

WAYFINDING STRATEGY CITY OF LONDON

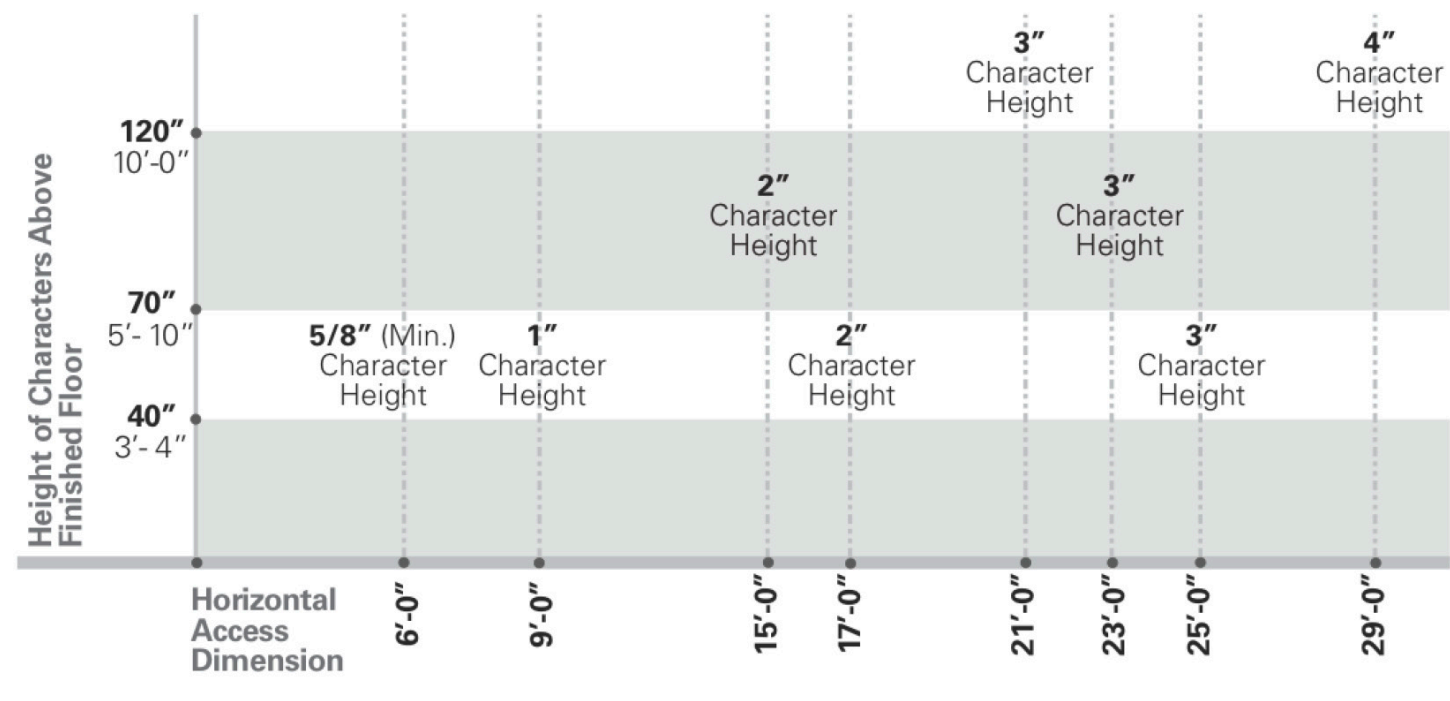
Design Development

Date: January 19, 2022
01 Issued For Review

ACCESSIBILITY

READABILITY AND LEGIBILITY – VISUAL CHARACTERS

Visual Characters | Sizes



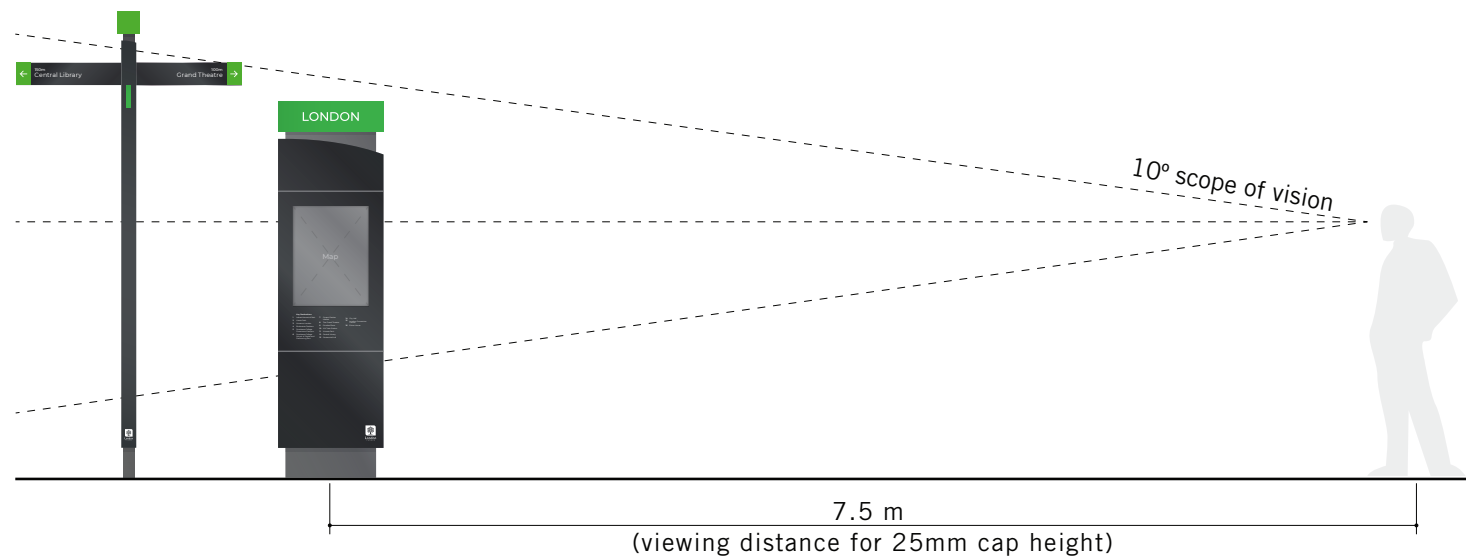
