Signs

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DEA 670, Spring 2000
Direction

- Major direction signs point the way to the main areas of the hotel at places of possible confusion. Examples are directions (with arrows) to the front desk, restaurants, and the shopping area.

- Minor direction signs point the way to areas and places within main areas, such as to the check-in line, check-out line, or individual shops.
Identification

- Major identification signs name large or important areas such as the hotel itself, front desk, restaurants, or recreational facilities.
- Minor identification signs name smaller areas within main areas, such as the information sign in the lobby or the pool or tennis courts in the recreational facilities. There may be several minor subcategories, but all identification signs mark arrival at destinations, even if they are small places or objects.
Instruction

- Instruction signs describe special conditions and regulations about such things as smoking policies, eating and drinking, restricted areas, how to use internet kiosks, or other equipment.
Directories

- Major directories list major areas, some minor ones, and their locations by floors and other designations. They are often supplemented by simple floor plans, with “you are here” notations.

- Minor directories list areas on one floor or smaller adjacent areas. They are also keyed to the major directory.
Sign Design

- Image content must be unambiguous
- Consistency: symbol elements must not be similar to elements used in other graphic images where the element has a different meaning
- Easy to read: symbol must be easy to read quickly & accurately & provoke a quick response
- Multiple symbols can be used to augment understanding, but no more than 3 should be used in a display

*courtesy Alan Hedge, PhD*
More Sign Design

- Solid shape preferable to outline
- High contrast
- Closed, simple, & unified
DANGER
FLAMMABLE MATERIAL
DISPOSE OF PROPERLY
Low Contrast

WARNING

RESTRICTED AREA

AUTHORIZED EMPLOYEES ONLY
What’s your sign?

See a student representative for answers
The good...
...and the bad!

In Case of Fire
Use Stairs
DO NOT USE ELEVATORS
Where am I?
Here I Am!
A Little Less Specific...

EVACUATION ROUTE
Pool Safety