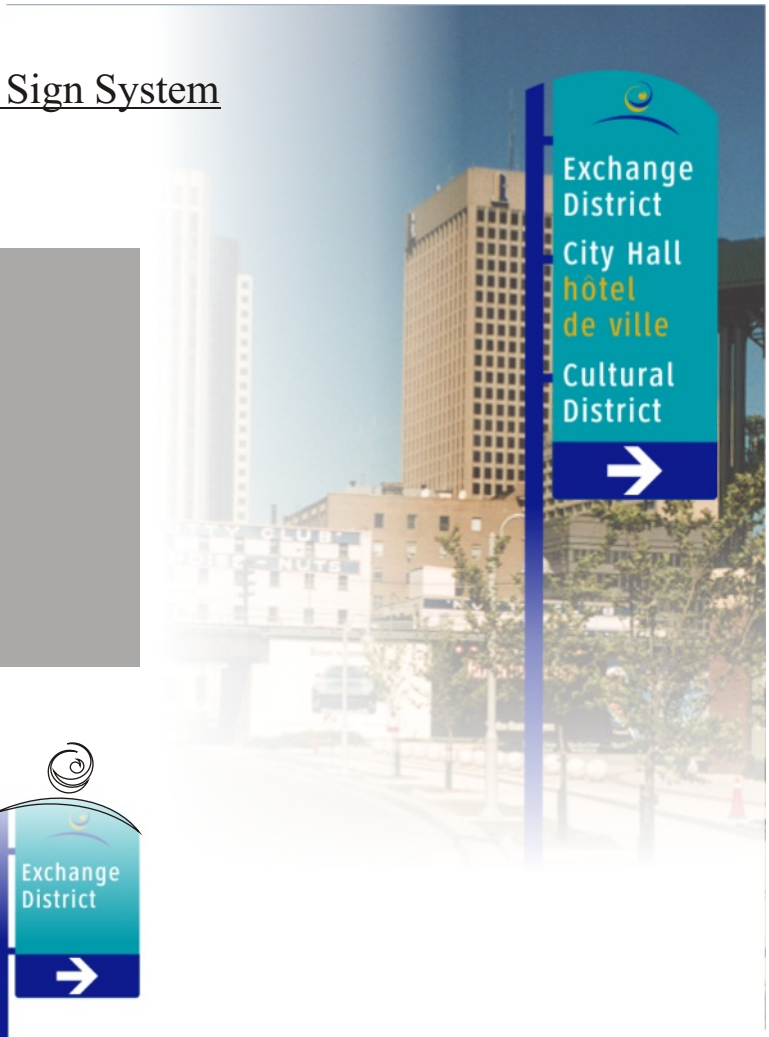
The Design

Winnipeg Traffic Wayfinder Sign System

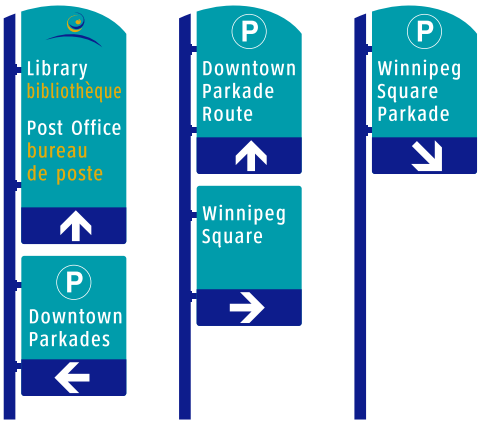


"Portrait-mode" shape, cantilevered from a single pole — designed to fit unobtrusively over urban sidewalks.



Unique colors and ⅔ arc top inspired by City logo.

Aqua blue signs for directions to destinations, ultimately leading to "best" parkade for each destination.



Dark blue signs for directions "out". Sudden color change announces new kind of direction-giving.



French translations of key civic facilities in traffic yellow just underneath English version.