

Principles for the development of visitor wayfinding signage

Signage with purpose

Overview

The purpose of this document is to equip those responsible for the implementation of wayfinding signage across Dublin County to carry out their task to a consistent standard.

Our focus here is on the visitor to Dublin but these principles reflect that good wayfinding will, by its nature, benefit a broader group of people. As our primary audience, this document will refer to the users of wayfinding signage as ‘visitors’.

Wayfinding signage has a specific purpose and the principles outlined here will support the development of effective and appealing signage that will help the visitor to Dublin to find their way around with ease and confidence.

Regional consistency, local character

While this document will encourage consistency across the entire region it is not intended to dictate a ‘one style fits all’ approach. Instead it focuses on **best practice** and **effectiveness** while allowing room for ‘local’ variation.

Contents

Introduction	2	Signage content	21
Contents	3	Signage anatomy	22
Glossary of terms	4	Signage types	23
What is wayfinding?	5	Standing out	24
Types of signage	6	Positioning content	25
Wayfinding principles	7	Using colour	26
Answering questions	8	Selecting colour	27
The right way is not always the shortest	9	Beacon colour	28
Methodology	10	Recommended colours	29
Legal compliance	11	Spatial factors	30
Irish language and placenames	12	Viewing distances	31
Typography	13	Appendix	32
Choosing a typeface	14	Bibliography	33
Recommended typefaces	15	Contact details	34
Legibility	19		
Space and contrast	20		

Glossary of terms

Accessibility

Making things accessible to all people regardless of ability.

An Coimisinéir Teanga

The Language Commissioner – office tasked with promoting and safeguarding the respective language rights of Irish and English speakers in Ireland.

Beacon

A device or colour designed to attract attention to a specific location.

Best practice

A set of working methods that are officially accepted as being correct or the most effective.

Cap height

In typography, the height of capital letters.

Colour standards

A means by which the quality and consistency of colour can be assured.

Destination

A place to which someone is going or being sent, e.g. a visitor attraction or place of interest.

Digital mapping

Electronic maps available through digital devices such as mobile phones, tablets, computers and digital signage.

Digital sign

An electronic display that, typically, displays updatable or changing information.

Directions

Instructions for travelling from one place to another.

Fingerpost

A sign consisting of a vertical post with one or more arms pointing in the direction of travel to places named on the ‘fingers’.

Gateway sign

A sign at a threshold that signifies the visitor is entering a designated area such as a town, village or special area of interest.

Graphic panel

The part of a sign that displays graphic and text content and produced using a variety of materials and technique.

Hardware

The framework onto which a graphic panel is mounted. Often with foundations embedded into the ground below or mounted to another structure.

Heads-up map

A map that shows the visitor the immediate area orientated to the their point of view.

Iconography

Symbols relating to or illustrating a feature, facility or subject.

Interpretation

The communication discipline that relates a subject to the reader on a personal level.

Interpretation sign

A sign that presents interpretation to the visitor.

Journey distance

The distance from one location to another.

Journey line

A graphic depiction of a sequential journey that does not relate to its physical distance.

Journey time

The time taken to travel from one place to another.

Legibility

The ease with which text can be read.

Logainm.ie

The Placenames Database of Ireland, the official body responsible for the naming of places in Ireland.

OpenStreetMap

An established and respected collaborative project that provides license-free digital cartographic data.

Placename

The name of a geographical location, such as a town, lake, or a range of hills.

Sans serif typeface

A style of typeface designed without serifs that is better suited to wayfinding signage.

Serif typeface

A style of typeface designed with slight points or projections at the end of a character’s stroke.

Stroke thickness

In typeface design, this is the width of the line that forms each letter – the thicker the line the bolder the typeface.

Substrate

A material that provides a surface onto which other material can be deposited or inscribed.

Transit mode

A form of transport, such as bus, train, car, bicycle.

Transport hub

A place where passengers move between different modes of transport.

Typography

The art and technique of arranging type to make written language readable and appealing. This involves controlling typefaces, sizes and spacing to aid legibility.

Viewing distance

The distance from which something can be seen clearly.

Visitor

For our purpose, our main audience for signage.

Vitreous enamel

A material made by fusing powdered glass to a metal by firing. It has a smooth, durable and long-lasting finish and is well suited for signage.

Wayfinding

The process of moving around a physical/geographical space, such as a town or city.

Wayfinding signage

Signage that aids movement around a physical/geographical space, such as a town or city.

What is wayfinding?

The term ‘wayfinding’ is given to the process of moving around a physical/geographical space, such as a town or city, with ease and purpose. It is the process of travelling – on foot, by bicycle or by public transport – from A to B in safety and with confidence.

‘Wayfinding signage’ refers to the highly visible and coordinated family of on-street signage designed to support that movement. This often takes the form of weather-proof map panels and ‘fingerposts’ that literally point in the direction of a specific destination.

Wayfinding signage provides more than directions:

It offers encouragement

With good wayfinding comes the confidence to explore a place, safe in the knowledge that you can find your way with ease. Visitors will be more relaxed/engaged and are more likely to dwell longer.

It strengthens a positive ‘sense of place’

Wayfinding is an agent of your ‘brand experience’ – easy to follow signage promotes positive feelings about and greater engagement with your area. Visitors and other pedestrians can confidently immerse themselves in all your area has to offer them; it’s culture and heritage, shops and restaurants, facilities and landscape.

It offers comfort

Where good on-street wayfinding signage is available, the visitor is less reliant on printed or digital mapping. Movement within the area is more fluid and natural with directions communicated through signage ‘on-the-go’ rather than having to disengage from your surroundings to consult a map or phone.

Developing wayfinding signage for a specific area will involve careful planning, time and investment if it is to serve the visitor well and stand the test of time. It is likely to involve a sequence similar to the following:

1) Preparation

Bringing all appropriate stakeholders together to agree objectives and a programme of activity.

2) Scheme definition

Establish geographical extent of scheme.

3) Signage specifications

Practical requirements and signage types.

4) Planning and procurement

At this point technical requirements will be established including required engineering work and contractors

5) Signage design production

Design and artwork of all signage.

6) Signage manufacture

Off-site manufacturing of all signage.

7) Signage installation

On-site installation of all signage.

8) Quality checks and monitoring

This establishes an appropriate standard of finish and account for required on-going maintenance.

See page 10 for a more detailed Methodology.

Types of signage

Wayfinding signage can come in many forms and sizes. From vertically mounted graphic panels depicting local maps, transport information and information about what can be found nearby, to directional fingerposts pointing the visitor to a specific destination and indicating how long the journey is or should take.

Signage can be wall-mounted, embedded in the pavement, suspended from an arch or attached to a lamppost.

The type of signage used in any given scenario should be governed by what best satisfies the needs identified as well as practical matters such as available space, its purpose, safety and environmental considerations.

Conventional wayfinding signage

Although there are exceptions, wayfinding signage commonly has two key elements:

1) Hardware

The framework onto which an information/map panel is mounted. Often metal or wooden frames with foundations beneath ground for structural integrity.

2) Graphic panel

This is the element that incorporates information, maps and interpretation and can be produced using a variety of materials and techniques.

Bespoke signage

Wayfinding signage can take forms designed to integrate with or compliment its environment.

Cast plaques, similar to the blue plaques found on buildings to denote their cultural importance, can be used as wayfinding markers to help the visitor identify specific routes such as walking and cycling trails.

Bespoke designs may be developed for specific wayfinding purposes such as indicating to the visitor that they are entering a specific area. These can be described as threshold and gateway signage.

