NAVIGATING IS EASY

... with Wayfinding
STAIR 1
You’ve entered the world of wayfinding. When done right, it makes us feel welcome, comfortable and can even enhance the architectural design of your space.
We’ve all been there. You enter a building or a shopping mall and pause to situate where you are. Or exit the subway and look for a point of reference. And don’t forget airports with directional signs seemingly pointing every which way.
Running Man uses a photo luminescent stock that can stay illuminated for 120 minutes without a power source. This improves safety for your employees, tenants and the public. The stock can be used on handrails, floor decals and much more.
IN CASE OF FIRE

UPON DISCOVERY OF FIRE
Leave fire area immediately.
Close doors.
Sound fire alarm, pull manual station.
Leave the building by the nearest exit
Call the FIRE DEPARTMENT
DIAL 911

DO NOT USE ELEVATOR

UPON HEARING FIRE ALARM
TEMPORAL EVACUATION SIGNAL
3 beeps, pause, 3 beeps, pause, (repeated)
Leave the building by the nearest exit
Close doors behind you.
ALERNT SIGNAL - Intermittent Signal
Standby and prepare to leave building.
Listen for further instructions.
CAUTION
If smoke is heavy in the corridor, it may
be safer to stay in your area. Close the door
and place wet towel at the base of door.
If you encounter smoke in stairway, use
alternate exit.

REMAIN CALM

IN CASE OF FIRE

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REMAIN CALM
What’s the environment?
AG recognizes that each space is unique. The design, size, and substrate are dictated by your environment and needs. Our expertise presents solutions that speak to your environment.

- Commercial/retail space
- Real estate development
- Corporate office
- Educational institute
- Arts + cultural space
- Government building
- Healthcare facility
- Hospitality centre
- Sports + Entertainment
- Transportation hub
What’s your need?

- building + complex signage
- open space signage
- system signage
- individual signage
What’s the purpose of your wayfinding?

Identification: Visual markers that tell the name and function of the space. Often our first impressions of a space and the introduction to your brand. From entrances, to public spaces, to elevator and parking areas, these markers can convey a welcoming and professional image.

Directional + orientation: It’s about moving traffic (pedestrian and vehicle) to go about business in an efficient way. With symbols and arrows and type, these signs get us to where we want to go.

Regulatory: Imperative for every space. Operating within the regulatory rules demonstrates health and safety are top of mind. From parking regulations and fire routes, to Braille compliant signs, AG knows what you need.
Why AG?

Our expertise in wayfinding has been honed over decades of service to Canadian business. We understand wayfinding as more than just signage. It’s an opportunity to make your space work. To build your brand and let customers and clients navigate your space the way it was intended.

Talk to Rob Press at RobP@astleygilbert.com or call 416.564.7737 to learn more.
88 Scott Street
This high-end luxury 58 floor condo in the heart of Toronto, needed a wayfinding package. We worked to create a series of gold-anodized brushed aluminum signs, along with engraved and paint-filled signs for the building’s exterior and interior.
OUTDOOR TERRACE

< 601 - 605 & PRIVATE SCREENING ROOM
CLUB CORE > AMENITIES
Eau du Soleil
This two tower high-rise, overlooking Lake Ontario, boasts a complete wayfinding package from the five level parking garage, to the 66th floor penthouse suite.

The client required an intuitive wayfinding program – for each floor, between the towers, and for all common amenities. Painted acrylic with direct print and woodgrain accent was selected for the interior. The parking garage saw various dimensional and flat pieces installed.
PARTY ROOM
PARKING LEVEL
P5

< SKY TOWER    WATER TOWER >

STAIR D 7
Interior Design Show (IDS) Toronto
As the proud print sponsor of IDS, AG produced the show signage. The wayfinding pieces featured various frames, L-base signs, and stand-alone pieces.