

2015 National Signage Research & Education Conference (NSREC) Presentation Details



Topic: “Best Practices for Sign ROI and Retail Wayfinding Best Practices”

Presenters: Craig Berger

Craig Berger is currently Chair of the Visual Presentation and Exhibition Design Program at the Fashion Institute of Technology in New York City as well as a consultant on professional, manufacturing, and academic projects. Craig started as a preservation architect before managing sign and streetscape programs for the Foundation for Architecture starting in 1996. While at the Foundation for Architecture Craig developed many of the skills he would use to develop expertise in Urban Wayfinding. During this early period for wayfinding programs Craig worked with a number of accomplished planner, civic leaders and designers to develop many of the Best Practices used today. Craig took those skills to the Society for Environmental Graphic Design (SEGD) in 2002 and developed an educational and training program for the organization based on designer competencies as well as outreach programs in universities and other design associations.

In addition to his goal of promoting and supporting urban wayfinding Craig also conducted other research that supports strong design practices in the environment including the development of universal healthcare symbols on behalf of Hablamos Juntos with the Robert Wood Johnson Foundation and airport wayfinding guidelines on behalf of Gresham Smith Partners for the ACRP. Craig also wrote or edited a number of books and publications on design while at SEG D including *Wayfinding: Designing and Implementing Graphic Navigation Systems*, *What in Exhibition Design* and *The SEG D Green Paper*.

In 2011 Craig went to the Fashion Institute of Technology to become chair of the Visual Presentation and Exhibition Design Program. In addition Craig began an extensive collaboration with the International Sign Association to promote the development of wayfinding programs. Centered around the Urban Wayfinding Planning and Implementation Manual the educational program also included a six webinar series and supporting white papers and research reports.

Craig has a bachelor’s of arts and a bachelor’s of architecture from the Pennsylvania State University (1993), and a Master’s of Business Administration from Temple University (1999) with a concentration in International Business.

Abstract:
Best Practices for Sign ROI

A follow-up to the Downtown sign research developed this past year, this new project develops sign strategies, ROI information and best practices based on the initial research. Interviews with retail, fabricator and design leaders will focus on these leading models and their how sign strategy was integral to overall business success. The paper will review five leading best practices that small and large companies employ that have allowed for greater sign success.

The final white paper and presentation will be oriented towards the retail branding, merchandising and design communities. Case studies in the paper will be focused on both smaller companies, individual stores, and large stores.

Retail Wayfinding Best Practices

A follow-up to both the Downtown sign research and the Urban Wayfinding Manual, this new project showcases proven in-store sign design and implementation methods that lead to increased consumer satisfaction. The project will examine different retail environments (both in size and type of store) to determine how color, font, material, design, and implementation create better wayfinding systems. In addition there will be a focus on the integration of signs and areas like visual merchandising, lighting and digital systems. Several case studies with retail data will be presented. The outcome will better inform sign companies, suppliers, branding & design firms, and retailers on best practices in retail wayfinding.