Assessing suitability

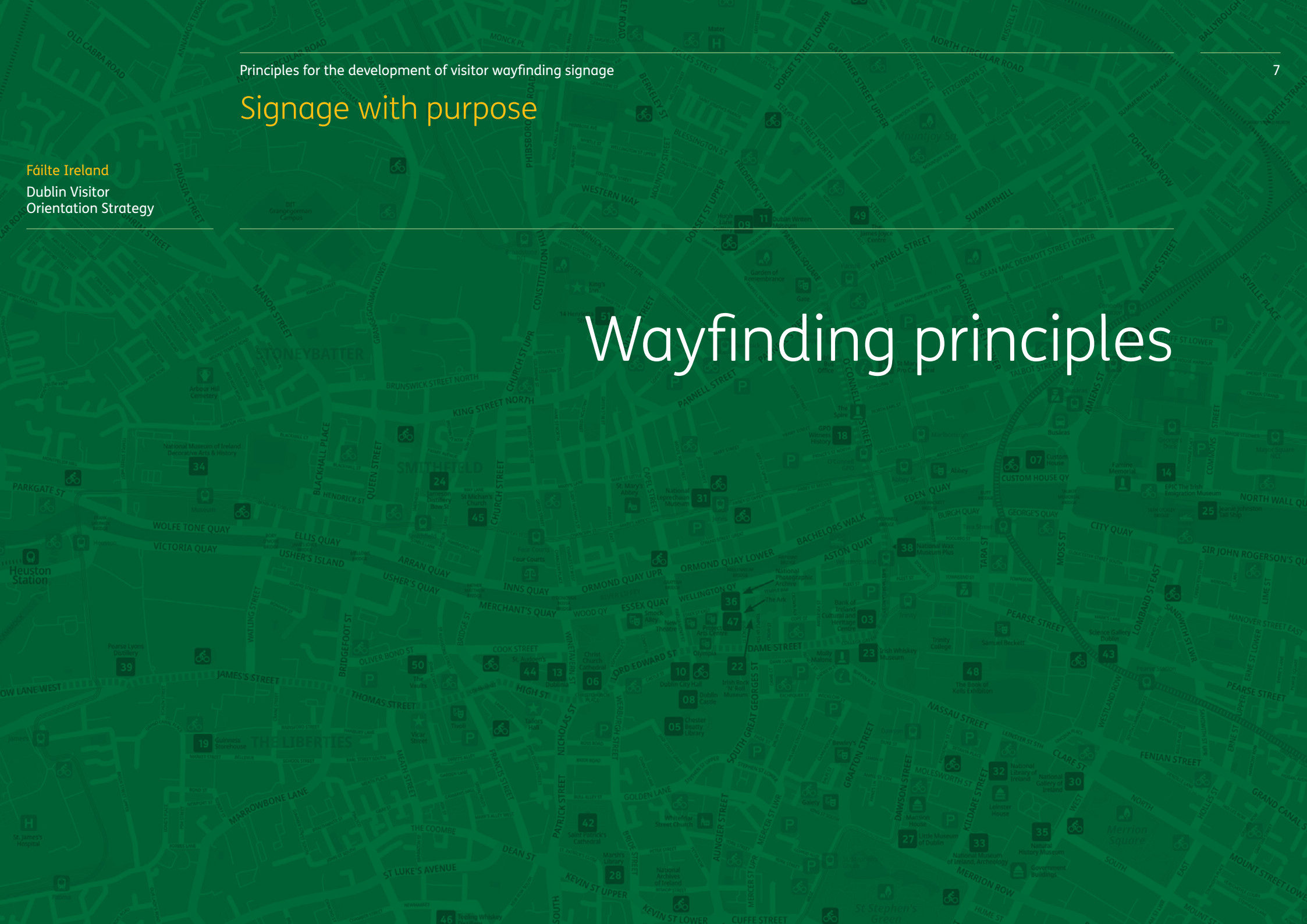
Before a type of wayfinding signage can be determined a careful and detailed assessment of all mitigating factors must be carried out as part of a wayfinding strategy (see previous page). At this point all relevant stakeholders should be consulted. The needs of the visitor should be examined in balance with practical matters.

‘The type of signage used in any given scenario should be governed by its suitability and practical matters such as available space, its purpose, safety and environmental considerations.’

Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Wayfinding principles



Answering questions

Fundamentally, good wayfinding signage provides the visitor with answers to critical questions that relate to how they find their way in and around a geographical area and what they can do while they are there.

Critical wayfinding questions are answered through the use of finger posts and mapping.

The table to the right details common questions that wayfinding should answer but you may have area-specific questions. For example, if visitors come to see specific attractions, you may decide to prioritise these.

The visitor

As our primary focus is on the Dublin visitor, the questions answered by wayfinding signage are, at times, specific to the Dublin tourist. Answering questions such as ‘*What can I do nearby?*’ can positively effect the visitor’s experience by revealing opportunities to enhance their journey and/or visit.

Where to find the answers?

When a question arises, we need to know where we can find the answer. This is a key consideration and challenge when designing wayfinding signage: it must stand out and be recognisable but it should also be respectful of its surroundings and location. A careful balance is required.

Wayfinding questions include:

Where am I now?

How do I get from A to B?

How far is it?

How long will it take?

Is it safe?

Can I walk or do I need transport?

What transport is available to me?

Where do I need to go for transport?

Where do I get off?

Am I there yet?

Am I in the correct place?

What can I do on the way?

What can I do nearby?

What can I do in the time I have?

‘Answering questions such as ‘*What can I do nearby?*’ can positively affect the visitor’s experience by revealing opportunities to enhance their journey and/or visit.’

The right way is not always the shortest

The ease by which a visitor moves around a city contributes to the positive feelings they have for that place. Equipped with clear, easy-to-follow and accurate information, the visitor is more likely to enjoy themselves.

When considering *'the right direction'* we must assess what one route has to offer over another.

While one route might be the most direct, it could take the visitor through an area that is unpleasant, unsafe or inaccessible to some. An alternative route may be longer but it might offer a more enjoyable experience with opportunities to rest, seek refreshments, take in a special view or see an important landmark; or, it might be easier to access in a wheelchair or with a buggy.

Fingerposts

These offer the visitor easy, on-the-go directions that can be read quickly, sometimes without a need to pause. They can incorporate average journey times or distance to help manage the visitor's expectations.

Heads-up mapping

Considered best practice in wayfinding, *'heads-up mapping'* is the term used to describe a map that is orientated to the viewpoint of the user instead of the traditional *'north-up'* orientation.

It is turned so that with everything above the *'You are here'* marker is in front of the visitor.

This makes it much easier for the user or visitor to understand how the map relates to their current surroundings and requires the design, installation position and map orientation to be carefully considered, site by site, in order to deliver effective wayfinding.

When assessing routes for the visitor to follow, consider the following questions:

Is this the most direct way?

Are there alternative routes?

Is there a more pleasant route?

Is there a safer route?

Can someone in a wheelchair follow this route?

What hazards might a visitor encounter?

Does the route offer a positive experience?

What will a visitor experience along the route?

Is the route well lit at night?

What public transport links are there?

'An alternative route may be longer but it might offer a more enjoyable experience with opportunities to rest or seek refreshments; a chance to take in a special view or see an important landmark; or, it might be easier to follow in a wheelchair.'

Methodology

Developing wayfinding signage for a specific area will involve careful planning, time and investment if it is to serve the visitor well, stand the test of time and be efficiently implemented.

By its nature, a wayfinding scheme is bespoke to the specific geographical area it is to cover and with each geographical area comes unique challenges and opportunities.

The amount of time and resources required to develop a scheme will be governed by a number of variables, including:

- Geographical extent to be covered
- Complexity of the physical environment (built and/or natural)
- Number of locations/destinations
- Signage content
- Restrictions and budget

The following methodology outlines a typical process.

