

Design Gallery

## Signage in Shopping Mall

Signage in Shopping Mall, Mumbai

by

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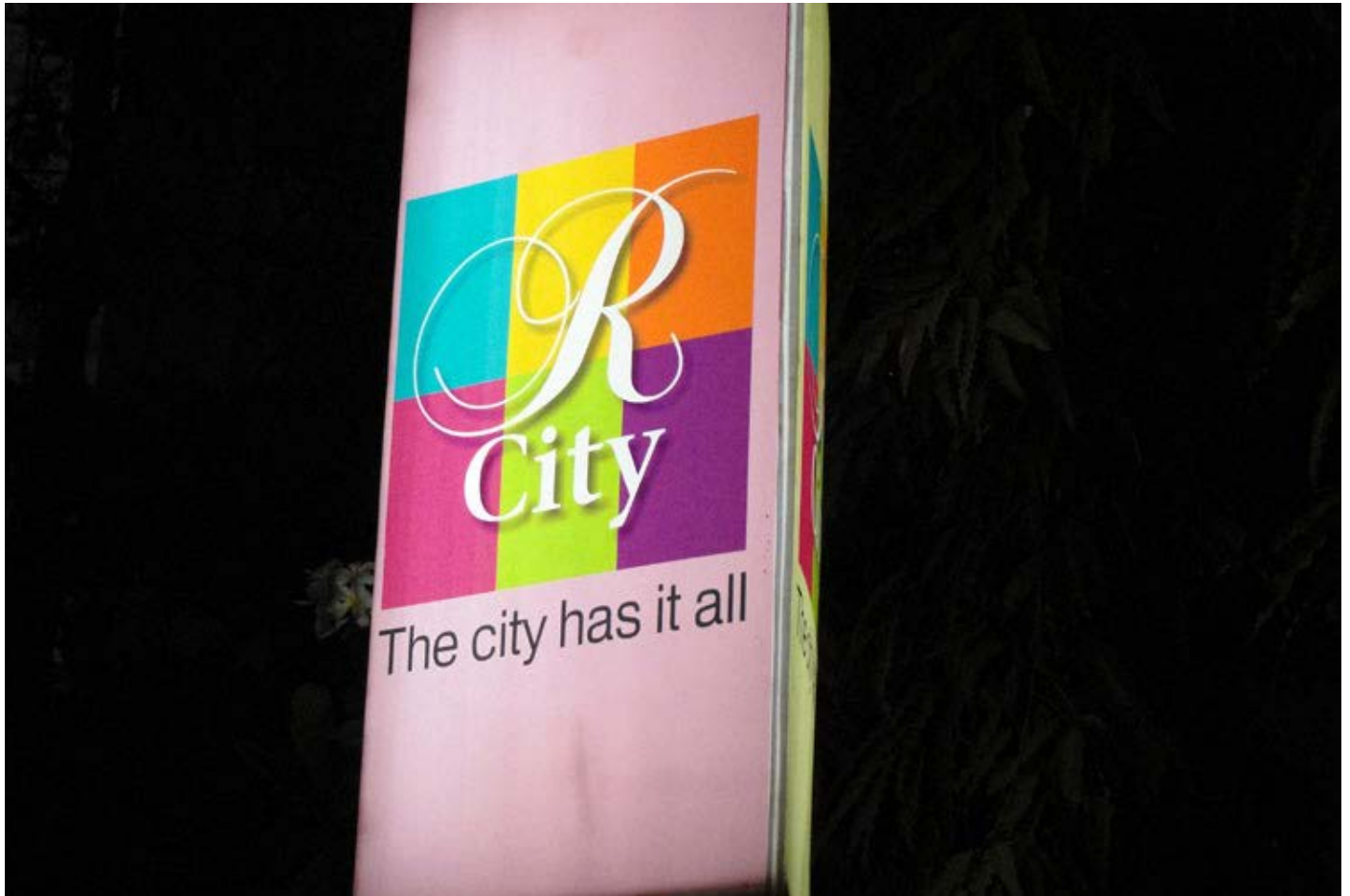
IDC, IIT Bombay

Link:

<https://dsource.in/gallery/signage-shopping-mall>



A shopping mall, shopping centre or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area – a modern, indoor version of the traditional marketplace. Signage is any kind of visual graphics created to display information to a particular audience. This is typically manifested in the form of way finding information in places such as streets or inside/outside of buildings. In these pictures I am trying to cover the Signage's to display the basic and essential information for a particular building (Shopping mall).



Signage's in Shopping Mall- Entrance - View of one of the entrance of the shopping mall in Mumbai.



Signage's in Shopping Mall- Information Desk - Showing location and address of different shops and other services.





Signage's in Shopping Mall- Building map and Shops information- 1 - Ground floor map and shop information with good categorizations of color.



Signage's in Shopping Mall– Building map and Shops information -2 - Second floor map and shop information with good categorization of color.





