayfinding system should set expectations for what’s to come. Each piece of the wayfinding system should use the same thematic elements. Consistent vocabulary, presentation, branding, colors, and fonts are essential components of a thorough wayfinding system.

Easy to navigate: It might seem obvious, but the routes, signage, and visual cues should make any wayfinding system intuitive, easy to follow, and simple to interpret at a glance. The more time a user spends thinking about the wayfinding system, the less productive they are.



Watch our “Wayfinding and Floor Marking” video by visiting the Safety Education section of our videos page - [GraphicProducts.com/videos](https://www.graphicproducts.com/videos)

WAYFINDING RULES AND REGULATIONS

Broadly speaking, there are few established federal rules and regulations for wayfinding systems. The Americans with Disabilities Act specifies a few accessibility requirements, but most wayfinding decisions are typically left to an individual facility. Nevertheless, several agencies and organizations offer helpful resources for planning an effective wayfinding system.

Floor Marking - OSHA 29 CFR §1910.22

OSHA doesn't have any standards about wayfinding, but the agency maintains basic rules and regulations pertaining to floor marking (which can be a critical component of a wayfinding system).

29 CFR §1910.22(b)(2) states, "Permanent aisles and passageways shall be appropriately marked," but the broader standard sets no guideline for floor marking colors, unless floor marking is used for preventing physical injuries.

That said, 29 CFR §1910.144—the agency's standard for outlining safety color codes—notes that red and yellow are designated safety color codes for marking physical hazards.

- **Red** is the basic color for fire-related hazards (including the identification of fire protection equipment and containers of flammable liquids), as well as emergency switches, bars, and buttons on hazardous machines.
- **Yellow**, meanwhile, is covered in 29 CFR §1910.144(a)(3). The standard states that yellow designates caution and is used to mark physical hazards (including stumbling, falling, and "caught in between").

Keep these colors in mind while developing color codes for your wayfinding system to ensure compliance with OSHA standards.



OSHA maintains basic standards for floor marking—29 CFR §1910.22—which can assist with a broader wayfinding system.



All communication regarding emergency routes must meet standards outlined in 29 CFR §1910.37, OSHA's regulation for emergency egress.

Emergency Egress - OSHA 29 CFR §1910.37

OSHA has several rules and regulations for communicating egress routes in the event of an emergency, which can be found in 29 CFR §1910.37.

Here's what you should know when accounting for emergencies while designing a wayfinding system:

- Every exit must be visible and marked by a sign reading "Exit".
 - Line-of-sight to an "Exit" sign must be visible at all times.
 - The word "Exit" must be legible in lettering at least 6" (15.2 cm) high, and the main lines of the letters in the word "Exit" must be at least 3/4" high.
- If a path to the exit isn't apparent, signs must be posted along the route, indicating access to the nearest exit.
- If a doorway or passage along an access route isn't an exit but can be mistaken for one, it must be marked "Not an Exit" (or with a similar message). It may also be identified by its actual use (such as a closet or restroom).
- According to 29 CFR 1910.37(b)(6): "Each exit sign must be illuminated to a surface value of at least five foot-candles (54 lux) by a reliable light source and be distinctive in color. Self-luminous or electroluminescent signs that have a minimum luminance surface value of at least .06 footlamberts (0.21 cd/m²) are permitted."

Roadway Signage – Federal Highway Administration

Working on signage for drivers? The Federal Highway Administration’s Manual on Uniform Traffic Control Devices for Streets and Highways offers standards for roadway signage. These apply to public roadways but serve as good guideposts for developing on-site signage for parking lots, garages, and other private thoroughfares:

- Messages should be as brief as possible, and letters should be large enough to be legible from a distance.
- The guide recommends at least 1" of letter height per 30 feet of legibility distance. If a sign should be seen from 60 feet away, letters should be 2" or taller.
- Keep abbreviations to a minimum, wherever possible.
- Don’t use punctuation marks, such as periods and question marks. Keep confusion to a minimum by using only letters, numerals, and hyphens.
- Use hyphens, not forward slashes, to separate words.
- The names of places, streets, and highways should begin with upper-case letters, followed by lower-case letters.