1) Preparation

- Establish a steering committee of appropriate local stakeholders
- Appoint a project director
- Appoint signage designer
- Identify other key stakeholders (e.g. local agencies and businesses)
- Establish objectives of project and approval processes
- Develop criteria for destination inclusion (e.g. visitor-centric attractions, local amenities, transit points)
- Establish a programme of activities and issue to all appropriate stakeholders

2) Scheme definition

- Establish destinations to be included
- Agree geographical extent of scheme
- Assess existing signage for retention/replacement/removal
- Seek agreement from all appropriate stakeholders

3) Signage specifications

- Identify site-specific signage requirements (e.g. signage types, content and position)
- Signage designer to draft signage samples
- Establish comprehensive signage specification, including all hardware and graphic design requirement

4) Planning and procurement

- Survey each specific site
- Identify required engineering work, legal permissions and accreditations
- Draft activity programme
- Procure manufacturing and installation contractor(s)

5) Signage design production

- On approval of samples, instruct designer to draft all signage designs
- Review/test signage design drafts on-site
- On approval, issue signage artwork to manufacturer

6) Signage manufacture

- Instruct appointed manufacturing contractor to proceed

7) Signage installation

- Instruct appointed installation contractor to proceed

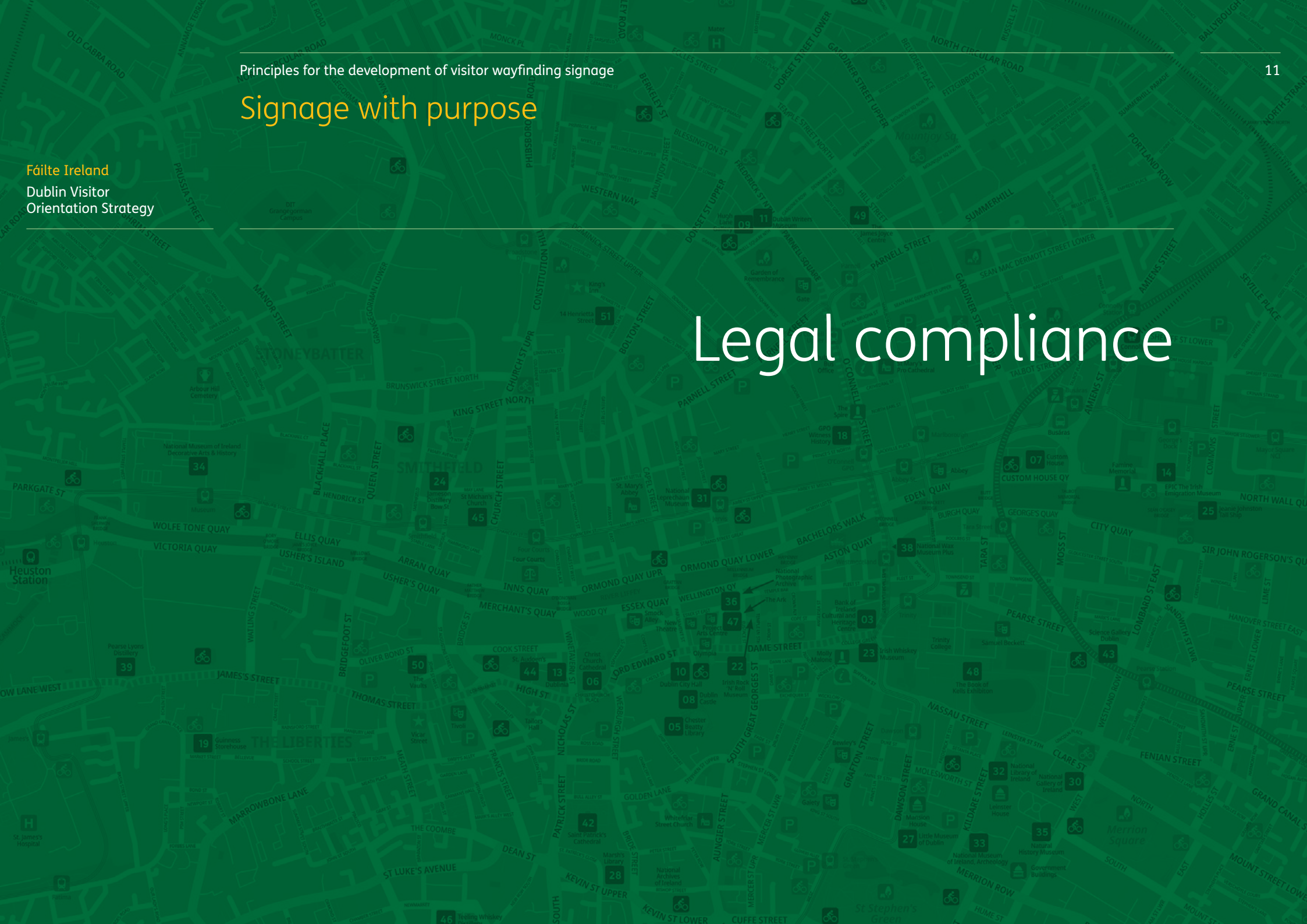
8) Quality checks and monitoring

- Evaluate completed work and schedule maintenance requirements in consultation with manufacturer

Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Legal compliance



Irish language and placenames

Official Languages Act 2003

Familiarity with the correct use of the Irish language on wayfinding signage must be given a high priority when developing a scheme as its correct use is enforceable by law and infringements can lead to prosecution.

Further information can be found at www.coimisineir.ie

Signage regulations (summary)

A public body has a duty to ensure that signs placed by it or on its behalf are in Irish or are bilingual (Irish and English). In the case of bilingual signs:

- 1) The text in Irish shall appear first and be as prominent, visible and legible as the text in English.
- 2) Differentiation by colour is permissible as long as it complies with 1.
- 3) Differentiation by italicising the English text is permissible as long as it complies with 1.
- 4) The text in Irish shall communicate the same information as the text in English.
- 5) Words shall be abbreviated only if they are abbreviated in both Irish and English texts
- 6) There is no requirement to translate from English to Irish or from Irish to English a person's name, a logo, a brand name or the name of a non-public body.

Placenames

Where placenames appear the official Irish language version of the place shall be used. The Placenames Database of Ireland is the official source of Irish placenames and can be consulted for clarifications.

Further information can be found at www.logainm.ie

Consistency and compliance

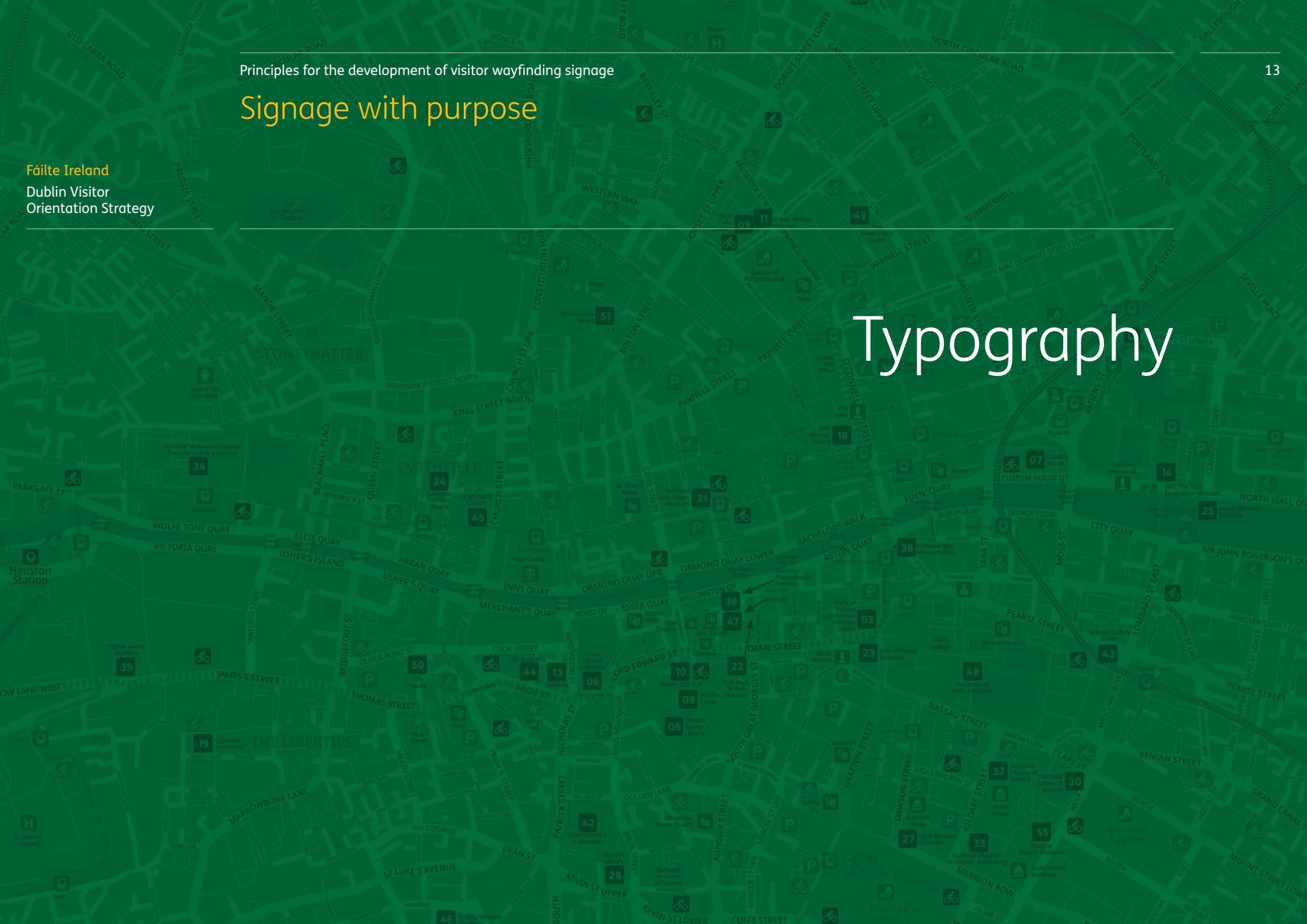
The Placenames Database of Ireland undertakes research into the placenames of Ireland to provide authoritative Irish language versions of those placenames for official and public use. The Irish versions determined by the Placenames Branch are given legal status by means of a placenames order made by the Minister of State at the Department of Culture, Heritage and the Gaeltacht.