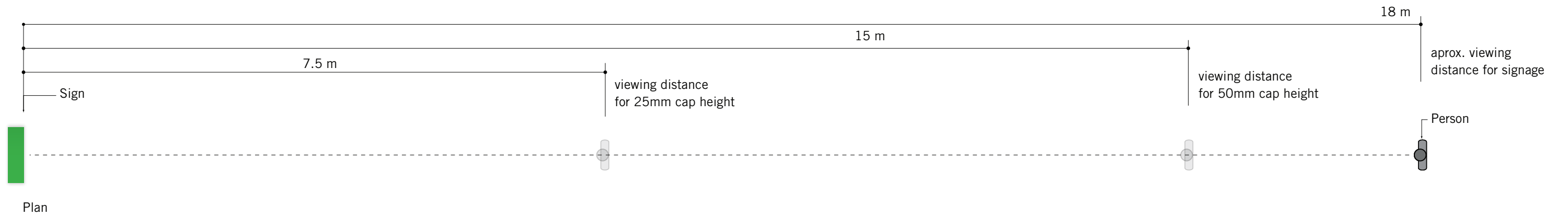
Size of visual messages should be based on targeted reading distance and mounting height to ensure readability and legibility. Information hierarchy should be provided through position, colour, and size to differentiate between various levels of message importance.

