



## Communicating the Right Information in the Right Place

Upon arriving on campus, signage is the first thing visitors seek for a sense of direction. If the signage is done properly, it provides visitors with a sense of comfort—especially in unfamiliar and often complex education environments.

Therefore, it is important to offer clear directional and identification signage at each key decision point. By analyzing the physical layout and traffic patterns of your facility, ASI creates the most efficient and effective wayfinding plans to guide students, staff and visitors easily. And, as experts in ADA guidelines, ASI ensures that everyone finds their destination – regardless of physical ability.

### Navigating through Campuses

ASI offers the broadest portfolio of interior signage solutions to help you manage traffic and keep everyone moving in the right direction. From digital solutions to ADA-Ready™ systems to easily updateable, modular signage, ASI can develop a signage program specifically tailored to your requirements. Our expertise in wayfinding, code requirements and custom fabrication makes us your one-stop source for all of your signage needs.

- Program management
- Code and zoning requirements
- Traffic and circulation analysis
- Site survey and assessment
- Location plans and message schedule
- Prototyping and value engineering
- Global logistics
- Permitting
- Fabrication and installation
- Maintenance and service

### Wayfinding and Messaging

There are four primary types of signs represented in a wayfinding solution:

- Identification: sites, buildings, rooms, departments and spaces
- Directional: guide visitors via text and graphics to their destinations
- Regulatory: access or operational limitations, e.g., “Authorized Personnel Only”
- Informational: e.g., operating hours, access requirements

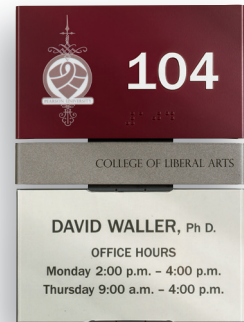
# Communicating the Way



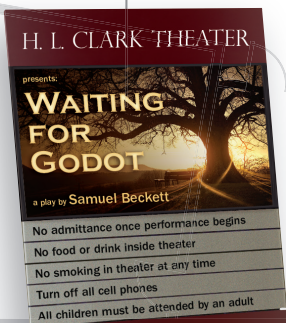
Suspended Directional Sign



PaperFlex™ ADA-Ready™  
Wall Mounted Room Identification



PaperFlex™ ADA-Ready™  
Wall Mounted Informational



Informational Floor Stand



Projecting Amenity Identification Sign



Wall Mounted Directional