‘Familiarity with the correct use of the Irish language on wayfinding signage must be given a high priority when developing a scheme as it’s correct use is enforceable by law and infringements can lead to prosecution.’

Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Typography



Choosing a typeface

The importance of selecting a suitable typeface for wayfinding signage should not be underestimated.

Matters of clarity, legibility and accessibility govern the effectiveness of wayfinding signage. Challenges such as distance, poor lighting, impaired vision and angled view points contribute to typeface selection.

Important though it is, it is not difficult to select an appropriate typeface for wayfinding – much has been done to research, test and develop typefaces that offer optimum readability in challenging conditions.

Typeface selection

As typeface selection is a component of corporate and brand identity, contributing to the visual identity of a place, this document does not dictate one specific typeface. Instead, it provides guidance on best practice.

Best practice wayfinding typography

Clear, uncomplicated sans serif typefaces with a consistent, moderate stroke thickness and generously sized lowercase characters have been shown to work best in wayfinding signage.

Use of upper and lowercase typography offers optimum readability. We read fast by recognising word shapes rather than recognising individual letters and piecing a word together. Upper and lowercase typography creates more varied word shapes.

Where visibility is reduced, legibility is optimised by a typeface design that incorporates carefully balanced accentuated character shapes. This helps the reader differentiate between characters that, when blurred or seen from an angle, by look similar.

Typefaces with well balanced ‘internal space’ perform better when reversed out of a dark colour and where visibility is reduced. Bold typefaces have less internal space and can ‘fill in’ while light typefaces can be overwhelmed by surround colour or poor lighting.

Serif typefaces are, generally, more complex in their letterforms so are not suitable for the purposes of wayfinding. However, it should be noted that they can serve other purposes when wayfinding signage is combined with interpretation signage.

Sample typefaces

The following pages examine four widely available typefaces that are suitable for wayfinding signage.

‘Clear, uncomplicated sans serif typefaces with a consistent, moderate stroke thickness have been shown to work best in wayfinding signage.’

Recommended typeface

This is FS Me Regular

FS Me was designed in collaboration with MENCAP in the UK and was developed to improve readability for people with learning difficulties so it is particularly suitable for wayfinding signage.

abcd
ABCD

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,--—

Please note:

Most typefaces are subject to a user license agreement. This may differ from one typeface manufacturer to another so advice should be taken from your typeface supplier, designer or signage contractor.

This is FS Me Light

The regular weight is suitable for most applications but the light weight can be used for continuous text if contrast is required. Other weights are also available for other applications.

abcd
ABCD

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,--—

Recommended typeface

This is FS Albert Bold

FS Albert Bold has a well balanced character weight with good internal space that aids legibility when visibility is impaired by conditions or abilities.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,---—

Please note:

Most typefaces are subject to a user license agreement. This may differ from one typeface manufacturer to another so advice should be taken from your typeface supplier, designer or signage contractor.

This is FS Albert Regular

While the bold weight is suitable for fingerposts and other applications where placenames or short text is displayed, the regular weight is more suited to continuous text. Other weights are also available for other applications.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,---—

Recommended typeface

This is Frutiger Bold

Commonly used in wayfinding signage the design of Frutiger is derived from the typeface developed for Charles de Gaulle Airport at Roissy, France. It has good internal space and character shapes.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&::,,----

Please note:

Most typefaces are subject to a user license agreement. This may differ from one typeface manufacturer to another so advice should be taken from your typeface supplier, designer or signage contractor.

This is Frutiger Regular

While the bold weight is suitable for fingerposts and other applications where placenames or short text is displayed, the regular weight is more suited to continuous text. Other weights are also available for other applications.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&::,,----

Recommended typeface

This is Myriad Pro Semibold

A widely available typeface that shares many of the characteristics of Frutiger, Myriad is slightly more condensed so offers space savings.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,-- —

Please note:

Most typefaces are subject to a user license agreement. This may differ from one typeface manufacturer to another so advice should be taken from your typeface supplier, designer or signage contractor.

This is Myriad Pro Regular

The semibold weight is suitable for fingerposts and applications where placenames or short text is displayed, the regular weight is suited to continuous text. Other weights are also available for other applications.

abcd
ABCD

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&:;,-- —

Legibility

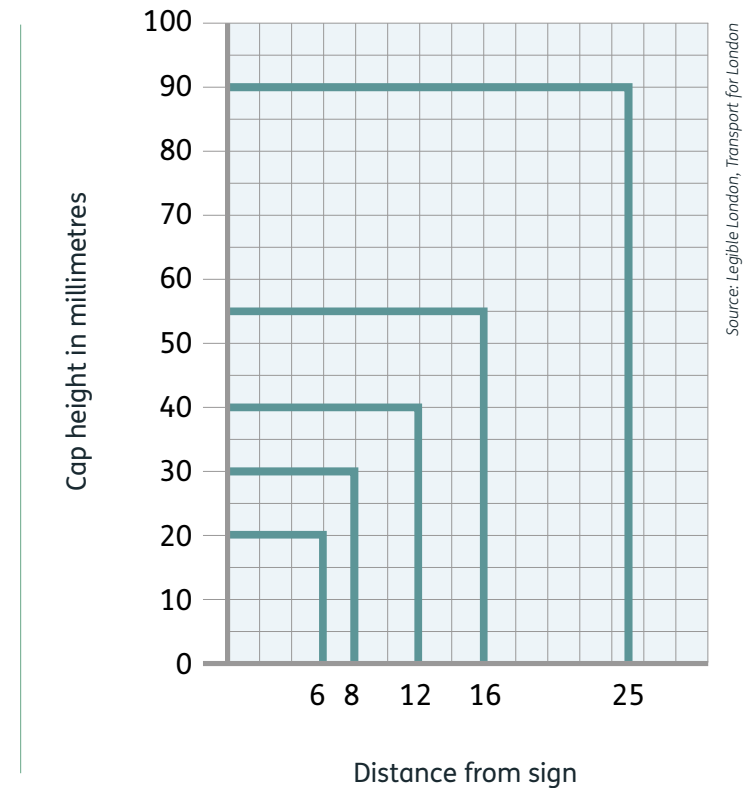
Typographic legibility is influenced by a number of factors, selection of typeface being just one of them. Other critical factors are:

- Viewing distance
- Size of text
- Character and line spacing
- Clear space around text
- Colour contrast
- Visual and reading ability of the user
- Lighting conditions

The visual and reading abilities of the visitor, and the ambient lighting conditions, cannot be predicted but by optimising all other factors you will ensure accessibility is at an acceptable level.