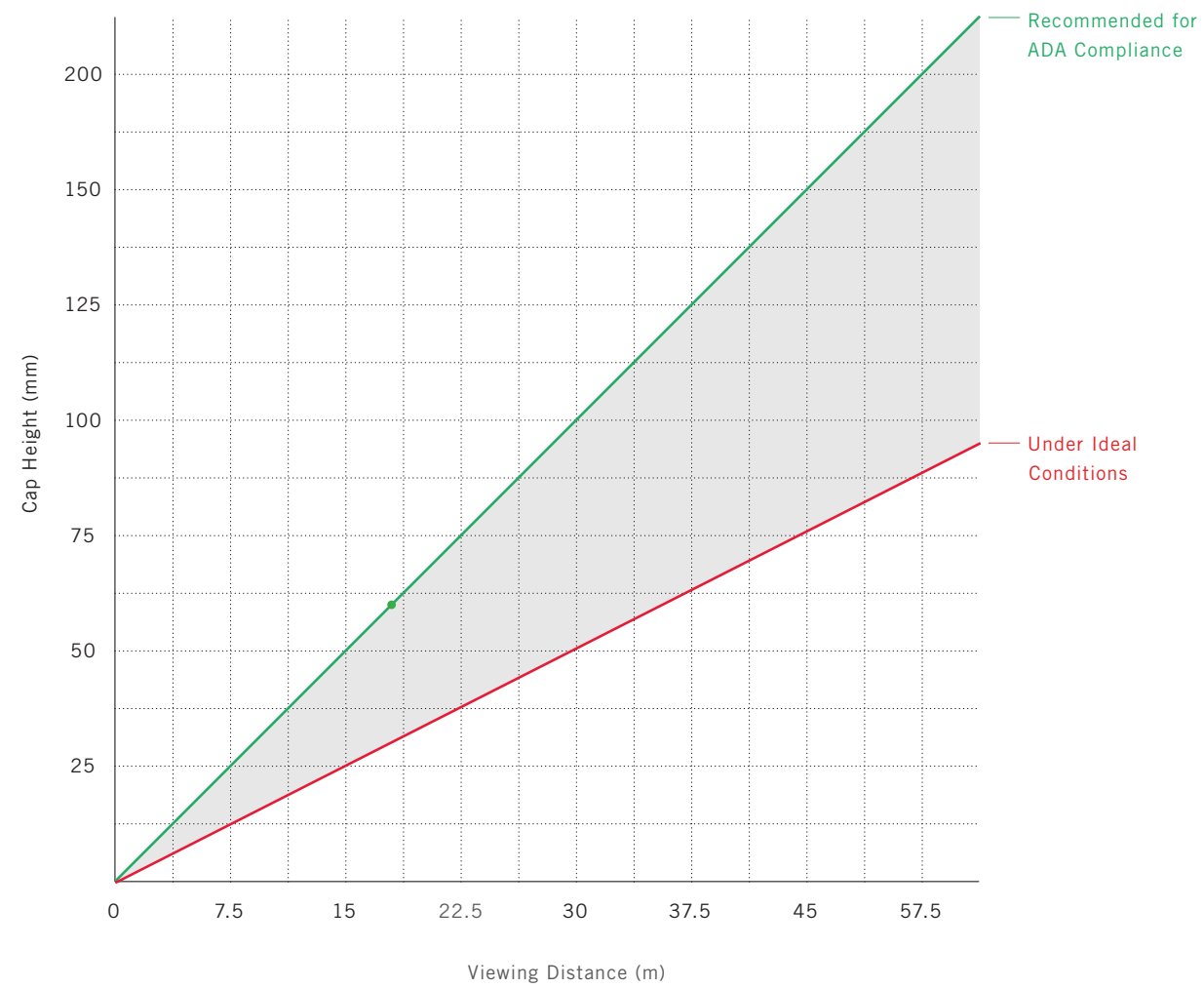
Cap height of all text on all directional signs are to be a minimum of 25 – 32mm in height for a view distance of 7.5m.

For the viewer traveling up to a speed of 30km the cap height in a Sans Serif font should be between 68 – 82mm high, and up to 136mm high if the viewer is traveling 50km.

