
**Public information guidance
systems —**

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

iTeh STANDARD PREVIEW
*Systemes de guidage destinés à l'information du public —
Partie 3: Lignes directrices pour la conception et l'utilisation de
panneaux d'information*
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Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 General	2
5 Preparation	3
5.1 Need.....	3
5.2 Brief.....	3
5.3 Information to be included in the brief.....	4
5.4 Gathering data.....	4
5.5 Positioning.....	4
6 Design principles, characteristics and layout of visual elements	5
6.1 Design principles.....	5
6.1.1 Legibility.....	5
6.1.2 Conspicuity.....	5
6.1.3 Consistency.....	6
6.1.4 Simplicity.....	6
6.1.5 Prioritization of messages.....	6
6.1.6 Use of languages.....	6
6.1.7 Use of jargon and abbreviations.....	6
6.1.8 Inclusivity (for all potential user groups).....	6
6.1.9 Environmental sensitivity.....	7
6.2 Characteristics.....	7
6.2.1 Graphical symbols.....	7
6.2.2 Text and numerals.....	8
6.2.3 Colour.....	8
6.3 Title.....	8
6.4 Location information.....	9
6.5 Content information.....	9
6.6 Layout.....	10
6.6.1 Zoning.....	10
6.6.2 Prioritization.....	10
6.6.3 Sequencing.....	11
7 Sign carrier	11
7.1 Materials.....	11
7.2 Glare and reflections.....	11
7.3 Illumination.....	11
7.4 Sustainability.....	11
7.5 Non-static application.....	11
8 Inspection and updating	12
Annex A (informative) Examples of information index signs in typical environments	13
Annex B (informative) Guidance for the uses of codes on different floors and open areas	18
Bibliography	19

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).

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).

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

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 145, *Graphical symbols*, Subcommittee SC 1, *Public information symbols*.

A list of all parts in the ISO 28564 series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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 document is concerned with information index signs used to support wayfinding.

The purpose of this document is to provide guidance on the design and use of information index signs to enable users to assimilate required information swiftly and accurately and act upon the information shown safely and conveniently in multi-floor buildings and open areas. 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, as part of an integrated wayfinding system, information index signs are used in association with fixed location plans, maps, and diagrams (see ISO 28564-1), location signs and direction signs (see ISO 28564-2), hand-held maps, and IT applications, as well as human assistance.

This document is intended to be used in conjunction with other parts of ISO 28564.

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Public information guidance systems —

Part 3:

Guidelines for the design and use of information index signs

1 Scope

This document specifies requirements and gives a range of guidelines for various stages of preparation, design, construction, inspection and updating that comprise an information index signs used in public places.

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

This document 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, where there is sometimes a need for public information to be associated with other messaging, many of the principles contained in this document can be relevant in the planning of a coordinated scheme.

2 Normative references

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The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 3864-1, *Graphical symbols — Safety colours and safety signs — Part 1: Design principles for safety signs and safety markings*

ISO 3864-3, *Graphical symbols — Safety colours and safety signs — Part 3: Design principles for graphical symbols for use in safety signs*

ISO 7001, *Graphical symbols — Public information symbols*

ISO 7010, *Graphical symbols — Safety colours and safety signs — Registered safety signs*

ISO 9186-1, *Graphical symbols — Test methods — Part 1: Method for testing comprehensibility*

ISO 9186-2, *Graphical symbols — Test methods — Part 2: Method for testing perceptual quality*

ISO 9186-3, *Graphical symbols — Test methods — Part 3: Method for testing symbol referent association*

ISO 22727, *Graphical symbols — Creation and design of public information symbols — Requirements*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at <https://www.iso.org/obp>