The Federal Highway Administration offers standards for public roadway signage, which serve as good guideposts for on-site signage around your facility.

Chapter 10 (Means of Egress) - International Building Code

The International Code Council (ICC) develops codes and standards for the design and construction of buildings that comply with local regulations. The organization’s codes offer what it calls “minimum safeguards for homes, schools, and workplaces.”

Chapter 10 of the ICC’s International Building Code speaks specifically to means of egress as part of a broader wayfinding system. Here are some of the organization’s rules for communication as part of an emergency wayfinding system:

- Directional signs toward exits must be placed at elevator landings and within areas of refuge (defined by the ICC as areas where people unable to use stairways can gather to await instructions or assistance during emergency evacuation).
- Emergency evacuation instructions must be posted in areas of refuge and exterior areas for assisted rescue.
- Stairway identification signs must be at least 18" x 12". Letters identifying an interior exit stairway and ramp must be at least 1 1/2" tall.
- The number designating the floor level must be at least 5" tall and located in the center of the sign.
- Other letters and numbers must be at least 1" tall.
- Signs must use a non-glare finish, and characters must contrast with the sign background.



DuraLabel 9000 was used to produce the sign on the left!



IDENTIFYING YOUR WAYFINDING NEEDS

How can you use wayfinding to move customers and employees around your facility, minimize hazards, and send important signals? It takes some elbow grease to get a wayfinding system off the ground, but the research is well worth the effort. Here's how to get started.

Map Your Facility's Needs

Start the wayfinding process with an audit of your facility for points of potential confusion, safety measures, and more. This information will come in handy when you establish the broader goals, strategies, and tactics for your wayfinding system.

Use the following checklist to help identify your needs. While performing the audit, take note of any potential wayfinding solution that comes to mind and why it would be helpful.

Area	Hazards?	Emergency Signage?	Maps?	Other Signage?	Current Signage?
Indoor Areas					
Restroom					
Sinks					
Storage rooms					
Maintenance rooms					
Conference rooms					
Break or lunch rooms					
Trash or recycling areas					
Offices					
Reception area(s)					
Inventory bays and aisles					
Warehouse area					
Receiving/loading area					
Hallways					
Intersections in hallways or travel paths					
Outdoor Areas					
Parking lot entrances and exits					
Trash and recycling areas					
Bike racks					
Shipping and receiving dock					
Disabled and specialty parking					
Drop boxes					
Parking pay station					
Building identification					
Customer entrances					
Employee entrances					
Crosswalks					
Other pathways					

What Must Be Communicated—And How

Once you've conducted an audit, you likely have some ideas for what's necessary (and what's missing). Before you choose a color scheme or compare signage materials, ask yourself the following questions:

Why are you developing a wayfinding system?

- What navigational problems are you trying to solve?
- Does a wayfinding system already exist?
- Are users confused by certain junctions, rooms, layouts, or structures?
- Have accidents or near misses occurred that might benefit from a wayfinding system?
- Have work areas changed, or have conference rooms been repurposed?

To whom are you communicating?

Take into consideration the various users who will benefit from a wayfinding system.

- Are you creating signs for employees navigating a set of cubicles, another floor within your building, or another building entirely?
- Are you creating signs for customers or vendors who might visit your facility?
- Do visitors know how to find important locations, such as the reception desk or restroom?

If you're unsure, don't be afraid to ask delivery drivers, visitors, vendors, and everyday employees about their wayfinding needs and destinations.



Know what you want to communicate, and to whom you are communicating, before developing a wayfinding system.

What are you communicating?

Here you'll examine, from a big-picture level, what you're trying to say:

- Are you telling people where to go and how to get there?
- Are you warning them of hazards along the way?
- Should you provide directions to avoid congested areas or at confusing junctions?

Once you've established your broader purpose, you can think about what you'd like to communicate on a more personal level. (It may help to sketch a basic map that shows the landmarks and reference points within your facility at this point.)

For instance: Are you directing visitors to the receptionist area? If so, which steps should a visitor take once they've entered the parking lot, parked, and looked for an entrance? How can they find the restroom from the front entrance?

Take into consideration the ultimate goals, and work backward from there to establish the purpose behind your wayfinding system and the messages it communicates.

Where do you need to communicate the information?