ACCESSIBILITY

READABILITY AND LEGIBILITY – VIEWING DISTANCE / CAP. HEIGHTS

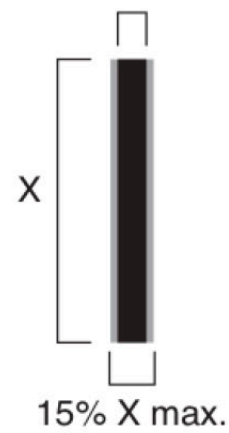




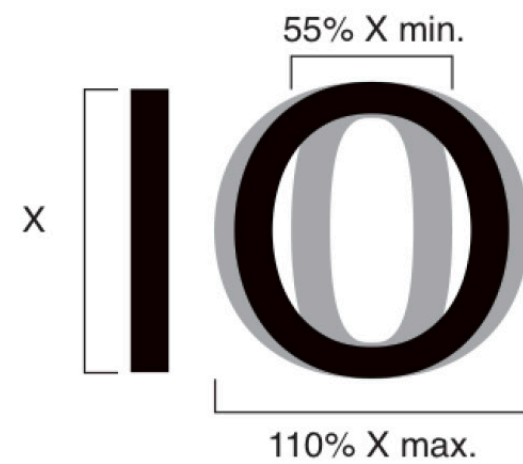
CAP. HEIGHT DETAIL
SCALE= 1:5

Raised Characters | Stroke Thickness and Character Proportions

10% X min.
(No min. required, but SEGD
recommends no less than 10%)



**Raised Character
Stroke Thickness**



**Raised Character
Proportions**

Character Proportions
55% to 110% of
"X" (Cap "I" Height)

(ADA) Stroke weight for typeface used on visual messages should be considered to ensure readability and compliance to accessibility requirements.

Typography

PRIMARY FONT
Montserrat, Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY FONT
Montserrat, Medium

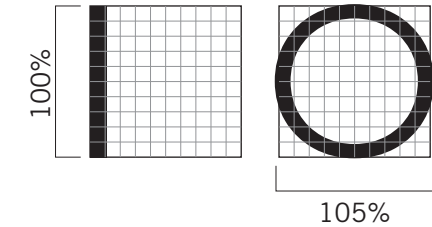
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2010 ADA Standards for Accessible Design
703.2 Raised Characters

Montserrat, Regular

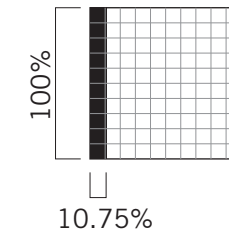
703.2.4 Character Proportions. Characters shall be selected from fonts where the width of the uppercase letter "O" is 55 percent minimum and 110 percent maximum of the height of the uppercase letter "I".

Chart indicated this font **complies with** ADA Standards for raised character proportions



703.2.6 Stroke Thickness. Stroke thickness of the uppercase letter "I" shall be 15 percent maximum of the height of the character.

Chart indicated this font **complies with** ADA Standards for raised character stroke thickness

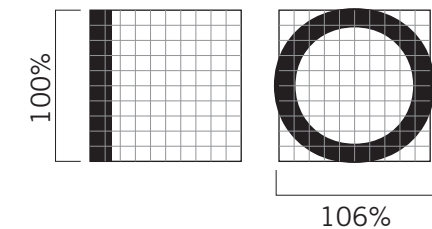


2010 ADA Standards for Accessible Design
703.2 Raised Characters

Montserrat, Medium

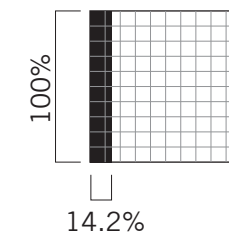
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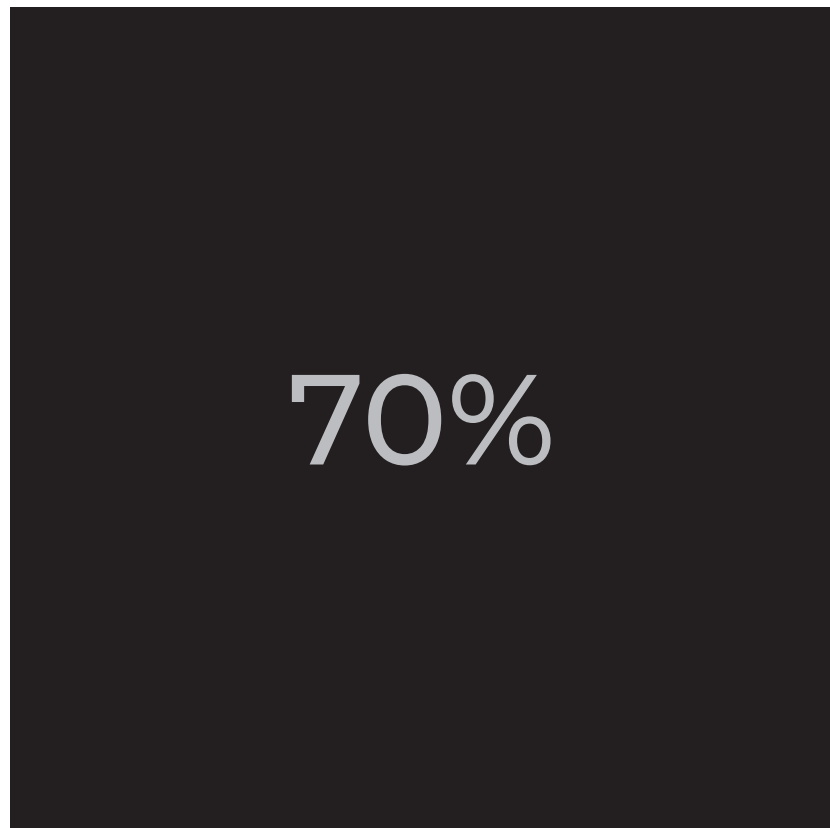
TYPEFACE – LEGIBILITY STUDIES

