

ENVIRONMENTAL



Environmental graphics, also referred to as experiential graphics, are a type of graphic design implementation that encompass a mix of signage and visual aids to create a visual identity for a specific space or environment. This type of design is often used in public spaces, such as airports, malls, schools, and offices, to create a sense of place and help people navigate through the space. Environmental graphics can also be used to communicate important information such as safety protocols, or be used as a way to expand the branding of a company.

The goal of environmental graphics is to enhance the user experience in the space, whether it is to create a sense of continuity to a larger brand identity or to guide people to and through the space, or both. This is achieved by creating a visual language that is specific to the space, and by using design elements that are appropriate for the context of the type of environment.

One of the key elements of environmental graphics is wayfinding. Wayfinding is the graphical process of



helping control the flow of traffic through a space. Wayfinding can be achieved through the use of signs, symbols, color, and other graphical elements that help people understand where they are and how to get to where they need to go. Wayfinding style graphics can also be used to communicate important information, such as safety and emergency procedures.

To create a sense of continuity by the consistent use of colors, iconography, and typography that has been established in a branding guide is also another reason to utilize environmental graphics. Branding is the process of creating a visual identity or translating and projecting a type of personality for a specific company or product. Applying the same look and style of an established design language throughout environmental, print, and digital media, it all links together to create a sense of familiarity for individuals to recognize and relate to.

Environmental graphics can be used in a multitude of places, such as interior or exterior public spaces, office locations, and retail environments. In public spaces, environmental graphics can be used to help navigate and educate the flow of traffic. In office locations, environmental graphics can be used to create a sense of identity to immerse employees, clients, and visitors of the company to their branding goals, history, and values. In retail environments, environmental graphics can be used to create a sense of continuity to the brand it represents, to guide consumers through the space, and to inform them of emergency protocols.



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A variety of media, such as paint, vinyl, printed graphics, and digital displays can be utilized to bring environmental graphics to life. The medium used will depend on the specific space, the durability of the graphics, and what needs to be communicated. For example, paint is often used in high traffic public spaces in the need for heavy graphic permanence. Vinyl is often used in retail environments, to allow semi-frequent updatability. Digital displays are often used in offices or public spaces to display graphics that are changed out regularly. Printed graphics are commonly used in all of these areas, and can integrate with the other mediums mentioned to create a dimensionally dynamic environment.

In conclusion, environmental graphics are a type of graphic design implementation that is used to create a visual identity for a specific space or environment. The goal of environmental graphics is to enhance the user experience in the space, and this is achieved by creating a visual language that is specific to the space by using design elements that are appropriate for the context of the type of environment. Environmental graphics can be used in many different types of spaces and can be created using a variety of different mediums. All depends on final application and durability of the graphics needed. All in all, if you're not utilizing your environment to its fullest potential graphically, you're missing out!

