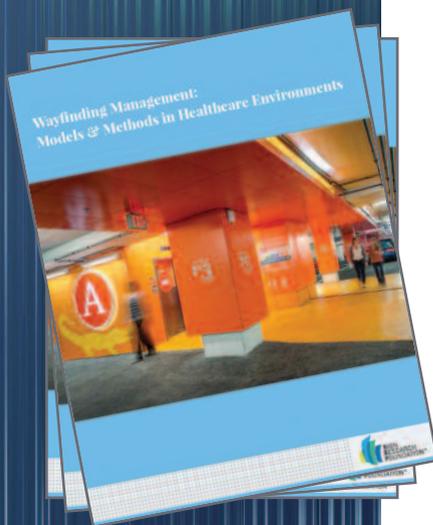


INDUSTRY TRENDS

The International Sign Association

APRIL 2018 EDITION



Upcoming SRF Research

The Sign Research Foundation has a number of reports coming in 2018, including:

- A Revised Model Sign Code, which communities can use as the basis for their own sign code revisions.
- The results of research exploring business signage and placemaking in streetscape design and the benefits of illumination in sign conspicuity.



3 Must-Reads from SRF...

And how to use them to build your business

It has long been understood that one of the keys to business success is to read more. While pouring through the hottest business book may provide a strike of inspiration, it's not always easy to draw a direct line between the book and the business growth.

That's not the case with research from the Sign Research Foundation. As the only foundation devoted solely to developing more insight into the sign, graphics and visual communications industry, SRF's materials do showcase exactly how to grow a sign, graphics or visual communications company.

That's why the Sign Research Foundation (sign-research.org) has amped up its reports into new lines of business to help sign, graphics and visual communications companies grow. These reports join material developed in recent years, which continue to provide growth strategies. Best of all: it's free to use.

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SRF does rely on donations to support its work, please visit the website to learn more about how your company can help SRF continue its important initiatives.

But first, here's a look at what's new and what's worth revisiting for fresh ideas. These resources can be used to develop new concepts or best practices, or be given as gifts to clients and other influencers.

STATS • FACTS

Most communities make minor revisions to sign codes every few years, but have not made a major sign code revision in the past 20 years,

Industry Insights

1 *Wayfinding Management: Models & Methods in Healthcare Environments*

Wayfinding Management: Models & Methods in Healthcare Environments presents seven examples of best practices in healthcare wayfinding. It was written by Leslie Wolke, founder of MapWell Studio. Wolke consults with healthcare institutions and design firms on wayfinding technology and strategy.

Even if healthcare is not your specialty, the ideas represented could be applied to any facility that experiences “churn and growth,” Wolke writes.

“These protocols focus on operational and organizational systems that support a permanent commitment to making it as easy as possible for visitors to navigate these massive and overwhelming facilities.”

The case studies consider how hospitals evaluate their wayfinding methods, develop sign standards and integrate wayfinding tools that include maps, digital applications and architectural landmarks.

Use it to explore wayfinding possibilities at any large environment, such as office complexes, educational facilities and yes, healthcare.

2 *Best Practices in Developing Sign Regulations*

Best Practices in Developing Sign Regulations, touts the benefits of stakeholder—i.e., sign, graphics and visual communications company—expertise as communities develop new sign codes. This would be a great tool to download and send to your planning commission if it begins a sign code process without your involvement. This report, written by Dr. Dawn Jourdan, Dr. Eric Strauss and Madeline Hunter, uses literature review and a participant survey to identify a variety of gold standards for development and revisions in the often-complex sign code effort.

“Cities can ensure that good signs are creative as a result of such revisions by inviting local experts into conversations relating to code revisions,” the report states. “Better relationships between stakeholders, who are sometimes of differing opinions, will evolve out of planning processes that are inclusive and thoughtfully designed to create codes which embrace a well-designed urban landscape.”

3 *Economic Value of Signs*

Signs mean business—and these two reports prove it. Initially developed in 1997 and then again in 2012, the two *Economic Value* reports put dollar figures on how signs lead to increased business, tax revenue and jobs making strong arguments as a result. Use this information to sway clients not sure about investing in sign updates, or to show new clients how a sign strategy can get them off on the right foot. And use it to showcase why reasonable sign codes should be adopted in your community. | 

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More than **RESEARCH**

The Sign Research Foundation hosts the annual National Sign Research & Education Conference (NSREC)—held the past two years in conjunction with ISA International Sign Expo. Each year, the SRF Scholars—urban planners and graduate students—attend NSREC and ISA International Sign Expo, where they receive individual sign code assistance from ISA staff and can explore the latest technologies on the massive ISA Sign Expo tradeshow floor.

SRF also provides one-day workshops at universities, where students in fields such as urban planning, design and architecture can learn more about sign design and fabrication materials. Bringing this information to the next generation of leaders will pay dividends for years to come.

Since its first academic conference in 2009, SRF—formerly known as the Signage Foundation Inc.—has educated more than 6,000 planners through webinars, workshops, conferences and graduate schools.



according to *Best Practices in Developing Sign Regulations*. •