










Wayfinding Sign Best Practices

Guiding Customers to Your Kiosks

Why wayfinding matters

-  Reduces customer confusion
-  Increases kiosk usage
-  Improves overall customer experience
-  Streamlines restaurant traffic flow

In this deck

-  Examples of effective wayfinding signs
-  Key elements of successful designs
-  Tips for placement and visibility



Key takeaways

- 01 Clear and Concise:** Use simple, easy-to-read text and icons.
- 02 Consistent Branding:** Align with your restaurant's visual identity.
- 03 Strategic Placement:** Position signs where customers naturally look.
- 04 Multiple Touchpoints:** Use a variety of sign types (floor, wall, counter).
- 05 Maintain Visibility:** Ensure signs aren't blocked by equipment or crowds.

