



## Communicating the Right Information in the Right Place

Upon entering a facility, 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 familiarity with your brand and ideals.

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 visitors easily through your corporate facility. And, as experts in ADA guidelines, ASI ensures all visitors find their destination – regardless of physical ability.

### Navigating through Corporate Environments

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 signage that helps you achieve your company's green goals, 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

**216**  
**Elizabeth Blount**  
 Senior Audit Analyst

PaperFlex™ ADA-Ready™  
 Wall Mounted Room Identification

**215**  
**Copy & Fax Room**

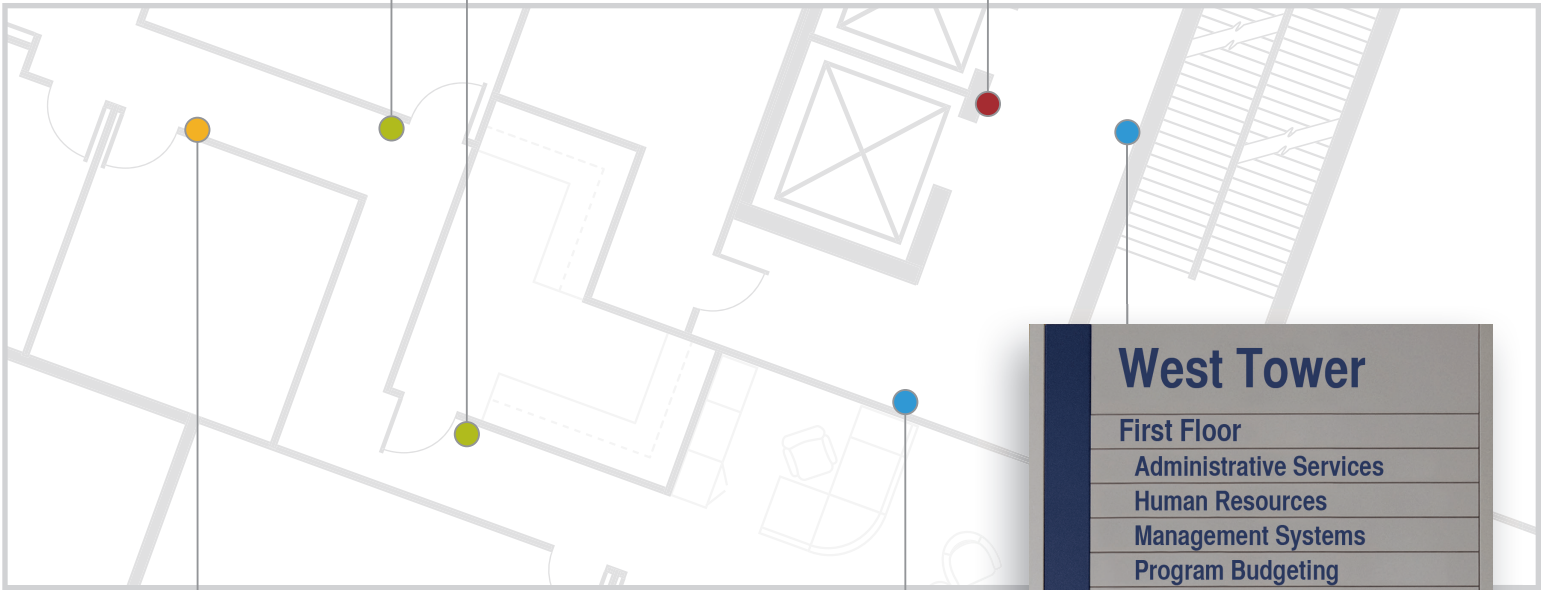
ADA-Ready™ Wall Mounted Room Identification

**ELEVATOR**

**SECOND FLOOR PLAN**

SECOND FLOOR  
 ADA-Ready™ Wall Mounted Regulatory Sign

ADA-Ready™ Wall Mounted Regulatory Sign



**217**  
**Meeting Room**

9:00a - 10:00a	International Orders Code Review
11:00a - 12:00p	Review Issues List and PCR's
1:00p - 2:00p	Mobile Weekly Status Meeting
2:00p - 3:00p	Planning Session for Kent Gate KLAS
3:00p - 4:00p	Insulation Weekly Status Meeting

PaperFlex™ ADA-Ready™  
 Wall Mounted Informational

◀

**Audit Analysis**

**Regulatory Analysis**

**Statistical Analysis**

▶

**Mobil Data Systems**

Wall Mounted Directional

**West Tower**

**First Floor**

- Administrative Services
- Human Resources
- Management Systems
- Program Budgeting
- Financial Management

**Second Floor**

- Audit Analysis ▶
- Regulatory Analysis ▶
- Statistical Analysis ▶
- Mobil Data Systems ▶
- ◀ Technical Programs

**Third Floor**

- Science Assessment
- Technology Assessment
- Technical Data Center

Wall Mounted Directional