



**POBLOCKI**  
SIGN COMPANY LLC

*Challenge us*

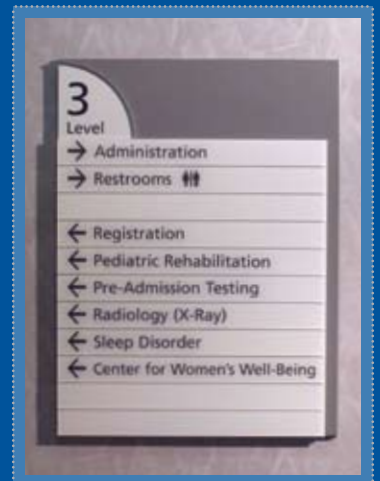
NAVIGATOR :

## GETTING EVERY DETAIL RIGHT FOR YOUR SIGN PROGRAM



Navigator,™ Poblocki Sign Company's trademarked design-build process supported by a

full range of planning, design and manufacturing capabilities, ensures a successful interior and exterior sign program. Using Navigator,™ we consider your business image, the facility's architecture and environment, regulatory and code issues and future maintenance and growth of your facility. You can be confident with Navigator™ that your sign system will work for you and your visitors, now and in the future.



## COORDINATED SPECIFICALLY FOR YOU

Developing a sign program is more complicated than picking a sign off a shelf and putting it on a wall. Care is taken to assign messages, select sizes and locations, match colors and fabricate and install according to ADA and local building codes. We want your sign program to fit your image as well as your budget. We'll present dynamic design options and determine the most appropriate method for manufacturing. Up front and potential long term costs associated with maintaining the system will be also addressed, something that's often overlooked.

## YOUR TURN-KEY SOLUTION

Navigator™ is your complete design-build signage solution with talented resources dedicated to the success of your project, all located under one roof.

- Programming and Wayfinding
- Award Winning Design Staff
- Value Engineering
- Project Management
- Custom Fabrication
- Installation and Service
- Online Reorder Access

## UNDERSTANDING WAYFINDING

At the core of the Navigator process is the wayfinding plan. Wayfinding is a term used to describe the movement, behavior and the decision-making process that people use as they navigate through buildings, neighborhoods and cities.

One of the biggest myths about wayfinding is that signs are the only way to communicate directions and information. Signs alone are not wayfinding, rather, they are a significant portion of a much bigger picture.

The result of the wayfinding study should be an organized and logical map that allows visitors within a facility to move to and from various points with little assistance. As your facility grows or changes, the wayfinding plan needs to be refined and maintaining the sign system is integral to that plan. With Navigator, you can be confident that your visitors will move efficiently through your facility and you'll be able to maintain the system for years to come.

