

Communicating the Right Information in the Right Place

With more than 40 years experience in the science of wayfinding, ASI is an industry leader in understanding exterior environments and has created signage solutions to address complex facilities and minimize confusion for exterior navigational needs.

Navigating through Interior Campuses

Our step-by-step approach to evaluating an exterior campus ensures the signage meets the identity, wayfinding and regulatory needs of the project. From assessing visibility requirements to program implementation, ASI partners with you to meet all of your exterior signage needs. Whether you are looking for single site solutions, national or global implementations, ASI can provide a turn-key solution:

- 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



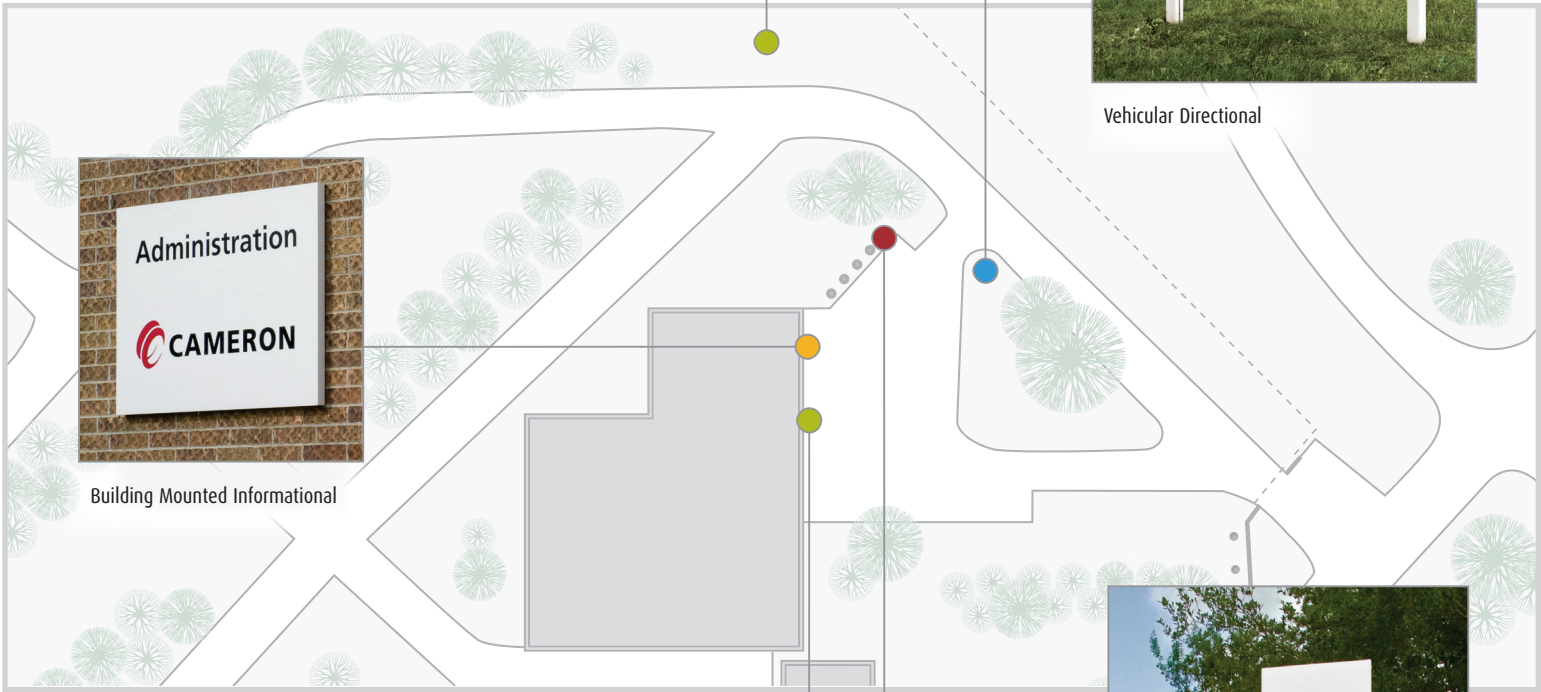
Communicating the Way



Monument Identification



Vehicular Directional



Building Identification



Parking Regulatory