

Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems

Chris Calori

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Signage and Wayfinding Design is a comprehensive and accessible resource that enables readers to apply a standard, proven design process to large and small projects in an efficient and systematic manner. Environmental graphic design is the development of a systematic, visually cohesive graphic communication system for a given site within the built environment. Increasingly recognized as a contributor to well-being, safety and security in unfamiliar and high-stress environments, EGD is also being used to extend and reinforce the brand experience.



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