A. WHY WORK WITH SMO TO CREATE WAYFINDING POSTERS FOR YOUR BUILDING?

You can:

- Provide wayfinding/orientation to occupants and visitors in your facility at reasonable cost.
- Benefit from information and resources developed and/or available at the Office of Space Management (SMO).
- Customize posters by specifying points of interest and the display area(s) within the building.
- Create updates by coordinating the needed changes with SMO and replacing the graphic image in your display(s).
- Unify displays throughout campus by using standardized symbols and colors.

B. DESIGNING POSTERS

A little planning creates the poster you want. Thought should be given to both optimal content and display areas. Appendix I provides a Wayfinding Poster Check List to aid in summarizing the required information. SMO can help with these decisions as well.

B1. Poster Content Considerations

Consider the main wayfinding needs at your building including Departmental offices, student and public areas, ADA features, areas of rescue assistance, and security concerns. Standard symbols and color schemes have been developed to optimize recognition, visualization, and contrast within the technology utilized.

B2. Poster Display Considerations

When considering locations for mounting posters, include factors such as the density of existing wall postings, other directory locations, traffic flow, target population, and maintenance issues. Main building entranceways and elevators are popular display areas. Additional design decisions will hinge on the desired (or feasible) size of the poster display. If possible, providing horizontal displays will maximize accessibility of graphic information to all. Sizing posters to fit ready-made frame sizes reduces framing costs.

C. OBTAINING AND MAINTAINING POSTERS

C1. Poster Creation

To order a wayfinding poster for the building you manage, contact Mari Lynn Haugh at 265-4037 or mhaugh@fpm.wisc.edu. She can talk with you about design and placement issues. You
will be responsible for providing accurate information and incorporating any building occupant concerns. Any unique requirements will be considered and accommodated within the scope of this service. You will then be supplied with the poster(s) for review.

Finalized copies of your posters will be delivered to you. Typically these are left with some extra paper margin around the image trim line so that the framer has both a guide and some leeway for exact frame size. SMO will also provide "You Are Here" stickers for you to apply as a finishing touch to posters. Tips for this part of the process are found in Appendix II.

We hope to accommodate all reasonable requests, however the turn-around time may be dependent on staff resources and workloads. SMO plans to focus on the most academic/public locations first and may have to prioritize poster requests.

C2. Associated Costs

The posters must be displayed under glass or Plexiglas for both security and vandalism reasons. The Physical Plant can assist you in framing and/or mounting your building posters. The Paint and Sign Shop (262-8702) has a large selection of stock frames and supplies available to chose from. Work orders are obtained through FP&M's Central Answering and Response Service (CARS) unit at 263-3333 or http://www.fpm.wisc.edu/pp/cars.htm. You will be responsible for any of these costs.

C3. Maintenance Considerations

Facility Managers utilizing this service are accepting the responsibility of maintaining current information on the posters. Any required document changes should be coordinated with SMO, and they will supply a revised set of prints to fit your existing displays.
Appendix I

Wayfinding Poster Check List

Items to identify in poster:
A. What you want to identify
   Departmental office
   Classrooms
   Conference rooms
   Special interest areas
   Exact titles for these areas

B. General wayfinding issues
   Restrooms, gender, accessibility
   Power and accessible doors
   Entrances
   Elevators
   Drinking fountains, accessibility
   Areas of rescue assistance
   TTY phones
   Student/other lounges
   Vending areas
   Egress arrows

C. Things you may not want highlighted:
   Sensitive research spaces
   Office interior suite layouts
   Animal spaces

Room number styles:
   Room number on all rooms?
   Room number on halls/stairs?

Posting issues:
   Choose location(s)
   Choose sizes to correspond w/ frames or displays
   Post under glass for durability and security
   Directory version desired?
   Size of posters
   Orientation
   Number of copies
   Individual floor version desired?
   Size of posters
   Orientation
   Number of copies
   "YOU ARE HERE" stickers
Appendix II

Poster Final Touches Tips and Techniques

The Space Management Office will provide locator stickers for you to apply as a finishing touch to posters. By providing these separately, you have control over the final poster placement without having to coordinate this issue prior to printing your images. Placement of these stickers will vary respective to the poster mounting locations.

When you receive your finalized building wayfinding poster(s), you will also receive the following labels and templates:

- **Red dot/Blue stars** to stick on the floor plan indicating an area relative to the area the poster is mounted. Please stick these on with one of the star points oriented straight up. There is a backing on the red dot allowing you to position the symbol before actually adhering it to the poster.

- **"You Are Here"** printed on transparent self-adhesive labels. An additional sample has been provided on non-adhesive transparency to help you visualize the best placement of this label on each poster. You may choose to place this outside of the building and use an arrow (see below) to point to the star. Label sizes are coordinated with individual posters, and alternative sizes are available.

- **Arrows** printed on both transparent self-adhesive labels, and non-adhesive transparencies are also provided. These can be used to connect the "You Are Here" label to the star label when appropriate.

**TIPS:**

- Be sure to test placement of the combined labels with the non-adhesive sample or backing still attached until you are satisfied with the locations.
- Placement works best on a solid color background area on the poster. Avoid placing it over walls and door openings as this can decrease label visibility.
- The transparent labels will provide a more professional appearance if most of the non-printed areas of a label is trimmed away before applying it to the poster.
- You can also trim the tail of an arrow or make an elbowed arrow with scissors.