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## **Pioneering Wayfinding Firm Launches Expanded Website**

**Traverse City, MI** – Corbin Design, an award-winning environmental graphic design firm with clients across North America, has launched an expanded website that provides more information on the benefits of wayfinding and environmental graphic design.

The site, at [www.corbindesign.com](http://www.corbindesign.com), includes 60 case studies on specific wayfinding projects for cities, healthcare facilities, educational institutions, and corporate, recreation and resort clients. A new white paper section is designed to help educate the public and potential clients on various aspects of the environmental graphic design process, including how wayfinding systems can serve as valuable economic tools.

The website also serves as the archive for Wayfindings, Corbin Design's quarterly newsletter, which chronicles recently completed wayfinding projects and staff updates at the firm. The most recent edition of Wayfindings describes the firm's recent move into a larger and more unified office space in Traverse City's historic Hannah Lay Building, which has been the firm's headquarters since 1986.

Since its foundation in 1976, Corbin Design has developed hundreds of wayfinding and signage systems for governmental, educational, health care, corporate and hospitality clients across the United States and Canada. Corbin's wayfinding clients include the cities of Atlanta, Los Angeles and Tulsa, General Motors Corp., Eli Lilly & Company, Penn State and Northwestern Memorial Hospital in Chicago. Additional information about the firm can be found online at [www.corbindesign.com](http://www.corbindesign.com).

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