Viewing distance and size of text

The chart opposite details the distance at which certain text sizes can be read by a person with average eyesight in average lighting conditions. This provides a minimum requirement but should not be interpreted as a standard. Rather, it is a starting point. Any increase from the sizes indicated is likely to improve legibility.



‘Clearly, the user’s abilities and the ambient lighting conditions cannot be predicted but optimising all other factors will ensure accessibility is at an acceptable level.’

Space and contrast

Character and line spacing

If character and line spacing is too tight, readability will be undermined, especially when the visitor approaches the sign from an angle, light levels are low or the visitor's sight is impaired.

These mitigating circumstances impose a blurring effect on the signage text making it harder to read.

Clear space around text

The area around text 'illuminates' it. It creates clear space between the surroundings and the text, helping it stand out and aiding readability.

Clear space between Irish and English text also helps the visitor to distinguish one from another.

Colour contrast

Distinct contrast between text and any background colour, texture or effect is essential for optimum legibility. More subtle colour or tonal difference can be used to distinguish between Irish and English text as the visitor will be naturally drawn towards the language they are most familiar with.

Please refer to page 11, 'Irish language and placenames' for further guidance.

Well balanced character and line spacing supports optimal the readability.

Colour difference helps the visitor distinguish between the Irish and English text.

The area around text 'illuminates' it. It creates clear space between the surroundings and the text, helping it stand out and aiding readability.

Oileán an Bhulla
Bull Island

Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Signage content



Signage anatomy

A wayfinding scheme typically involves a combination of signage types, each selected to suit location-specific needs. Sign types are governed by a signage strategy that results from a thorough scheme-wide survey and assessment.

A range of signage types is illustrated on the next page.

Beacons

A strong motif or colour band, positioned in a high, prominent location signals to the visitor, from a significant distance, where information is available.

Fingerpost

Key destinations are indicated. The addition of journey times, though not essential, can provide helpful guidance.

Totem content

Content may include a heads-up map indicating current location ('You are here'), transport connections, attractions and other places of interest. In addition, local information and interpretation will add layers of interest.

Viewing bands

Viewing bands (see page 24) indicate the optimum areas of the totem sign that are most visibly accessible to the visitor.

Careful consideration should be given to where content is positioned.

Primary viewing band

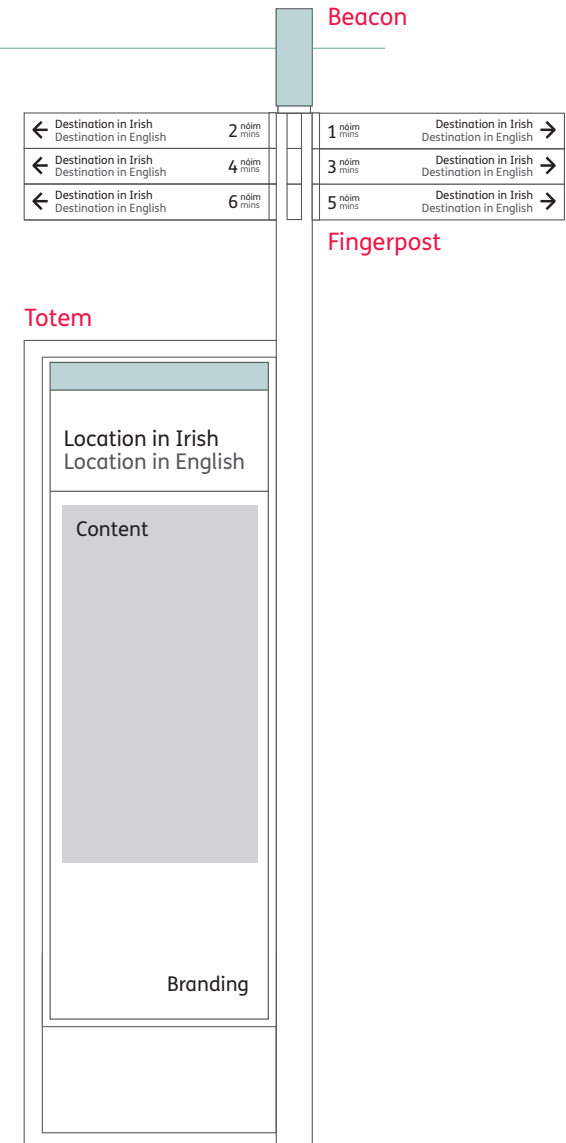
The most important wayfinding information should be positioned here.

Secondary viewing band

Support content should be positioned here. This might be information about the local area or interpretation.

Tertiary viewing band

This is where the least immediately important content should be positioned. This might include scheme branding and local authority information.



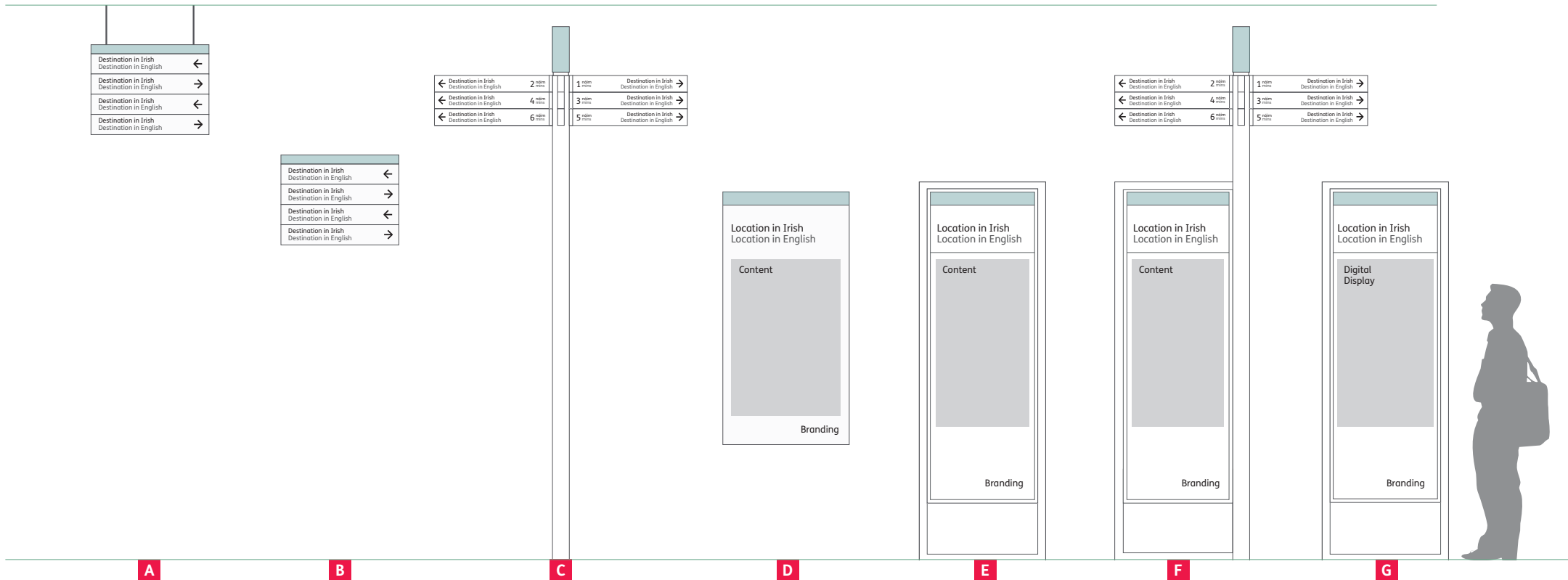
Signage types

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Wayfinding signage can come in many shapes and sizes. This illustration below demonstrated a typical range.

