

There is nothing wrong with being a “Bridesmaid,” again...



In looking back on our 43 years of wayshowing experiences, we have found ourselves being placed in a position of being the “Bridesmaid” and not the “Bride.” By that we mean that we take on projects which have been designed by others that didn’t quite pay attention to the details that we naturally performed here in our studio. That’s where we come in, the “Bridesmaid.”

We are asked to take over projects that have been poorly designed and programmed, but do not achieve the necessary patient satisfaction goals, elevating your Hospital’s image. Most projects may look nice on paper, however, when you apply that to real world situations, they just fail. Why, because the words, semantics and legends don’t work. They are in the wrong location for proper visibility. Like typeface sizes that may only work on a few “prototypical” signs but not within your overall program.

It’s not that we haven’t designed signage programs from the ground up; we have many of those “Bride” projects in our portfolio. It’s that many firms don’t stick around long enough to see if what they have designed actually work to the expectations of your patients and guests.

So we are asking to be your “Bridesmaid” or even your “Bride.” We will design a wayshowing program for you that makes it all the way down the aisle and way past the honeymoon.

Trust us...Give us a call!

The Design Office of
Steve Neumann & Friends

*Environmental Graphics & Design Consultants
Celebrating 43+ years of Wayfinding /Wayshowing , Nationally*