



## A Peek into Our Studio

In the coming months, we will open our e-doors and reveal some of the *what* and *why* of our work—how we design places that are intuitively navigable and create memorable experiences. We hope these periodic vignettes add a little interest to your morning coffee or perk up your post-lunch lethargy.

## Wayfinding is More than Signage

### Consistent messaging onsite and online

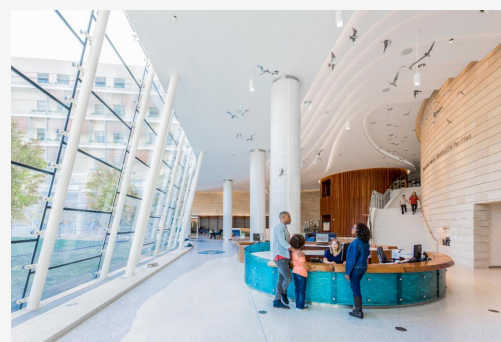
Messaging and nomenclature are often overlooked parts of wayfinding. Are online touchpoints such as the website and map apps consistent with the onsite experience? If the front entry is called "Public Entrance" on the signage, then it should be referenced on the website and by staff—i.e., everywhere—in the same way.



California Academy of Sciences, San Francisco, CA

### Clear architectural entries and intuitive circulation

It shouldn't be a mystery where to find the entrance to a building. Similarly, once in the front door or stepping off an elevator, the path forward should feel intuitive. The keys are clear architecture and signage at important decision points, which create a welcoming environment and give visitors confidence in navigation.



Lucile Packard Children's Hospital Stanford, Palo Alto, CA

### Intentional landmarks

Well-planned landmarks along a path not only create a distinct sense of place, but they can also help visitors retrace their steps to find their way out. Simple wall finishes or commissioned artwork and installations—memorable one-off moments—imprint on our minds and clarify our route through a space.



Zuckerberg San Francisco General Hospital & Trauma Center, CA

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