

Beautiful signs. *Useless* building.

What a signage and wayfinding masterplan contains, and why it has to come before fabrication.

Navigation breaks before anyone draws an arrow

- One destination carries two different names.
- The sign arrives after the turn instead of before it.
- The lobby directory disagrees with the lift lobby.
- The route works on the floor plan and dies behind a column.
- Statutory, landlord and brand signage get designed by three separate people.
- A late request lands on a wall with no backing and no power.

What the masterplan has to contain

Site audit	What exists, what fails, what constraints you have to respect.
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Journey map	Who moves through the site, from where, to what.
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Decision points	Where a person chooses, confirms or changes direction.
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Naming schedule	What each destination is called. One name, everywhere.
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Sign location plan	Every sign coded and placed on the architectural drawing.
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Message schedule	Exact copy, arrow and destination for each code.
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A sign location plan is not symbols dropped at *regular* intervals.

It comes out of a site walk and real journeys. Each code links to a message schedule and a sign-type drawing, so three separate questions get three separate answers: where it goes, what it says, how it gets made.

Wayfinding sits upstream of graphic design

01 Fix the naming

Make destination names consistent before anything gets drawn.

02 Simplify the route

Change the zoning or the path if you still can.

03 Find the decisions

Place information where people actually have to choose.

04 Use the building

Landmarks, light and architecture reinforce the route for free.

05 Then add signs

Identify, direct, confirm, regulate. In that order.

Lock the locations before the *ceilings* close.

That window is when the project team can still coordinate electrical points, structural backing, clear zones around sprinklers and detectors, recessed housings, landlord approvals and the installation access you will need at height.

A masterplan makes scope visible, not cheap

01 Count before you quote

Know the sign count before you ask anyone to price it.

02 Separate essential from nice

Navigation and brand features are two different budgets.

03 Standardise the family

Reuse sizes, frames, fixings and update mechanisms.

04 Phase without breaking logic

Design the whole system, release it in stages.

Nothing goes to bulk production until this passes

- Every location checked against the current plan.
- Destination names match the approved naming schedule.
- Arrow directions verified by someone who walked the route.
- Accessibility and statutory requirements reviewed for this project.
- Materials chosen for the environment the sign will actually live in.
- Power, data, fixing and access coordinated with the other trades.
- Critical colours, finishes and type sizes sampled and signed off.

Three ways to buy this. Pick knowingly.

Design-only
consultant

Independent strategy and a package you can tender. Production interpretation and site coordination can fragment.

Fabricator from
drawings

Efficient when the package is fully resolved. Unsolved wayfinding problems arrive as production questions.

Design, build, install

One owner from survey to handover. You still need clear approvals and cost visibility.

The masterplan is *yours* to tender.

We run the masterplan as a consultancy engagement and it belongs to the client. You can take it to any fabricator. Whether we also build it is a separate decision, and it should be.

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