



# Signage Systems and Information Graphics

By Andreas Uebele

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**Signage Systems and Information Graphics** By Andreas Uebele

**Groundbreaking ideas on how to create the best, most effective graphics and signs.**

A signage system is much more than just a set of signposts and symbols. As well as its practical application, it helps to create an identity for a space and can add decorative flair to any built environment. Here, Andreas Uebele describes the basic rules of signage design—and then goes on to show how to effectively break them.

Signs must be visible but not distracting, informative but not unwieldy, and concise but not confusing. Color, typography, pictograms, and icons are all elements that can be varied and exploited to encapsulate as much information as possible and fit the job's requirements: the signage for a hospital, an airport, or a conference center may have little in common, and solutions must always be tailored to fit the location.

The book showcases great examples of signage design worldwide, ranging from museums and schools to transport systems, with an emphasis on the most original approaches. It is not only an indispensable handbook for communications designers but also a must for architects, interior designers, and graphic artists who need a better understanding of this essential aspect of modern design. 500+ color photographs and illustrations.

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#### About the Author

**Andreas Uebele** manages his own visual communications agency in Stuttgart and lectures in communications design at Dusseldorf University of Applied Sciences.

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