Based on a product range available from FW Design called Frank:
www.fwdesign.com/frank

- A** Suspended directional signage for internal use
- B** Wall-mounted directional signage for internal use
- C** Fingerpost signage
- D** Wall-mounted directional signage
- E** Free-standing directional totem
- F** Free-standing directional totem with fingerpost
- G** Free-standing digital totem

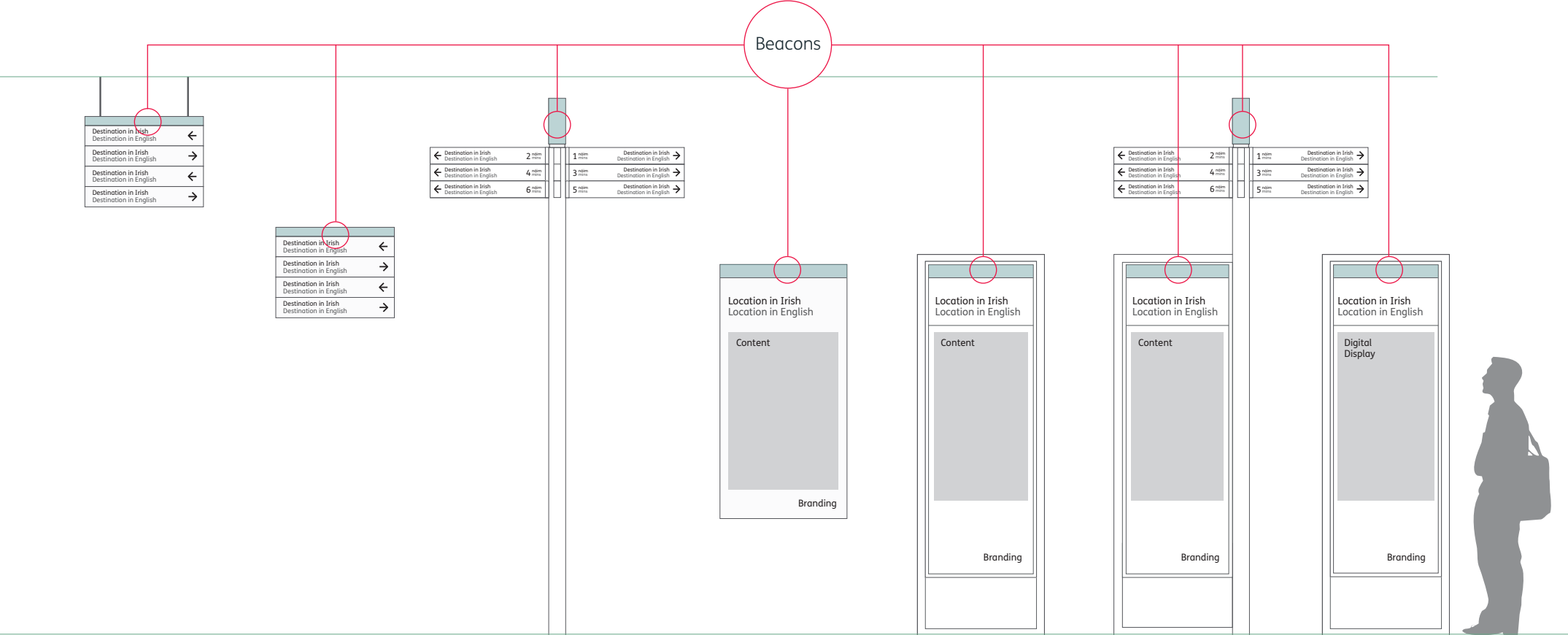


Standing out

Fáilte Ireland
Dublin Visitor
Orientation Strategy

It's important that visitors can identify wayfinding signage in amongst the often busy built environment. It should stand out like a beacon.

A strongly coloured band or motif, positioned high up on wayfinding signage can indicate that there is useful wayfinding information nearby.

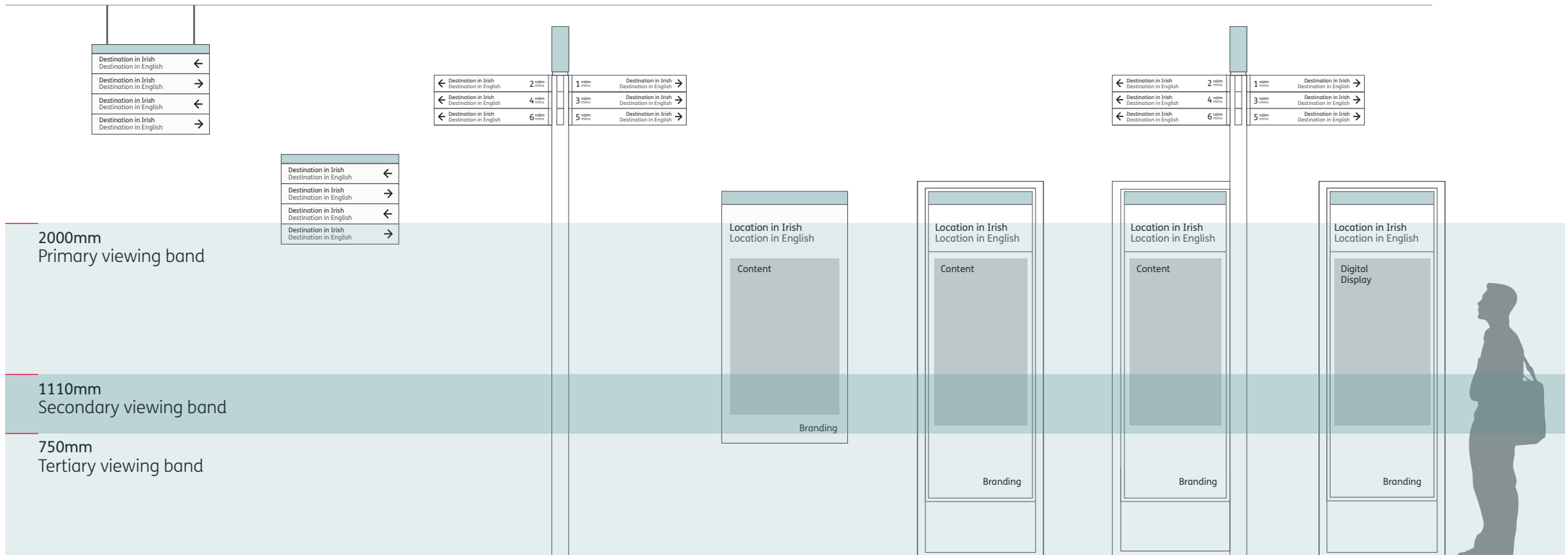


Positioning content

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Content should be positioned with all visitors in mind, whether they be standing or walking, tall or short, in a wheelchair or having impaired vision. You can't please all the people, all the time but you can achieve a satisfactory compromise.

Viewing bands guide where content should be positioned to be most effective. Critical information is positioned within the primary band, support information within the secondary band and incidental details within the tertiary band.