— IEC Electropedia: available at <http://www.electropedia.org/>

3.1 information index sign

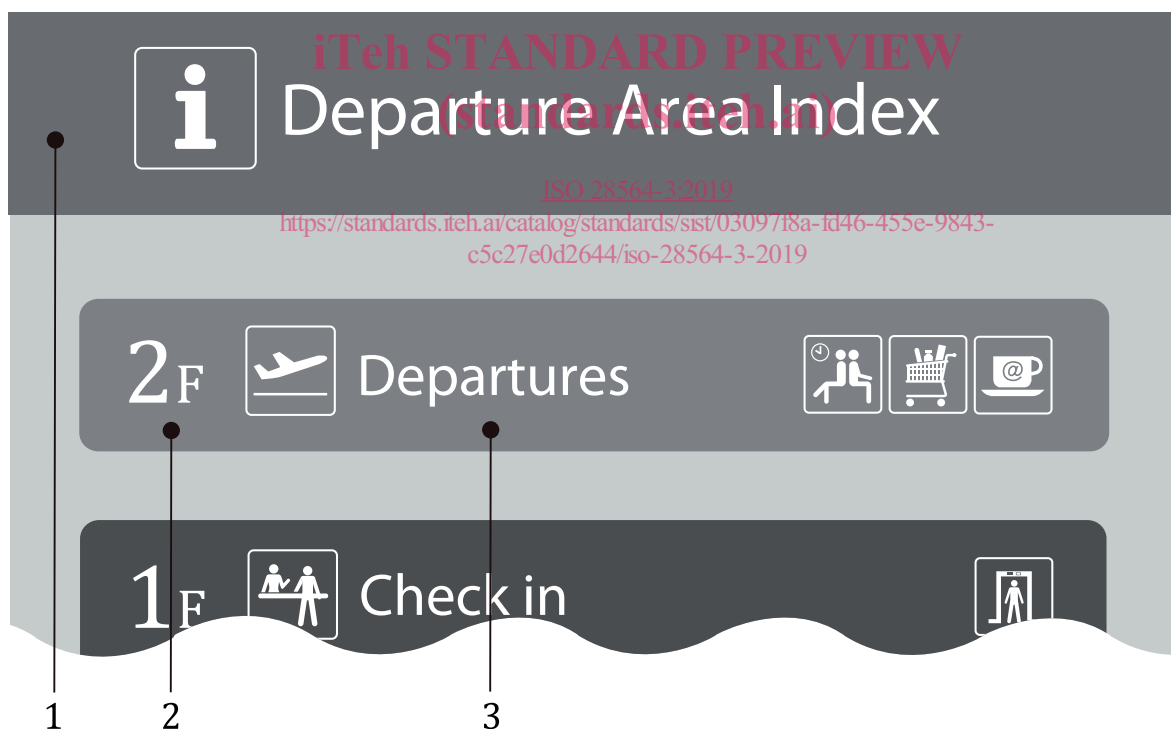
sign used to list the information of facilities and services within a given floor or zone in a systematic way

4 General

Normally, the information index signs should cover all floors of multi-floor buildings, or all divided zones in open areas. When facilities or open areas are complex, information index signs may sometimes only cover certain parts (for example, a separate information index sign can be designed to provide departure information in an airport) (see [Figure 1](#)).

The information index signs should include at least three components: title, location information, and content information (see [Figure 1](#) and [Figure 2](#)), as below:

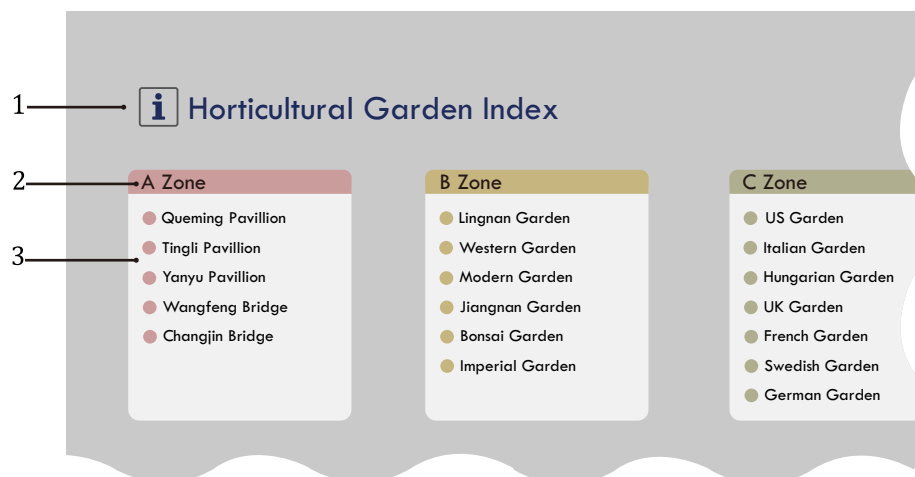
- title: name of the information index sign;
- location information: specified floor or area;
- content information: the facilities or services located on the specified floor or area, which the location information refers to.



Key

- 1 title
- 2 location information
- 3 content information

Figure 1 — Components of information index sign in multi-floor buildings



Key

- 1 title
- 2 location information
- 3 content information

Figure 2 — Components of information index sign in open areas

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Examples of the design of information index signs are shown in [Annex A](#).