Think about those touchpoints for the various people using your facility. For instance: The needs of a delivery truck driver are vastly different than that of a vendor meeting with C-suite employees.

It's natural to place signs at junctions in a facility, but are there other areas where informational or directional signs may come in need? Will navigational maps come in handy in each elevator lobby or in the manufacturing area? How often do you need to communicate certain pieces of information (such as where to find the restrooms)?

Take note of hazards while answering this question. The quickest route between two points is a straight line, but what if that straight line crosses a busy path between two buildings, where forklifts and delivery trucks may be present? What if it takes visitors through a dangerous manufacturing area? Keep any hazards in mind, and find the most efficient routes around them to keep workers safe.

How do you want to communicate that information?

Will users benefit from maps, hanging signs, placards, nameplates, floor marking, or a combination of these? Where do your eyes go, and what kind of space is available to communicate key messages?

IDENTIFYING YOUR WAYFINDING NEEDS

Can one sign communicate several instructions?

Think about who might arrive at a certain junction within your facility, and take into account the immediate direction they'll need. You may include separate directions for employees seeking a restroom and visitors checking in on the same sign.

Consider 2-way and 3-way sign blanks for communicating instructions at junctions. Users can view these from multiple angles and where viewing may be limited.

Types of Wayfinding Signage

Ernest Dwight, writing for the July 2008 issue of American School and University Magazine, broke down wayfinding into four types of signage: Identification, directional, informational, and regulatory signs. The signs you include in a wayfinding system will almost always fit into these four categories.

Here's a breakdown of each type of sign:

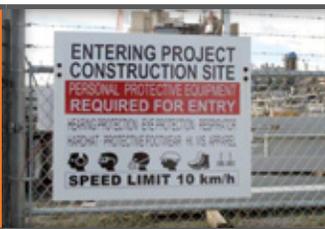
Identification Sign:
These identify the area a user is in and point out specific landmarks or structures.



Directional Sign:
A directional sign doesn't appear at the destination, but en route to and near that final location; in essence, directional signs keep people moving.



Informational Sign:
These are less about moving from "Point A" to "Point B" than supplementing the trip with useful information.



Regulatory Sign:
These inform users of regulations and requirements that are in place.



Examining Outdoor Wayfinding Needs

Good outdoor wayfinding should guide visitors to parking areas, pay stations, and the appropriate building entrance—where further indoor wayfinding can guide them to a destination. As such, outdoor wayfinding is a critical first step in establishing an efficient journey through a facility.

Here are a few questions to ask while assessing outdoor signage needs:

- Will anything obscure sign visibility, such as blooming trees or bushes? If so, are there better locations for signs?
- Should visitors follow certain procedures before entering your facility, such as paying for parking? If so, provide the appropriate instruction and direction.
- Should individuals know about designated locations, such as loading zones or parking spaces specifically for visitors?
- Are there separate entrances for employees, vendors, and visitors?
- Do you offer crosswalks to ensure pedestrian safety?

WAYFINDING RESOURCES AND APPLICATIONS

Wayfinding is more than directions and “you are here” markers. Here’s how maps, directories, and other resources can contribute to a fuller, more thorough wayfinding system.

Maps

For many, maps are the first thing people seek out in malls and airports. Maps provide valuable visual cues, and a prominent “you are here” marker helps orient users within a larger facility. Maps should align with how users view their environment; if the map shows shipping and receiving to the left, ensure the map is oriented so that, when facing the map, shipping and receiving is indeed to the left.

While creating maps, be sure to use language with which employees are familiar. Does your facility have separate lunchrooms and break rooms? If so, be clear about which you’re listing.

Evacuation Maps

Think about what employees and visitors might need in an emergency. Are emergency assembly areas, eye wash stations, fire extinguishers, SDS binders, first-aid kits, PPE storage locations, and other pieces of emergency equipment marked on an evacuation map?

