

WAYSHOWING



Sometimes we want to tell everyone, ... everything.

The Design Office of Steve Neumann & Friends has the expertise to prevent making this mistake while solving your wayshowing dilemmas....

*When sometimes **TOO MUCH** is really too much ...*

Department Managers, desperate for clarification, wayfinding and patient satisfaction, overwhelm directional content in their signage while expecting the public to comprehend and act accordingly. They find themselves trying to tell everyone everything, effectively overwhelming them with too much irrelevant information.

The results reflect signage programs which overpower the audience and turn them off, that elicit confusion and a sense of disorientation. Too much is forgotten, taken out of context and/or even overlooked when there is a serious need for clarity, precise wayshowing and a touch of hand-holding required.

As **WAYSHOWING DESIGNERS**, it requires experience in the two-dimensional field of graphic design, marketing and design communication arts together with an understanding of three-dimensional architecture to develop environmental signage wayshowing systems that will stand the test of time (both aesthetically and physically).

Our design solutions reflect over 40 years of practical and fiscal experience/commitment while partnering with nationally recognized healthcare facilities.

Allow us to show you how it is done right, from the first time.

The Design Office of Steve Neumann & Friends

*Environmental Graphics & Design Consultants
Celebrating 40 years of Wayfinding /Wayshowing*

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SN&F