

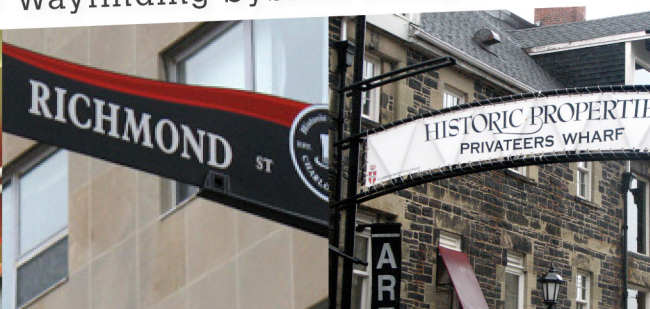
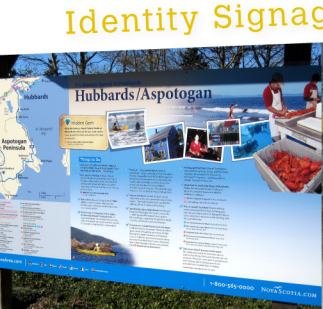
Environmental Graphic Design

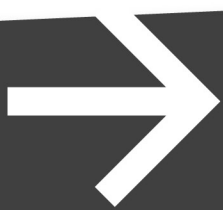
en•vi•ron•men•tal graph•ic de•sign [noun]

- [1] *of or relating to the intersection of communication design and the built environment.*
- [2] *a means to reflect the visual aspects of wayfinding, communicate identity and information, and help shape a distinct sense of place.*
- [3] *embraces many design disciplines, including architectural, interior, landscape, and industrial design.*



Identity Signage System Design • Wayfinding System Design • Visual Identity Design





Form:Media is a boutique design firm specializing in environmental graphic design (identity/wayfinding signage systems), interpretive planning and design, and digital multimedia. Our portfolio includes many successfully completed regional, national, and international projects for a variety of clients and stakeholders in both the public and private sectors.

With completed projects across the country, we are proud to be one of Canada's leading environmental graphic design firms.



Identity Signage System Design

Our design methodology for identity signage systems is built upon the realities of the project area. We identify and incorporate unique characteristics into comprehensive signage projects that, while distinctive, are grounded in the project's needs and budget. The effective use of civic, historic, and cultural elements creates distinctive design motifs that foster civic pride in residents and memorable, iconic elements for visitors.

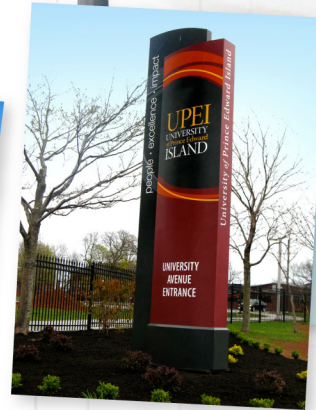
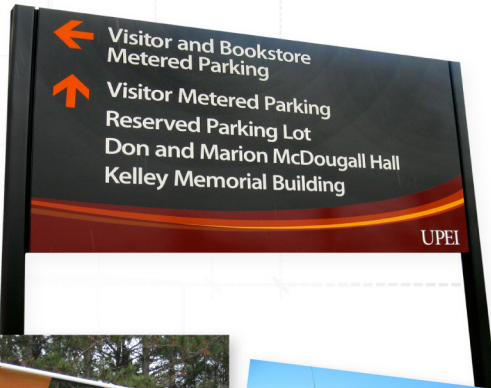


5' 8 1/2" 11"



Wayfinding System Design

As with the development of identity signage systems, Form:Media understands that a successful wayfinding system must respect the brand identity and blend seamlessly with the environment. We examine all opportunities and constraints to achieve an intuitive, functional directional signage system that addresses a project area's specific complexities while ensuring a positive visitor experience. To assure sustainability and cost effectiveness, our fabrication details and specifications are always completed to reflect local maintenance and repair capabilities.



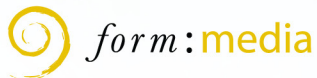
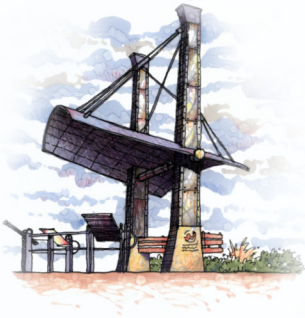
Visual Identity Design

We believe that effective branding is more than just eye-catching logos and clever taglines. A visual identity should provide a memorable, visual representation of the positive aspects that an organization or community wishes to project to its audience. Form:Media analyzes unique cultural, historic, and natural characteristics to create branding programs that are relevant and distinctive. Our visual identity designs are developed for application across all media.



→ Range of Services

Form:Media offers a full scope of design and project administration services for the development of wayfinding and identity signage systems. Depending on your needs and budget, these services range from existing signage audits and master planning through to full design development (from conceptual to fabrication-level tender specifications) and fabrication/installation supervision. To assure project success and inclusivity, our design process always involves stakeholders throughout the project's duration.



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