Signage's in Shopping Mall- Signage 1 - Pointing the information like washroom, parking and lift.





Signage's in Shopping Mall– Signage 2 - Some other information like location of Pantaloons shop and washroom.



Signage's in Shopping Mall- Exit signage - Showing the exit sign.

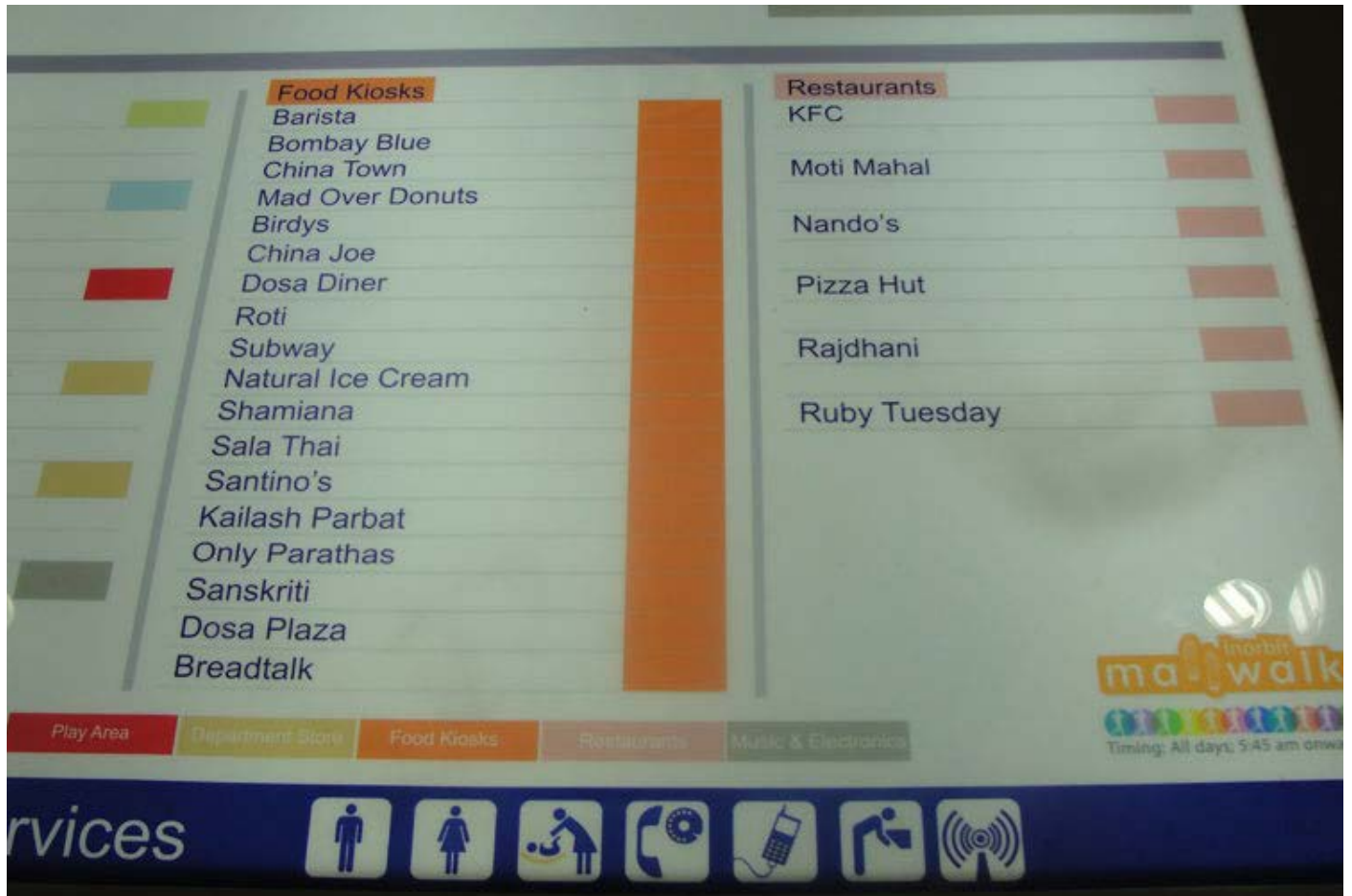


Signage's in Shopping Mall – Confusing exit signage - But here by putting two exit signage's creating a sign of confusion in the visitors mind that where to exit.





Signage's in Shopping Mall- Signage of other related services - Showing information like Food-court, Wi-Fi Zone, parking ,information desk and other services.



Signage's in Shopping Mall- Signage of other related services - Food and other services.



Signage's in Shopping Mall- Information related to shop location - Information map categorization of shop.



Signage's in Shopping Mall- Instructions/Precautions using escalators - Picture showing the Instructions/Precautions using escalators. Like how to use and when to use and when not to use escalators.