5 Preparation

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5.1 Need

The need for an information index sign can arise for various reasons. Examples of potential needs include:

- a) in multi-floor buildings, users can experience difficulties in quickly locating facilities and services on different floors;
- b) in large open areas, users can experience difficulties in understanding the location of facilities and services; and
- c) changes in the location of facilities and services.

5.2 Brief

Before design work is undertaken, the requirements and objectives should be clearly understood and clarified in a brief. Even if only one floor or a certain area – or even a single sign – is involved, a brief should be prepared.

The brief is the responsibility of the client and should define:

- a) the physical area to be covered;
- b) its relationship to adjacent areas;
- c) the information to be shown as determined by the tasks that expected users wish to accomplish;
- d) any special requirements concerning presentation of information, the nature and constraints of the site.

If relevant, the brief should also define the requirements for maps and location plans (see ISO 28564-1), guidelines for location signs and direction signs (see ISO 28564-2), and guidelines or methods for coordination with information index signs.

5.3 Information to be included in the brief

The following information about the area covered should be included:

- a) the characteristics of the expected users;
- b) the types, specific content, positions, and classifications of the facilities and services in the area;

NOTE 1 Information index signs can provide particular facilities or service information, such as the company names located in different areas.

NOTE 2 Information index signs can also provide classification information related to facilities or services; for example, information index signs in shopping centres can provide classification information of goods (food, cosmetics, men's wear, women's wear, etc.) (see [Figure A.3](#)).

- c) the possible installation position of each information index sign and its anticipated normal viewing distances;
- d) accessibility and other user requirements;
- e) additional information (for example, codes of floor numbers or divided zones);
- f) the proportion of the expected users for whom the use of the local languages might be insufficient;
- g) any statutory or regulatory requirements.

5.4 Gathering data

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When the facilities or services within the area to be covered are in the planning stage, information should be obtained, as appropriate, from architects, designers, engineers and other professionals with knowledge relevant to the task.

When the facilities or services are already in use, additional information can be obtained by:

- a) observing users' behaviour;
- b) consulting with target users as well as other groups who have wayfinding needs;
- c) consulting with local police, shopkeepers, reception, information desk staff and others who might have experience of wayfinding issues within the area to be covered; and
- d) reviewing any existing information index signs and other public information guidance elements in the area to be covered and in adjacent areas.

NOTE A site visit is normally useful to gain familiarity with the environment and, where possible, to observe and document relevant behavioural patterns.

Once gathered, the data should be reconciled with the brief.

5.5 Positioning

5.5.1 Information index signs should be positioned:

- a) fixed to surfaces;
- b) fixed to other existing structures; or
- c) free standing.

5.5.2 The setting of information index signs should ensure that placement of signs is such that users standing still to read the signs don't cause an obstruction.

5.5.3 The height and angle of the information index sign should be carefully placed to take into account whether users are standing or seated, and their direction of approach to the sign.

5.5.4 Information index signs should be placed where users expect to find them using the results of gathered data (see 5.4). Typically, information index signs are placed near entrances, at positions where users assemble, and where users need wayfinding assistance or reassurance.

Information index signs for multiple floors (see [Figure A.1](#) and [Figure A.2](#)) are recommended to be placed at locations such as:

- a) near the entrances to the buildings;
- b) near reception desks or information points;
- c) adjacent to stairs, lifts and escalators.

Information index signs for an open area (see [Figure A.4](#) and [Figure A.5](#)) are recommended to be placed at locations such as:

- d) near all entrances to a single large open area;
- e) near the entrances to divided zones within an open area;
- f) near reception desks or information points;
- g) near where transport facilities are located.

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6 Design principles, characteristics and layout of visual elements

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6.1 Design principles

6.1.1 Legibility

Legibility of visual elements can be achieved, for example, by:

- a) the use of standardized graphical symbols where available;
- b) the use of highly legible typefaces;
- c) appropriate spacing and scaling;
- d) sufficient contrast, as to luminance and colour, between the visual elements and their immediate background.

6.1.2 Conspicuity

Conspicuity of an information index sign can be achieved, for instance, by:

- a) sufficient contrast between the background upon which the sign is placed and the environment within which it is located;
- b) sufficient contrast with other environmental visual elements, including lighting, advertising or commercial signs and decorative colour schemes.