

We are not preaching to the choir, but leading a trend to change how signage is perceived...

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?

85%

Percent of people look for room numbers or a unit letter rather than a Unit Name in hospital wayfinding systems.

Terminology, or nomenclature, is the critical “thread” that runs through ALL signage applications. Medical terminology can be confusing to visitors, especially when multiple terms are used for the same destination (e.g., radiology (or X-Ray) versus imaging), when a large department (such as cardiology) has multiple subunits, or when the same service (such as an outpatient lab) is located in several places. If not addressed, both non-sign (verbal) and sign wayfinding are compromised. Consistent nomenclature for signage, print and Web applications must be maintained to allow all team members to communicate in the same language and give the same content information.

Such is the case in a Hospital setting where visitors are stressed to the max. Anticipation of anxiety should be the starting point for considering how to create effective wayfinding, **and that means straightforward, simple, and clear directions.** Unless there’s a staffer standing by every entrance who volunteers to guide a patient exactly to his or her destination—and some facilities are doing this to a degree, as well—signage is the first thing anxious visitors look for.

The wording, the font, the colors, the size and shape of the sign itself, location on the wall or ceiling—all of these elements need considerable study and 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.

A comprehensive wayfinding approach is invaluable; it’s especially helpful for staff and repeat visitors/patients, and it can reinforce the first-time visitor’s ability to get around, especially if she does take a wrong turn somewhere.

But for truly patient-centered design, the first step is simple: Just follow the signs.