CROSSBARS						
Font	Characters	Blur	Blur Negative	In Use	In Use Blur	In Use Blur Negative
Arial	tff			Langstaff		
Montserrat Regular	tff			Langstaff		
Interstate Regular	tff			Langstaff		

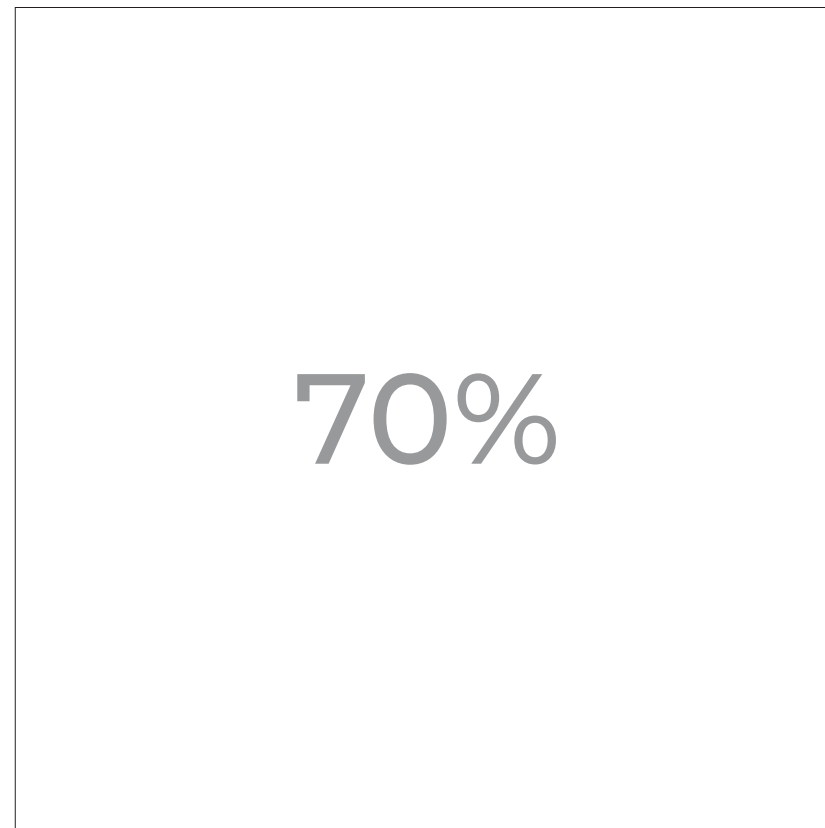
Details such as the large crossbars of “f” and “t” are more legible when viewed at a distance or with poor eyesight.

LETTERS & NUMBERS			
Font	Characters	Blur	Blur Negative
Arial	8B 5S mrn OQ		
Montserrat Regular	8B 5S mrn OQ		
Interstate Regular	8B 5S mrn OQ		

Some letters and numbers may be similar in design, which can be difficult to distinguish at a distance or via poor eye sight.



Light characters against dark backgrounds



Dark characters against light backgrounds

Text should be presented on a dark background with light letters. Signs should have a foreground/background contrast of 70%. As glare and reflections affect effectiveness of contrast, sign surfaces should be non-glare.