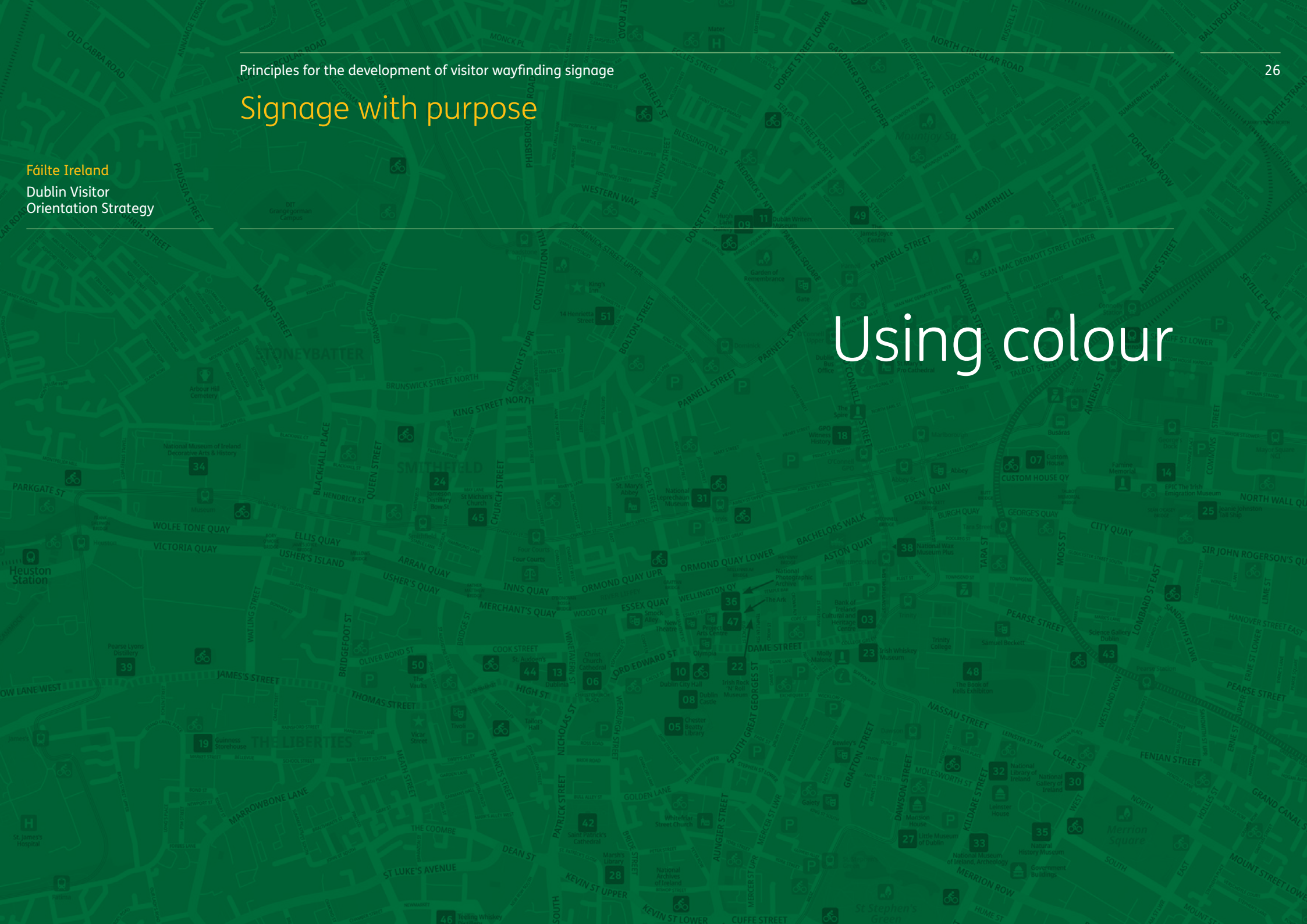


Signage with purpose

Fáilte Ireland

Dublin Visitor
Orientation Strategy

Using colour



Selecting colours

Colour has an important part to play in wayfinding signage.

It can act as a beacon, indicating to the visitor, from a distance, that there is wayfinding information nearby.

It can help differentiated between Irish and English text on fingerposts and totem signage. See page 11 for language compliance guidelines.

It can contribute towards the graphic identity of a 'local' scheme and help differentiate it from that of another area.

Colour contrast

Where colour is used for wayfinding functions, such as directing a visitor using a fingerpost or graphic panel mounted to a free-standing totem, it is critical that there is distinct contrast between the colour of text and the colour of the fingerpost or graphic panel.

Contrast is actually more important than colour differentiation as visitors will, generally, recognise the language most familiar to them.

Effective
contrast



Oileán an Bhulla
Bull Island

Ineffective
contrast



Oileán an Bhulla
Bull Island

Effective
contrast



Oileán an Bhulla
Bull Island

Ineffective
contrast



Oileán an Bhulla
Bull Island

Beacon colours

A 'beacon colour' should be bright and bold to contrast distinctly with the environment in which the signage scheme is installed.

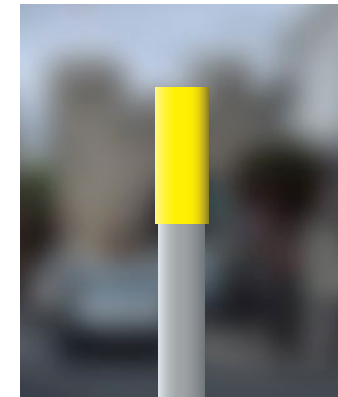
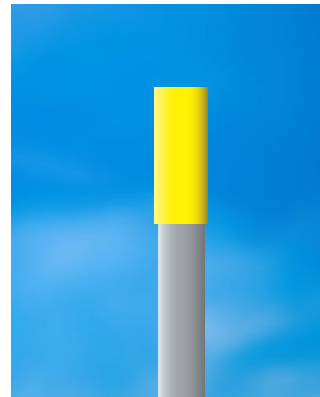
Bright yellow, orange, blue and pink are good examples.

Muted colours such as olive green, brown, dark blue and burgundy are likely to be poor examples.

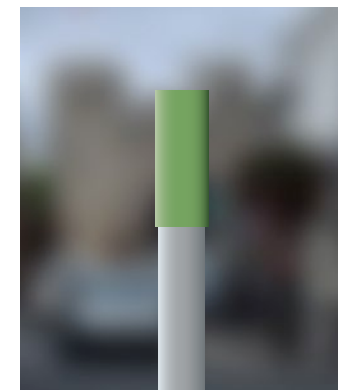
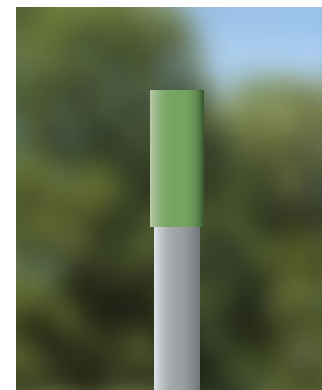
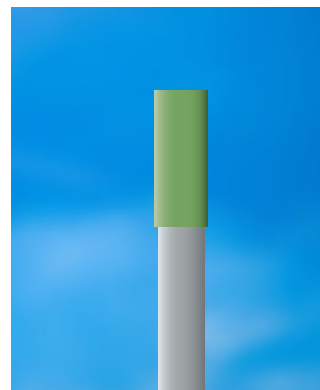
Beacon colour choice contributes to the overall graphic identity of a wayfinding scheme in a similar way to how colours contribute to brand identity. The choice of colour should not be taken lightly.

Testing colours 'on-the-street' in different lighting conditions and at different times of the day is recommended.

Effective beacon colour



Ineffective beacon colour



Recommended colours

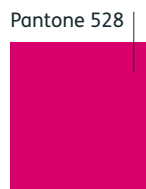
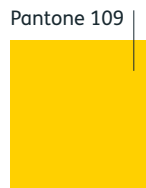
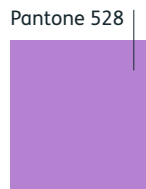
It is not the intention of these guidelines to dictate one homogenised signage scheme for the whole of Dublin County.

A wayfinding system can be ‘an agent of your brand experience’ with colour playing a key roll in presenting a cohesive and location-specific scheme.

Recommended colours, therefore, demonstrate principles that promote visibility and legibility through contrast, against each other and against the environment in which they are being used.

The four beacon colours and the eight signage colour sets shown here promote good visibility and legibility.