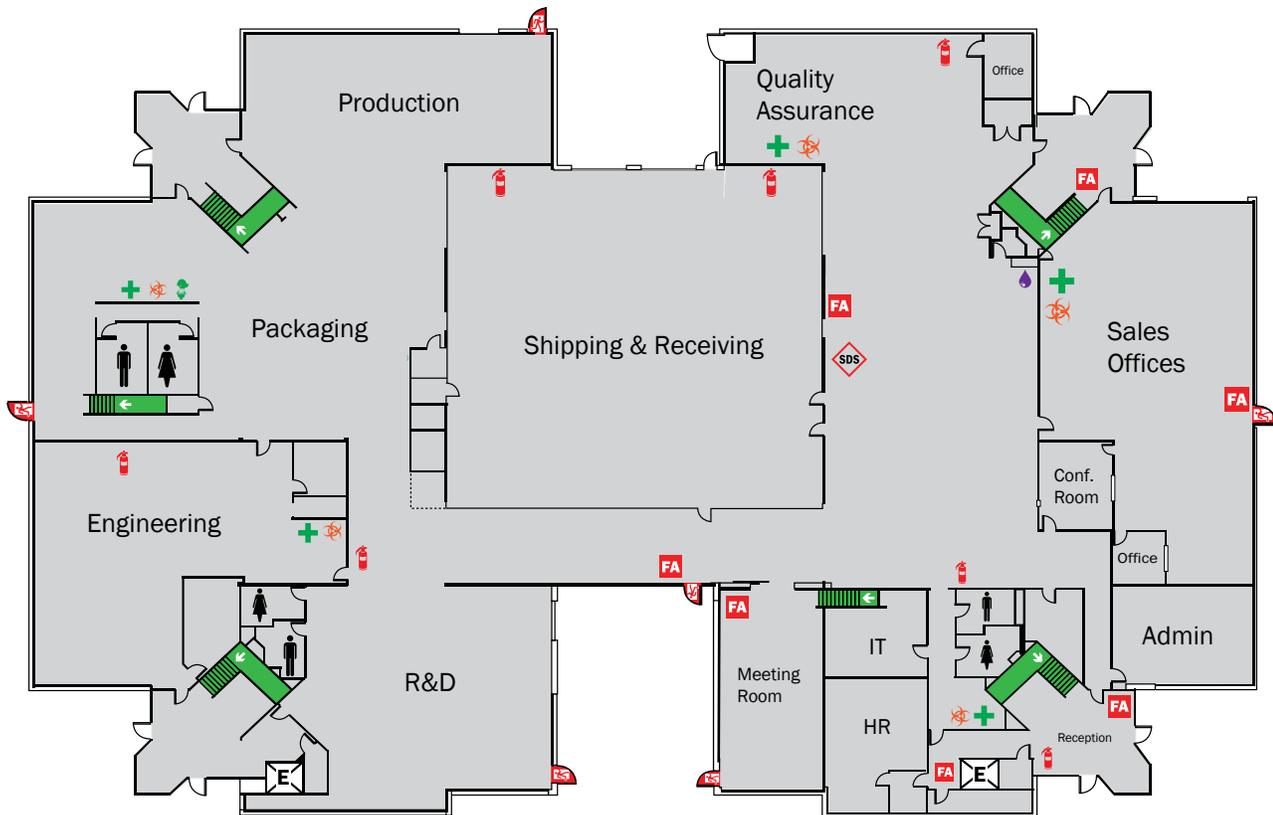
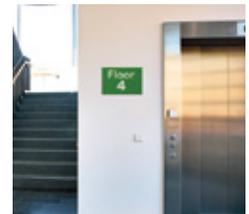
Destination Markers

Getting people to their destination isn’t enough if they don’t know they’ve arrived. Ensure that destinations are clearly labeled; this might include a “restrooms” sign outside the restroom or placards with specific names of conference rooms.



Floor Directories

If your facility has multiple floors, create alphabetized directories for each floor. Create markers for each floor to indicate which level a visitor is currently on. Place these on stairwell platforms at each level, as well as on and near elevators.



Maps can orient users, point out important information (such as fire extinguishers and SDS binders), and offer other crucial wayfinding assistance.

WAYFINDING RESOURCES AND APPLICATIONS



Keep safety messages in mind while developing a wayfinding system. These can help workers avoid danger and find new routes.

Related Resources

Once users have arrived on a certain floor or building wing, does it make sense to include smaller maps of nearby cubicles or offices? Would a staff directory make sense? Is your building under construction?

