



Architecture can create mazes...

Wayshowing creates a clear path
and *patient satisfaction*.

With the fiscal need to fit more into smaller spaces, architecture can sometimes inadvertently create mazes which challenge the ability to navigate logically thru the built environment.

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/wayfinding systems that will stand the test of time (both aesthetically and physically) as well as benefit the Patient Experience.

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

Don't just think about it, allow us to show you the way and how it is done.

The Design Office of Steve Neumann & Friends

Environmental Graphics & Design Consultants

Celebrating 40 years of Wayfinding /Wayshowing Design

www.snfriends.com

713.629.7501