Grand Theatre



CSA RECOMMENDED

GRAND THEATRE

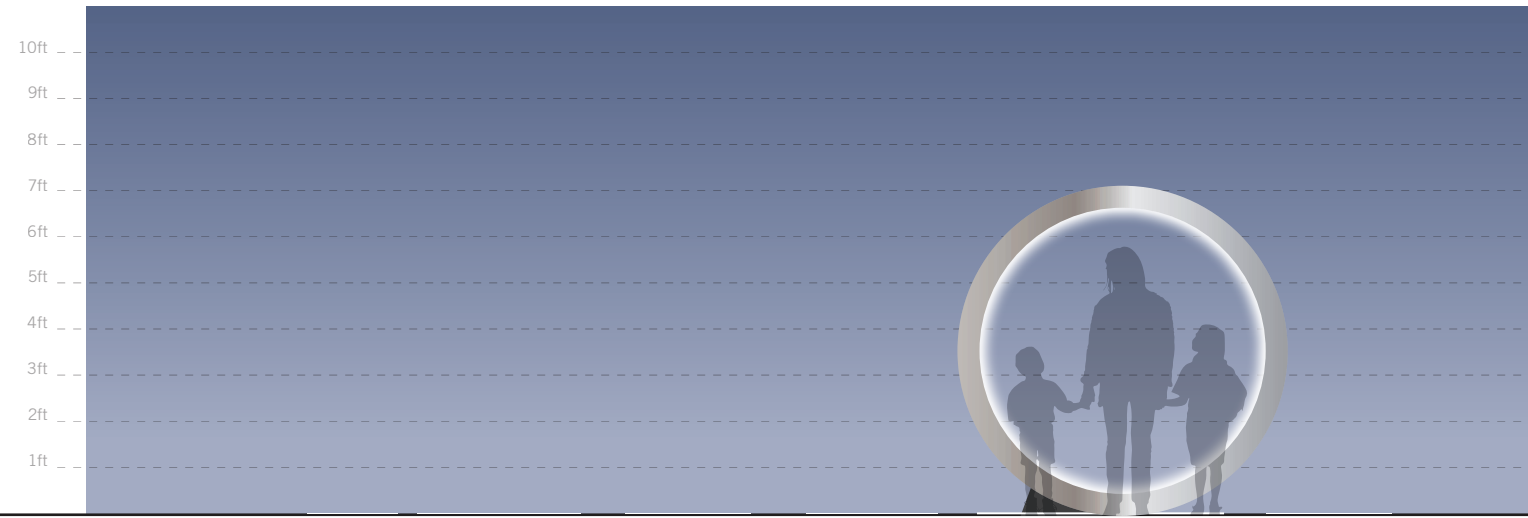


CSA NOT RECOMMENDED

Visual and tactile messages should be set in upper and lowercase. Text should be upper and lower case. This helps users with vision impairment to recognize word shapes by touch. The treatment is also helpful for visually able users to read more easily.