If some destinations have moved or changed, create signs that help users find the new destination. Place signs or notices at the former location, noting the new location.

Effective wayfinding goes beyond simple directions to restrooms and exits; keep temporary and seldom-used needs in mind when establishing your wayfinding system.

Safety Messages

Hazardous areas are critical to remember while developing a wayfinding system. These best practices can help you plan for potentially dangerous areas while mapping out a wayfinding system:

- If the area requires PPE or contains other safety hazards, note that information on the sign, and consider adding floor marking to reinforce the message.
- Are forklifts or powered trucks nearby? If so, floor marking and other signage may alert users to their presence.

Alternately, consider rerouting users away from hazard areas when safer routes are available.

Floor Marking

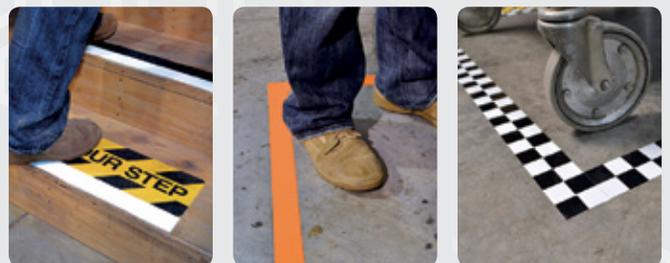
Floor marking is an essential part of a wayfinding system. It can create paths that tell workers and visitors where to go, where not to go, what kind of equipment to watch out for, and how to move around a facility.

Traffic routes: Floor marking can establish safe and efficient routes for pedestrians, forklifts, powered trucks, and delivery trucks to help workers avoid accidents.

Storage: Floor marking can cordon off products, equipment, material, tools, and other items; it can also help workers find those same items when necessary.

Hazardous areas: A good wayfinding system should steer users away from hazardous areas. This might entail creating clearance distances around electrical panels or creating boundaries for areas where certain chemicals or moving machinery may be present.

Workplace communication: Floor marking signs can advise workers to use caution, communicate traffic signals and direction, create clear intersections, and provide safety warnings.



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CREATING YOUR WAYFINDING SYSTEM

Once you've established the strategies and tactics for wayfinding, it's time to plan for how you'll accomplish those goals. Here are a few commonly-accepted best practices for the task of actually planning and implementing a specific wayfinding system.

Recommended Placement

Determining sign placement is a critical step in the wayfinding process. Here's an overview on how to figure out where to put them.

1. Start from a blueprint or facility map, whenever possible.
2. Note all common destinations and the likely points of origin.
3. Place signage at every major intersection until the person reaches their destination.
4. If the point of origin isn't tied to a particular entry (such as when someone seeks a restroom), place signage in locations with prominent visibility.
5. If certain intersections become crowded with signs, create one sign that lists several destinations such as a facility map, along with arrows pointing in the correct direction.

Once you've established where you'll put them, you'll want to keep a few best practices in mind:

- Reinforce your message at intersections, even if users should continue straight ahead. For instance: Airport baggage claim signs are typically placed at junctures, even when the destination is straight ahead, to reassure people they are headed in the right direction.
- Strive not to compete with other nearby signs, such as company logos, contact information, or building identification information. Too much information in one area taxes the eyes and makes it difficult to absorb vital information.
- Signs that identify offices or rooms with doors should be placed next to the door; in this case, the sign remains visible when the door is open.
- Take note wherever several wayfinding routes converge at certain junctions. Consider altering one or two routes to minimize congestion and keep people moving freely.
- If an office or area is only open during certain hours, note these hours on the sign.

Color Schemes

Human brains process color more quickly than words and form strong associations with certain colors. For instance: Most drivers associate the color red with "stop" and "yield" signs on the road without consciously thinking about why.

To that end, it's important to develop a color scheme when developing a wayfinding system.

OSHA offers no guidelines or regulations for wayfinding signs, but the agency nevertheless maintains specifications for safety signage. OSHA's standards are expanded upon in the ANSI Z535 standard, which dictates every aspect of sign design, including colors, signal words, letter size and style, and placement.

Here's a quick breakdown of popular colors and suggestions for implementation, based on common uses. Each section follows the ANSI Z535 color code recognized by OSHA.

