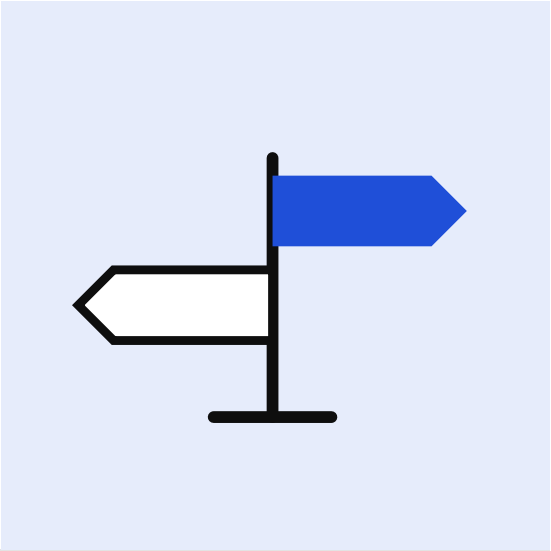
Specialty

Wayfinding design

Designs what helps people orient themselves and find their way in a place: signs, maps, architecture, sounds, and textures.



In Spanish

Señalética y wayfinding

Origin

Lynch (1960); Passini (1984); Arthur and Passini (1992)

What problem it addresses

Getting lost in a hospital, a station, or a campus causes stress and delays, and more signs do not always fix it.

Principles

Knowing where I am

Recognizable landmarks.

Deciding which way

Information right where a choice has to be made.

Not just signs

Architecture, light, sound, and touch also help people orient themselves.

Applications in design

✓ Use it like this

Place information at the points where people have to decide.

✗ Avoid

Filling the place with signs that compete with each other.

Don't fall for it

Think of people who do not see well or do not read the language: add pictograms, sound, or relief.

Connections

Builds on

- Icon, index and symbol
- Mental model

Related to

- Service environment design
- Exhibition design
- Information design
- Interior design
- Spatial design
- Inclusive design
- Pictograms and iconography

Authors and works

1960	**Kevin Lynch**	Used the term when studying how people form a mental image of the city with paths, edges, districts, nodes, and landmarks.
1984	**Romedi Passini**	Extended wayfinding to signage, graphic communication, and audible and tactile aids.
1992	**Paul Arthur and Romedi Passini**	Explained why people get lost and how to design orientation with architecture, graphics, and communication.

Sources

Original sources

- Lynch, K. (1960). The image of the city. MIT Press.
- Passini, R. (1984). Wayfinding in architecture. Van Nostrand Reinhold.
- Arthur, P., & Passini, R. (1992). Wayfinding: People, signs, and architecture. McGraw-Hill.

Last reviewed: October 22, 2026

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