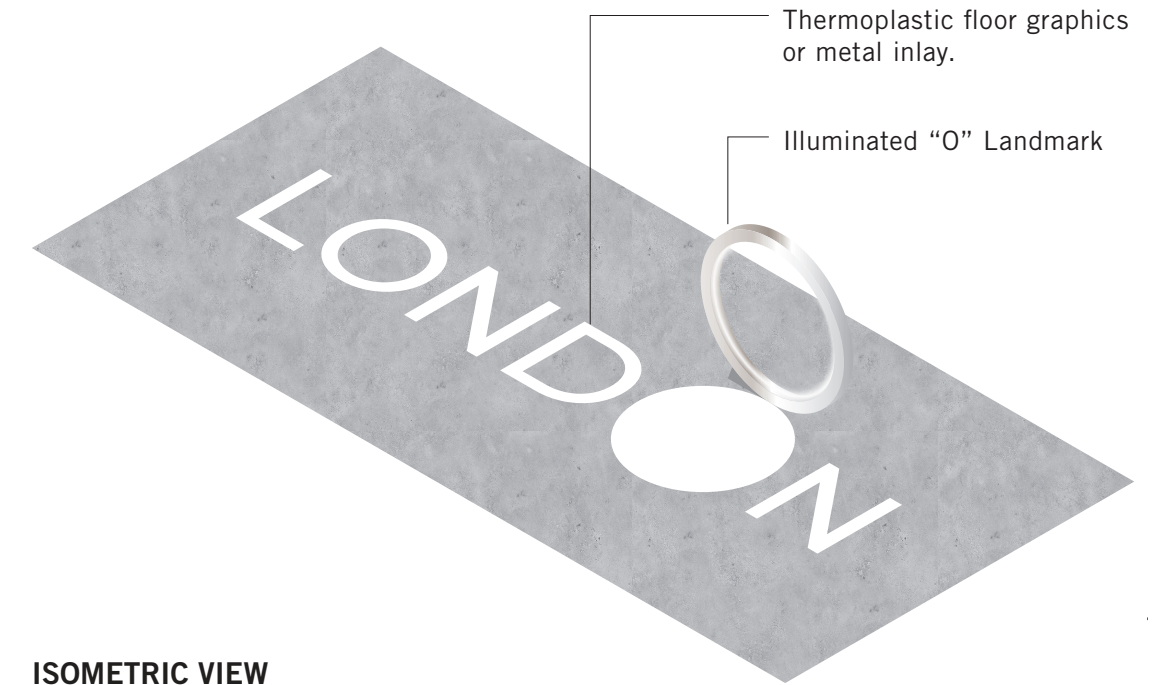
WAYFINDING CONCEPT

PRELIMINARY SIGN FAMILY

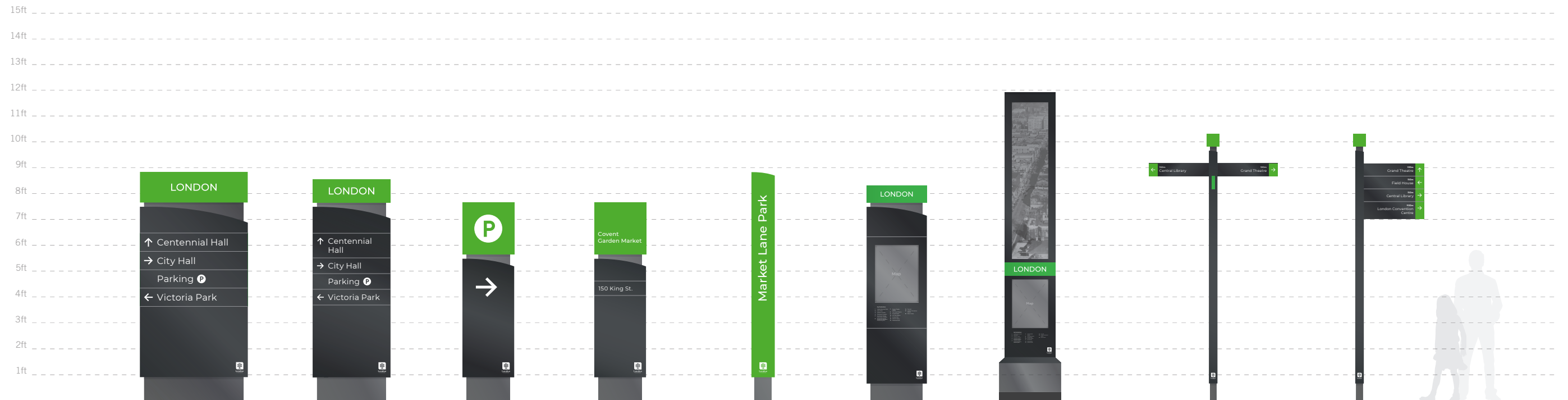


FAMILY OF PRODUCTS
SCALE 1:50

A1.1 – PLACEMAKING ID (SEE DETAIL DRAWINGS FOR FLOOR GRAPHIC PORTION)



