



### 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 comfort – especially in unfamiliar environments.

Therefore, it is important to offer clear directional, informational 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 solution to guide visitors easily. And, as experts in ADA guidelines, ASI ensures all visitors find their destination.

### Navigating through Hospitality 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 clear wayfinding 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

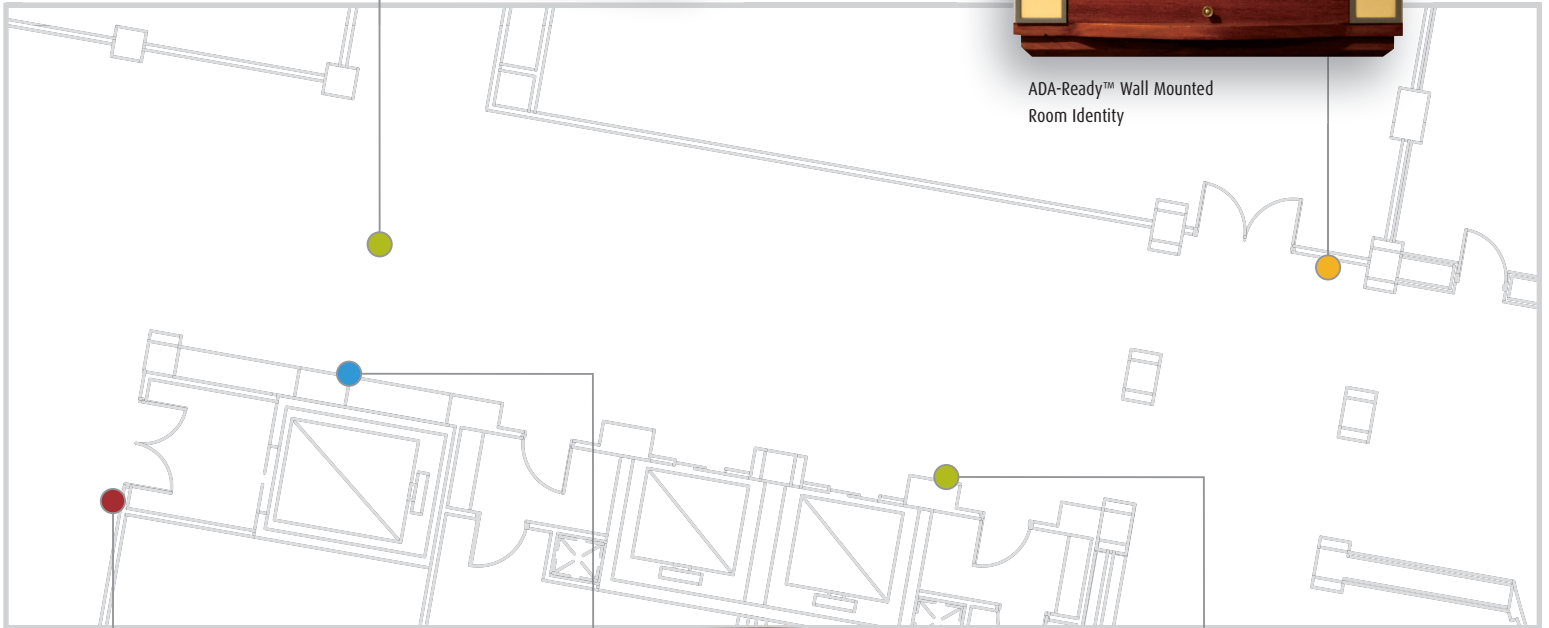
# Communicating the Way



Suspended Identification Sign



ADA-Ready™ Wall Mounted Room Identity



Projecting Regulatory Sign



Wall Mounted Directional



Projecting Amenity Identification Sign