SPRINGHILL MEDICAL CENTER

PRESENTATION I

Exterior Signage and Wayfinding
March 21, 2019

OBJECTIVES

- Patient & Visitor Experience
- Destination Name Review
- Traffic Flow Analysis
- Designer Observations
- Sign Design Concepts

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DIRECTING PEOPLE BY DESIGN

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CONCEPT 1

Monument

Logos are intended for discussion purposes only.
Final logo design / colors to be provided by client.

Vehicular
Directional

Small
Directional

Traffic / Parking
Signage

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CONCEPT 2

Monument

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Vehicular Directional

Small Directional

Traffic / Parking Signage

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Monument

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Vehicular
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Springhill Medical Center

Designer: Tim Hallman

File Name: Designs

CONCEPT 1

CONCEPT 1 Orange

CONCEPT 1 Green

CONCEPT 1 Purple

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Springhill Medical Center

Designer: Tim Hallman

File Name: Designs

CONCEPT 2

CONCEPT 2 Orange

CONCEPT 2 Green

CONCEPT 2 Purple

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Springhill Medical Center

Designer: Tim Hallman

File Name: Designs

CONCEPT 3 Orange

CONCEPT 3 Green

CONCEPT 3 Purple

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