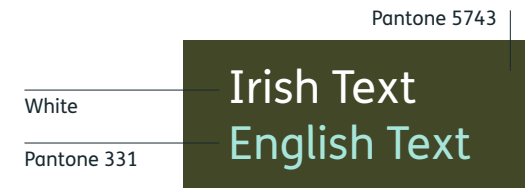
Beacon colours



Signage colours — positive



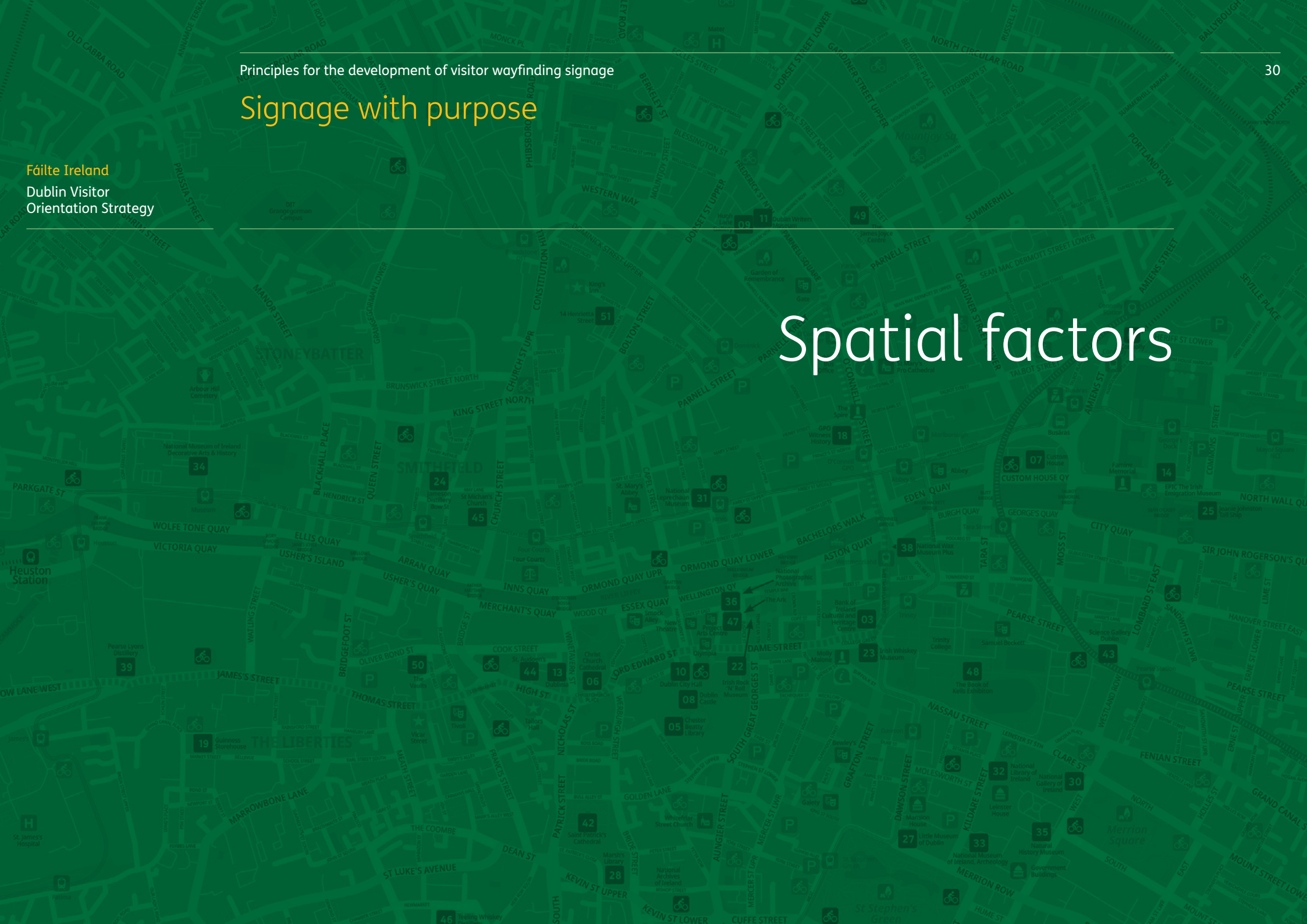
Signage colours — negative



Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Spatial factors



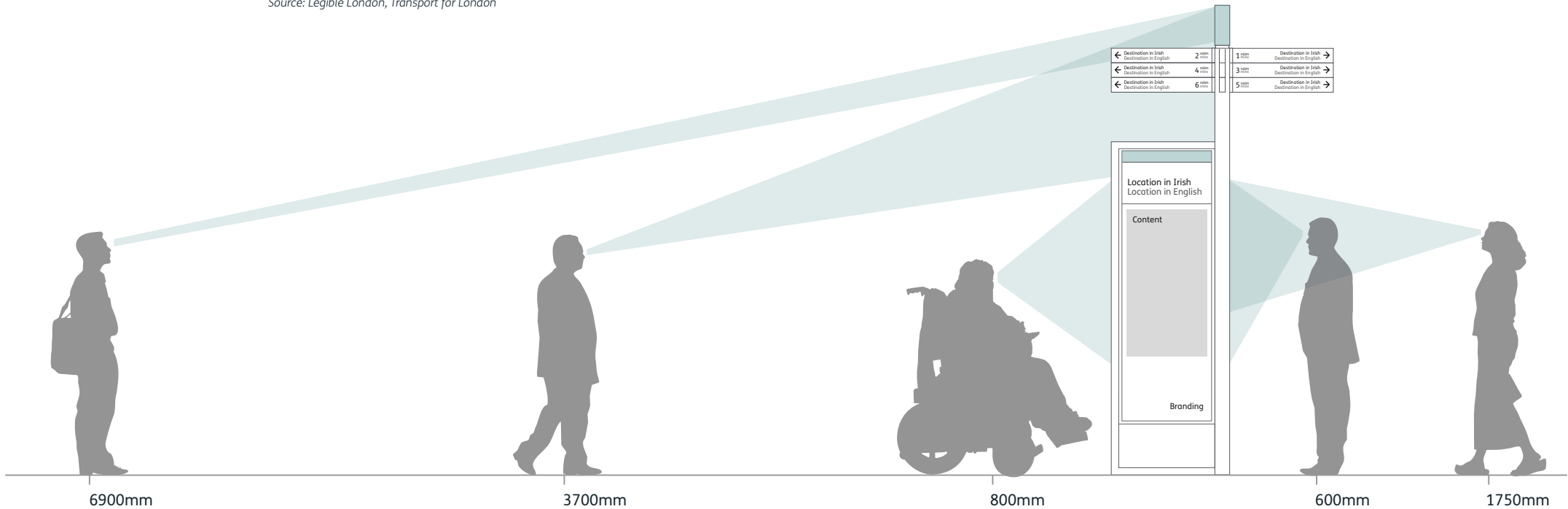
Viewing distance

The positioning of signage requires great care, assessment and planning. It must take into account visitor needs, visibility and sight lines, other scheme signs, available space, other signage nearby, health and safety, rights and permissions.

The illustration below demonstrates what areas of a sign are likely to be visible from specific distances, what surrounding space is needed and what sight lines influence positioning.

When developing a wayfinding scheme great care should be taken when considering all influencing factors.

Source: Legible London, Transport for London



Signage with purpose

Fáilte Ireland
Dublin Visitor
Orientation Strategy

Appendix



Bibliography

Making it clear: Guidelines to producing printed material for people who are blind or partially sighted

Action for blind people

Official Languages Act 2003 Guidebook

An Coimisinéir Teanga

Legible London – An exercise in simplicity

appliedwayfinding.com

Visitor Orientation Audit for Dublin City and County Interpretive Report

Atkins

Placenames Database of Ireland

Department of Culture, Heritage and the Gaeltacht

Your City Your Space

– *Dublin City Public Realm Strategy*

Dublin City Council

Dublin Visitor Orientation Strategy

Fáilte Ireland

Dublin Visitor Orientation Strategy

– *Concept Development Final Report*

Fáilte Ireland

FS Me Information Guide Volume 1.0

Fontsmith

Accessible Communication Formats

gov.uk

Making your project accessible for disabled people

– *Good-practice guidance*

Heritage Lottery Fund

The Image of the City

Kevin Lynch | MIT Press

A prototype wayfinding system for London

A best practice pedestrian wayfinding system

Legible London System Architecture

Legible London Overground Sign Standards

Legible London Visual Design Standards

Legible London Maps & signs

Transport for London

Design for inclusivity (and its challenges)

Smart London digital wayfinding

Surrey Legible City

maynard-design.com

Rethinking ADA signage standards for low-vision accessibility

National Center for Biotechnology Information

Legible Sydney Wayfinding Strategy

City of Sydney

Moving Forward – Opportunities for Vancouver’s Digital Wayfinding Map

City of Vancouver Engineering Services

Wayfinding

– *Can’t see what all the fuss is about?*

RNIB Innovation and Development

Evaluating wayfinding systems for blind and partially sighted customers at stations

RSSB | December 2010

Legible London Evaluation 2013/14

steerdaviesgleave.com

Contacts

If you have comments or questions regarding this document, please contact:

Vivienne Storan
Dublin Programme
Fáilte Ireland
88-95 Amiens Street, Dublin 1

T +353 (0)1 8847176

E Vivienne.Storan@failteireland.ie