

Wayfinding & Environmental Graphics Audit Checklist

Use this checklist to evaluate how effectively your environmental graphics, wayfinding system, and branded journey work together from arrival to exit.

1. Arrival & First Impression

Audit Item	Yes	No	Notes
Building or space identification is immediately visible	<input type="checkbox"/>	<input type="checkbox"/>	
Brand cues confirm visitors are in the right place	<input type="checkbox"/>	<input type="checkbox"/>	
Primary entry signage uses high contrast and clear typography	<input type="checkbox"/>	<input type="checkbox"/>	
Arrival signage works in different lighting conditions	<input type="checkbox"/>	<input type="checkbox"/>	
No visual clutter competes with entry signage	<input type="checkbox"/>	<input type="checkbox"/>	

2. Orientation & Spatial Understanding

Audit Item	Yes	No	Notes
Directories or maps are present at main entrances	<input type="checkbox"/>	<input type="checkbox"/>	
Zones are visually defined using more than color alone	<input type="checkbox"/>	<input type="checkbox"/>	
Maps match real-world naming and layout	<input type="checkbox"/>	<input type="checkbox"/>	
Orientation graphics reduce the need for staff directions	<input type="checkbox"/>	<input type="checkbox"/>	
Icons and symbols are consistent across the space	<input type="checkbox"/>	<input type="checkbox"/>	

3. Decision Points & Directional Clarity

Audit Item	Yes	No	Notes
Directional signs appear before intersections	<input type="checkbox"/>	<input type="checkbox"/>	
Primary destinations are prioritized on signs	<input type="checkbox"/>	<input type="checkbox"/>	
Message hierarchy is clear and consistent	<input type="checkbox"/>	<input type="checkbox"/>	
Directional language matches directories and room signs	<input type="checkbox"/>	<input type="checkbox"/>	
Arrows and symbols are easy to interpret	<input type="checkbox"/>	<input type="checkbox"/>	

4. Reassurance & Path Confirmation

Audit Item	Yes	No	Notes
Reassurance signage confirms users are on the correct path	<input type="checkbox"/>	<input type="checkbox"/>	
Zone or floor identifiers repeat logically	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental graphics support direction, not distract	<input type="checkbox"/>	<input type="checkbox"/>	
Users do not need to backtrack to confirm routes	<input type="checkbox"/>	<input type="checkbox"/>	

5. Destination Identification

Audit Item	Yes	No	Notes
Room and department signs match directory naming	<input type="checkbox"/>	<input type="checkbox"/>	
Identification signage is readable at close range	<input type="checkbox"/>	<input type="checkbox"/>	
Brand expression does not reduce legibility	<input type="checkbox"/>	<input type="checkbox"/>	
Destinations are confirmed without staff assistance	<input type="checkbox"/>	<input type="checkbox"/>	

6. Accessibility & Inclusive Navigation

Audit Item	Yes	No	Notes
Text and backgrounds meet contrast requirements	<input type="checkbox"/>	<input type="checkbox"/>	
Tactile characters and Braille are present where required	<input type="checkbox"/>	<input type="checkbox"/>	
Mounting heights are consistent and logical	<input type="checkbox"/>	<input type="checkbox"/>	
Wayfinding works without relying on color alone	<input type="checkbox"/>	<input type="checkbox"/>	
Pictograms support text-based messaging	<input type="checkbox"/>	<input type="checkbox"/>	

7. Brand Consistency & Environmental Graphics

Audit Item	Yes	No	Notes
Typography matches brand standards	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental graphics reinforce spatial logic	<input type="checkbox"/>	<input type="checkbox"/>	
Supergraphics support navigation at key moments	<input type="checkbox"/>	<input type="checkbox"/>	
Materials and finishes minimize glare	<input type="checkbox"/>	<input type="checkbox"/>	
Graphics remain consistent across all zones	<input type="checkbox"/>	<input type="checkbox"/>	

8. System Governance & Maintenance

Audit Item	Yes	No	Notes
Naming conventions are documented	<input type="checkbox"/>	<input type="checkbox"/>	
New signage follows an approval process	<input type="checkbox"/>	<input type="checkbox"/>	
Sign families are clearly defined	<input type="checkbox"/>	<input type="checkbox"/>	
Wayfinding audits occur on a regular schedule	<input type="checkbox"/>	<input type="checkbox"/>	
Temporary or one-off signs do not break consistency	<input type="checkbox"/>	<input type="checkbox"/>	

9. Performance & Validation

Audit Item	Yes	No	Notes
Staff report fewer directional questions	<input type="checkbox"/>	<input type="checkbox"/>	
Visitors move confidently through the space	<input type="checkbox"/>	<input type="checkbox"/>	
Time-to-destination has improved	<input type="checkbox"/>	<input type="checkbox"/>	
Signage-related complaints have decreased	<input type="checkbox"/>	<input type="checkbox"/>	
System supports future growth and change	<input type="checkbox"/>	<input type="checkbox"/>	