ISOMETRIC VIEW
NTS



FAMILY OF PRODUCTS
SCALE 1:50

B1.1 – PRIMARY
VEHICULAR
DIRECTIONAL

B2.1 – SECONDARY
VEHICULAR
DIRECTIONAL

A9.1 – PARKING ID

A5.1 – DESTINATION ID

A6.1 – PARK ID

C1.1 – MAP
DIRECTORY

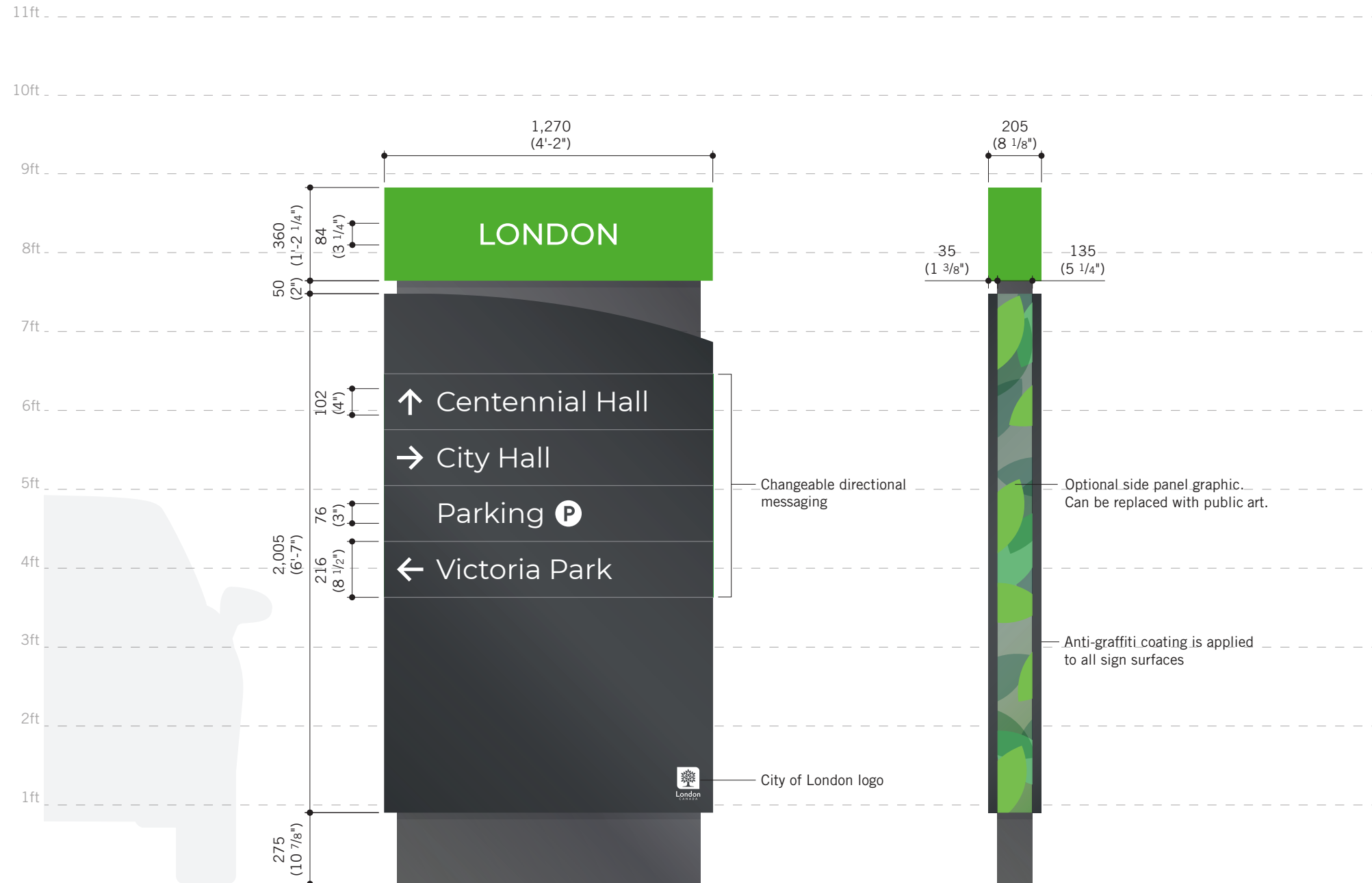
C2.1 – MAP
DIRECTORY
(EXISTING PYLON)

B3.1 – FINGERPOST
SIGN

B4.1 – FLAGPOST
SIGN

WAYFINDING CONCEPT

VEHICULAR DIRECTIONAL



SCALE 1:20

B1.1 – PRIMARY VEHICULAR DIRECTIONAL



THANK YOU!