



## **You are here : A new approach to signage and wayfinding**

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# You are here : A new approach to signage and wayfinding

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256 pages

Présentation de l'éditeur

Increasing complexity in our infrastructure and the agglomeration of buildings in our urban centres can be confusing or misleading. You are Here examines brilliant design solutions to signage and graphics that allow seamless navigation through commercial establishments and public facilities. Aesthetically integrating a building's architecture and interiors with branding, colour theory, typography, symbols or pictograms, product design and more, designers provide unique experiences for visitors.

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