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**Public information guidance  
systems —**

**Part 2:  
Guidelines for the design and use of  
location signs and direction signs**

*Systèmes de guidage destinés à l'information du public —*

*Partie 2: Lignes directrices pour la conception et l'utilisation des  
panneaux de direction et de localisation*



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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is ISO/TC 145, *Graphical symbols*, Subcommittee SC 1, *Public information symbols*.

ISO 28564 consists of the following parts, under the general title *Public information guidance systems*:

- *Part 1: Design principles and element requirements for location plans, maps and diagrams*
- *Part 2: Guidelines for the design and use of location signs and direction signs*

The following part is under preparation:

- *Part 3: Guidelines for the design and use of information index signs*

Additional parts will be developed in due course.

## Introduction

Continued growth in travel and mobility within and between countries has generated a growing range of wayfinding guidance systems and styles containing a wide variety of information. Such systems serve various purposes, such as enabling users to

- understand the range of facilities and points of interest present,
- understand the physical relationship between these facilities and points of interest, and
- determine the best way to reach a required facility or point of interest given their mobility circumstances.

This part of ISO 28564 is concerned with location signs and direction signs used to support wayfinding.

The purpose of this part of ISO 28564 is to provide guidance on the design and use of location signs and direction signs to enable users to assimilate required information swiftly and accurately and act upon the information shown safely and conveniently. It is not the intention to limit design freedom unnecessarily, but to set guidelines and, where appropriate, specifications which reflect relevant research and best practice.

Where appropriate, location signs and direction signs are used in association with fixed location plans, maps and diagrams (see ISO 28564-1), information index signs (see ISO 28564-3<sup>1)</sup>), hand-held maps, mobile electronic devices, as well as human assistance, as part of an integrated wayfinding system.

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1) Under preparation.



# Public information guidance systems —

## Part 2:

## Guidelines for the design and use of location signs and direction signs

### 1 Scope

This part of ISO 28564 gives a range of guidelines for various stages of preparation, design, construction, inspection, updating and testing which comprise a location sign or a direction sign used in public places and working areas.

This part of ISO 28564 is applicable to the design and use of location signs and direction signs used in all sorts of public places, such as shopping centres, stores, hospitals, bus and railway stations, airports, sporting, exhibition halls and entertainment complexes, urban areas, parks, gardens and countryside, public attractions, museums and commercial office buildings. The design and use of location signs and direction signs in working areas can also resort to the content for reference.

It is not applicable to those sectors (for example, traffic signs on a public highway), which are subject to regulations or specified design principles. However, in a given public environment or within a wayfinding and signing design brief, public information sometimes needs to be associated with other messaging, so many of the principles contained in this part of ISO 28564 can be relevant in the planning of a coordinated scheme.

### 2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 17724, *Graphical symbols — Vocabulary*

### 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 17724 and the following apply.

#### 3.1

##### **location sign**

sign used to identify the location of a place, facility or function

#### 3.2

##### **direction sign**

sign used to indicate the route to a place, facility or function

#### 3.3

##### **visual element**

component used in a sign including graphical symbol, arrow, text, numeral, illustration, colour and shape