Red

- Communicates: Danger posed by serious hazards, alert, or fire
- Common uses: Stop, yield, fire extinguishers



Orange

- Communicates: Warning of potentially severe hazards
- Common uses: Arc flash hazards, biohazards



Yellow

- Communicates: Caution of minor hazards
- Common uses: Eye and/or ear protection requirements, tripping or falling hazards



Green

- Communicates: Health/safety or instructional messages
- Common uses: Eyewash station, first aid station, recycling, parking



Your facility may create its own color-coding system, but it's wise to keep a few considerations in mind as you do, such as:

- The system should not conflict with existing facility signs that comply with ANSI Z535
- Color schemes should offer a high contrast between the text and background for easy readability; "stop" signs use red and white for this very reason.
- Apply the same colors across your organization and throughout your wayfinding system; they provide subtle clues and establish consistency.
- If you've already established a color scheme for your floor marking system, try to use the same colors to prevent confusion.

CREATING YOUR WAYFINDING SYSTEM

Text

Here's a quick look at best practices for choosing text for wayfinding signage:

- **Easy to read:** Use a clean, clear sans-serif font such as Arial or Helvetica. Use a mixture of upper- and lower-case letters, rather than all caps (reserved for safety signage).
- **Multilingual considerations:** Do you have employees or guests who speak another language? Make sure critical signs are multilingual, or that symbols effectively convey the meaning. Use the most widely-spoken language first.

Text Size

It's important to consider sign and text size relative to someone's viewing distance from the sign. For every 10' of distance between the viewer and the sign, you'll need 1" of letter height. (Note: This equals approximately a 100-point font.) If a viewer needs to read a sign from 20 feet away, the text should be 2" tall.

Use this table for optimum readability:

Viewing Distance		Letter Height	Font Size
Optimum	Maximum		
10'	30'	1"	100 pt.
30'	100'	3"	300 pt.
60'	200'	6"	600 pt.
100'	450'	10"	1000 pt.

Determining letter height for viewing distance.



Symbols

A good rule of thumb when creating wayfinding signs is to use symbols in lieu of text wherever possible. Symbols transcend language barriers and eliminate the need for multiple messages on a single sign.



For example: The universal symbol for a restroom is two outlines—one of a man, and one of a woman—separated by a vertical line. This is far more effective than separate messages for “men’s restrooms” and “women’s restrooms;” not only does

it save space, but it accounts for cultural and language differences.

Giving directions? Use arrows liberally to guide users, but ensure their meaning is clear. Upward-pointing arrows sometimes mean “up” and sometimes mean “forward.” For clarity, include the word “up” next to the arrow, or add a graphic of stairs, with the arrow pointing up the stairs.

Interested in Using Symbols for Your Wayfinding System?



Labeling software by Graphic Products lets users customize signs with a library of more than 1,800 symbols and print important messages on DuraLabel industrial label and sign printers.

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WAYFINDING SOLUTIONS

Graphic Products offers several solutions to help you develop a comprehensive wayfinding system. From custom on-demand sign-making equipment to premade signs and floor tape, Graphic Products has you covered from the ceiling to the floor. Here's a look at what we offer and how we can help.

Custom Signs and Labels

Graphic Products carries a wide range of sign-making equipment and supplies to help you communicate key messages. Our industrial sign and label printers come with label creation software, which lets users customize labels with a library of more than 1,800 symbols.

DuraLabel Industrial Printers

Print signs for your wayfinding system, create clear messages, and improve safety throughout your jobsite with DuraLabel industrial label and sign printers by Graphic Products. Our line of industrial, thermal transfer printers are built tough to create signs and labels that comply with regulations and keep workers safe. These are some of the printers to help meet your on-demand labeling needs:

- **DuraLabel Toro:**
Create long-lasting labels with the portable, standalone printer. Toro supports labels 1/2" to 4" wide and includes a full-size keyboard, stylus, and touchscreen interface to accommodate jobs around your facility—no PC, network, or power outlet needed with the battery.
- **DuraLabel 9000 Print Station**
Get your message across with a standalone workstation. The DuraLabel 9000 PS prints signs up to 9" wide and includes a 10" touchscreen, wireless mouse, and keyboard.
- **DuraLabel Bronco**
The tough-but-compact printer stands up to challenging environments, prints high-quality labels up to 4" wide, and comes with custom label software.
- **DuraLabel PRO 300**
Tackle any kind of job with the small but powerful label and sign printer. With over 50 application-specific supply types, print wire wraps, easy-to-read tags, arc flash labels, and more—up to 4" wide.



