

Recently noted... something we have been doing (very good) for the past 15 years.

The Design Office of Steve Neumann & Friends has had the expertise to solve your wayfinding and wayshowing dilemmas.... with 40 years of positive experience.

Sometimes, with the enthusiasm to tell everyone more than they can digest, we inadvertently tell them more than they can comprehend and use. With the intent to simplify, we find that we have created more confusion than help. Therefore, regressing to something more simple, basic and direct, we find the solution for a better healthcare wayfinding/wayshowing signage program.

It requires experience in the two-dimensional field of graphic design, advertising and design communication arts together with an understanding of three-dimensional architecture to develop environmental signage wayfinding systems that will stand the test of time (both aesthetically and physically).

We are a team of graphic and architectural signage designers not fabricators. From the preparation of programming through design, construction documents, bidding and fabrication/installation supervision, the client determines which services are needed to allow for completion of their project within available budgets and time.

How may we best assist you and your facility in finding your way?

“The most important element of hospital wayfinding is the one that best eases visitor anxiety.

“I’ve seen a lot of beautiful, intelligent, patient-focused wayfinding systems in new and renovated facilities. These hospitals incorporate color and symbolism, flooring and ceiling cues, and easily identifiable landmarks. When implementing thoughtfully, this kind of comprehensive approach is very effective. But the single most important factor in any wayfinding program? Signage, it’s no contest.

The *Wall Street Journal* recently published an article about hospital wayfinding, with advice and examples from recently renovated facilities on guiding the patient/visitor journey. A lot of this advice centers on signage. Rapid City Regional Hospital in South Dakota, for example, changed the wording on its signage from medical jargon (e.g., antepartum and postpartum services) to layman’s terms (labor and delivery). At elevator banks and on different floors, the facility borrowed a tactic from airport design, with signs modeled on an “approach of “ progressive disclosure”, giving patients only the information they need to get to the next step in their destination.” So a sign at the elevator, for example, tells you pediatrics is on the second floor. Once you get up there, signage directs you to individual departments.

Airports and hospitals have one very important thing in common. Lots of anxious visitors trying to find their way, many of whom have never (or rarely) been there.

Anticipation of anxiety should be the starting point for considering how to create effective wayfinding. For signage, the wording, font, colors, location and frequency all need considerable attention up front. With each decision made, the most important question is: Is the end result simple and clear? Those signage factors should never be compromised to serve a broader aesthetic or branding goal... “

Kristin Zeit
Editor-in-Chief, Healthcare design