



# Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems

By Chris Calori

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## Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems By Chris Calori

Signage and Wayfinding Design is a comprehensive and accessible resource that enables readers to apply a standard, proven design process to large and small projects in an efficient and systematic manner. Environmental graphic design is the development of a systematic, visually cohesive graphic communication system for a given site within the built environment. Increasingly recognized as a contributor to well-being, safety and security in unfamiliar and high-stress environments, EGD is also being used to extend and reinforce the brand experience.

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## **Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems** By Chris Calori **Bibliography**

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### Editorial Review

#### Review

"We've been working on a large signage project since late last year. It's been rough as in many ways our campus is very tough to navigate. One book that's helped us out is **Signage and Wayfinding Design by Chris Calori**. The book talks a lot about the science/art of sign making. If you're working on a signage project for your organization I highly recommend this book. I wish I would have found it earlier in our project." (Jon Edmiston – *As far As I Can Tell Blog*, March 25, 2009)

"Environmental graphic designers-referred to as EGDs in this volume-make sure we can get where we're going, without a bunch of extra information. *Signage and Wayfinding Design* looks at this emerging field and highlights some of its best work." (*StepInsideDesign*, 2007)

"This is the ultimate Sign Design Cookbook. Absolutely every issue is covered.... This Comprehensive volume outlines the entire process of design, as well as providing a portfolio of finished projects." (*segdDESIGN*, No. 16)

#### From the Back Cover

#### **The Essential Resource for Creating Effective Signage and Wayfinding Projects**

*Signage and Wayfinding Design* is an essential reference for design professionals who must communicate meaningful information in the built environment. Written to be both comprehensive and accessible, this vital resource shows how to apply a holistic, proven design method to large and small signage projects in an efficient and systematic manner.

In this practical guide, author Chris Calori outlines her proven "Signage Pyramid" method. This approach divides signage into three interrelated focus areas and components—the Information Content System, the Graphic System, and the Hardware System—making it easier to solve the often complex design problems posed in a comprehensive signage program.

*Signage and Wayfinding Design* gives professionals an in-depth view of the environmental graphic design (EGD) process from research and design development through project execution, and:

- Offers a wealth of illustrative examples from real-world projects
- Covers approaches to project documentation, including sign typing and message schedule management
- Explains nomenclature and numbering systems
- Illustrates how signage creates and reinforces brand identity
- Provides an overview of sign materials, coating, and finishes
- Highlights code and Americans with Disabilities Act considerations
- Includes more than 250 images and 32 pages of color images

By taking a cross-disciplinary approach, the author makes the information relevant for graphic designers, architects, interior designers, landscape architects, and industrial designers. Clients who engage EGD professionals will also gain valuable insights.

## About the Author

**Chris Calori** is a principal of Calori & Vanden-Eynden /Design Consultants, an internationally recognized, award-winning design firm specializing in the planning and design of signage and wayfinding programs. She is a Fellow of the Society for Environmental Graphic Design and is a Professional Affiliate of the New York Chapter of the American Institute of Architects. She has also been a design educator at the Fashion Institute of Technology and at The Ohio State University.

## Users Review

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#### **Bridget Carter:**

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**Mary Chapa:**

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