DuraLabel Toro



DuraLabel 9000 PS



DuraLabel Bronco



DuraLabel 300 PRO

WAYFINDING SOLUTIONS

Versatile Supplies

If you're looking to print custom signs and labels, we carry over 50 application-specific DuraLabel supplies suited to various industry uses. Those include:

Premium Vinyl:

Create a uniform facility appearance with numerous standard colors and specialty colors.



Repositionable Tape:

Create temporary signage that can be reapplied numerous times.



Metallized Poly:

Create signs with a brushed aluminum appearance, such as nameplates.



Extended-Life Vinyl:

Create signs that last up to eight years outside and stand up to moisture, oil, chemicals, and UV light.



Reflective Vinyl Tape:

Create signs suitable for low-light conditions.



Phosphorescent Tape:

Create signs that glow in the dark.



DuraTag Tag Stock:

Create identification tags that stand up to tough industrial environments. Use a slot puncher and zip ties for non-adhesive, durable, tear-resistant signs.



DuraLabel Custom Label & Sign Service

Would you like to add your logo to your signs? We'll work with you to design the label or sign that says exactly what you need it to. We'll also help you select the right supply from our inventory of more than 50 supply types.

Create the perfect custom label down to pictograms, colors, logos, and fonts. We'll print your design on the supply of your choice, leaving room for your customization. Just load the label supply in your DuraLabel printer and add your custom message.

Sign Blanks for Custom Communication

Turn labels into rigid signs with our selection of support products. Choose among sign blanks, protective overlaminates, cable ties, and more.

- Sign blanks are available in various materials, including steel, reflective surfaces, fiberglass, aluminum, and corrugated plastic, to meet your facility's needs. Sign blanks are available in 1-way, 2-way, and 3-way formats for easy viewing from multiple angles.
- Overlaminates protect external labels and signs from graffiti and permanent marker.
- Cable ties attach signs to fences, posts, and other structures.

Premade Signs and Labels

Choose from over 3,000 premade signs—available in a variety of sizes and materials—that effectively communicate directions, information, hazards, and more. Multilingual messages are also available.

Our high-quality signs help ensure compliance with visual communication standards and display important workplace messages relating to restricted areas, chemical hazards, confined spaces, construction, electrical notices, PPE, fire and egress, first aid, and more.



Graphic Products carries more than 3,000 premade signs—available in several sizes and materials—to complement your wayfinding needs.

PathFinder Floor Marking and Wayfinding Solutions

Take steps toward a more organized, easier-to-navigate facility with PathFinder floor marking, wayfinding, and safety tape by Graphic Products. Our versatile, durable tapes direct employees, cordon off restricted areas, help prepare for emergencies, and more.

How can PathFinder tapes improve wayfinding around your facility?

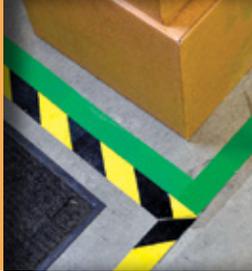
Rigid: Create durable paths for heavy-traffic floors where forklifts, machinery, and employees share the same space. The tape's bright colors promote organizational color coding.



Flex: This flexible, durable, and environments with medium to heavy traffic. Choose from solid colors or striped patterns.



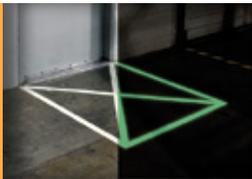
Lite: Organize your entire facility with our versatile and economic tape, suitable for temporary areas and light-traffic environments. Choose from solid colors, checkered tapes, and hazard tapes for clear, efficient organization.



Tread: Prevent slips with all-purpose abrasive and non-abrasive tapes.



Glow: Highlight egress pathways, stairs, handrails, and doorframes in power outages with tapes that provide more than six hours of photoluminescence.



