

What is Wayfinding?

Wayfinding is the experience of an individual making their way through an unfamiliar environment. Effective Wayfinding systems direct people to their destinations. This creates a “legible city” where wayfinding elements support the overall urban structure and experience.

The Use of Consistent Terminology and Graphics across a range of mediums builds trust in a Wayfinding Program and gives the user confidence that the information presented is accurate, up to date and part of an overall system.