Reflect: Increase daytime and nighttime visibility with our reflective tapes.



Floor Signs: Keep workers safe and improve efficiency with durable, easy-to-read floor signs. Choose from several sizes, colors, shapes, and messages to get your message across. Graphic Products also produces custom floor signs with messages tailored to your facility's unique needs.







PATHFINDER®

Floor Tape Applicator

Save time and get the job done right.

RENT or PURCHASE the floor tape applicator today!

FloorMarking.com/applicator



FREE rental with qualifying PathFinder tape purchases.

WAYFINDING MAINTENANCE

You'll want to periodically inspect your signage to ensure it's up-to-date, readable, and effective.

Accounting for Wear and Tear

Your signs may fade or become unreadable over time. Inspect regularly for readability and efficacy; if they need replacing, ask yourself a few questions to keep the system intact and working properly:

- Would a replacement sign benefit from a more durable material?
- Should you alter the text size to be more readable?
- Has information on the sign changed?
- Is there other information you can add to better assist users?

Accounting for Weather and Seasonal Changes

In some cases, outdoor wayfinding might be your organization's introduction to the wider world. Informational signs bearing your company's logo let visitors know they've arrived, directional signs show drivers where to park, and regulatory signs might inform visitors of speed limits or other important information.

It's important to prepare for the elements and other obstacles posed by the outdoors. Here's a quick checklist to consider while developing outdoor signage:

- Will bushes or trees obscure visibility as they blossom each spring?
- Will the material resist rain and UV rays?
- Will the signs be visible during all hours of operation, or would you benefit from a high-visibility material to account for lack of daylight?
- Is the signage securely fastened to a pole, building, or other structure in the event of heavy wind?

Be sure to conduct periodic inspections as part of your maintenance to see what kind of impact, if any, nature has on your outdoor wayfinding.



echo
Large Format Printer & Enlarger | GraphicProducts.com

Create posters in an instant.

No wayfinding system is complete without sufficient signage. Make sure your messages are seen.

- Create big, bold posters and signs for a thorough wayfinding system
- Scan and enlarge an existing document
- Print a saved design from Echo's built-in gallery
- Create custom signs on your computer
- Customize creations with the included Echo Canvas software, which offers shapes, charts, calendars, and more than 6,500 clipart images
- Print temporary wayfinding, such as detour notices and event directions



RHINO
Preserve and protect your wayfinding message with **Rhino cold laminator** by Graphic Products.

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CONCLUSION

With this guide, we've looked at the importance of wayfinding, the benefits of an effective wayfinding system, and how you can implement a wayfinding system in your facility. By following the steps outlined in this guide, you'll keep workers safe, improve organization, and increase efficiency.

Take your facility to the next level. Use wayfinding signs to guide customers and protect workers. Call Graphic Products 877.534.5157 for your safety and visual communication needs.



Labeling & Signage

- Printers
- Premium Vinyl
- Arc Flash
- GHS/HazCom 2012
- Premade Signs & more



Floor Marking & Wayfinding

- Aisle Markers
- Anti-Slip
- Pre-Printed
- Reflective
- Glow
- & more



Lockout/Tagout

- Lockout Tags
- Padlocks
- Lockout Stations
- Hasps
- Lockout Kits & more



Spill Control & Containment

- Pads & Rolls
- Spill Kits
- Decks
- Booms
- Socks
- & more



Services

- Arc Flash
- Electrical Training
- Safety Compliance
- GAP Analysis
- Electrical Audit
- & more



Ready to Get Started?

See our complete line of safety products and request your free catalog today at Store.GraphicProducts.com



*Containing labeling, signage, or floor marking products

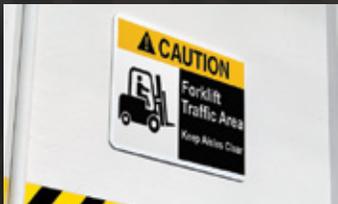
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PROTECT YOUR PEOPLE



Toro makes it easier. Tackle jobs of any size anywhere, anytime with the standalone, portable DuraLabel Toro. Use the optional battery for up to three hours (~3,600 4"x6" labels) of unplugged continuous printing.



Warehouse Labels



Valve Tags



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