



REGIONAL MEDICAL CENTER (RMC)

Address: 225 North Jackson Avenue, San Jose, CA

Completion Date/Status: Completed April 2015/On time for Grand opening.

Project Description: Comprehensive interior and exterior brand identity change for an existing health campus. Concurrent with a completion of a \$330 million dollar expansion and remodel with a new located main entrance, Image Group was tasked to create and enhance their interior and exterior wayfinding program by integrating their renewed brand change with a twelve month time frame from inception to installation. The branding objective was to redefine identity in the community as a contemporary care provider that offers state of the art services without compromising established brand equity.

Lead Contact/Personnel: Rebecca Redmon, Bart Haynes, Mariana Buenrostro, Robert Germar

Client Reference: Paul Tucker, Associate Administrator, 225 North Jackson Avenue, San Jose, CA
408-729-2868

Signage Budget: \$250,000.00. Actual: \$256,414.00.

Challenges and Solutions: The initial capital expansion project only funded minimum wayfinding signage for the new facility which did nothing to improve or enhance the wayfinding challenges they encountered with a new tower connecting to existing buildings and a new main entrance. With image and innovation driving their new construction projects, Regional Medical Center selected Image Group as their partner for all conceptual signage and wayfinding design, fabrication and installation. Our environmental graphic design team conducted a traffic flow and distance visibility analysis to locate signs for optimal impact and visibility for both interior and exterior applications. The new facility's modern design elements carry over from curb and exterior approach to the building interior. Consisting of 200 interior sign locations, their

wayfinding system is extensive. Our design team ensured continuity by closely tying together the interior and exterior wayfinding elements and verifying consistent messaging. In order to maximize client value and meet budget requirements, our designers created a two-tier interior signage system and a re-face of existing exterior signage. The higher tier of the signage package is designed for use in areas frequently accessed by the public and incorporates additional design elements. The second tier signage is designed for use in areas accessed mostly by staff and uses a complementary but simpler design. All exterior ground signs were refaced using the existing sign structure and some locations were relocated to maximize the use and visibility of the sign. All perimeter signs are internally illuminated to help define the campus while the secondary signs were kept non-illuminated and used a reflective vinyl for ease of readability at night. All public entrances to the hospital were highlighted with color and naming scheme and messaging remains consistent from the exterior to the interior.

Key Phases:

Through careful planning and close work with RMC, we were able to help successfully transform the campus into a more patient friendly environment capable of providing services to a larger patient population. While redefining their brand identity in the community as a contemporary care provider that offers state of the art services.

- Implementation and translations of prototype designs and retention of design intent while conforming to federal/state/municipal codes while reinforcing the new brand and palette.
- Establishment of an appropriate and effective phasing plan to ensure optimum impact and visibility.
- Adaption of retrofit/reface installation methods to help with budget constraints.
- Highlight visitor entries with welcoming colors that complement the environmental surroundings and naming scheme.
- Personalize and create a campus like atmosphere through signage.
- Make signs modular and maintainable, yet relate to the brand and palette through the use of color and form.
- Our project managers and design team were on-site to ensure proper sign placement and installation.



RIDEOUT HEALTH

Address: 726 4th Street, Marysville, CA 95901

Completion Date/Status: Complete 12/2015 – On time.

Project Description: Having served the region for over 100 years, Rideout Health is now growing to meet the needs of the area’s increasing population. As part of their expansion, Rideout Health recently open their newly constructed Cancer Center and in the process of completing a new six-level building connecting to an existing operational hospital at the end of 2015. Along with the expansion, Rideout Health is working to implement a new branding effort to help streamline the complex organization with many services and locations to reinforce their identity as a quality care provider under one umbrella brand. As part of this new branding effort, Rideout Health has partnered with Image Group to ensure integration of its new brand into the signage design and wayfinding program and implement accurate temporary wayfinding during the construction and renovations phases.

Lead Contact/Personnel: Rebecca Redmon, Bart Haynes, Mariana Buenrostro, Robert Germar and Alicia Hanson

Client Reference: Kurt Schaefer, Sr. Vice President Facilities & Projects, 331 J Streets, Marysville, CA 530-749-4388

Signage Budget: \$2 Million

Challenges and Solutions: Construction projects that include multiple partners can often be challenging when coordinating information because of the increased demands of schedules and budgets that place a greater emphasis on effective communication between project partners. These problems occur even though the parties involved are all well intended. It often happens because someone drops the ball by failing to communicate effectively with design updates and scope issues that lead to scheduling delays and cost increases.

Image Group works to keep all parties informed of all project details that affect a project partner. We do this by attending on-site meetings, providing weekly project updates and electronic files and scheduling bi-weekly conference calls. Through utilizing timely communication, Image Group helps to maintain the use of new branding standards, prominent logo placement, consistent messaging, ensure ease of changeability and aides in effectively guiding patients and visitors. This collaborative approach produces shared value without generating waste, requiring tight coordination among all partners, and meeting the customers' needs within a tight time frame. The team decides how to correct problems based upon maximizing value to the owner, and upon minimizing detrimental impact on other portions of the project.

Key Phases:

With a new main entrance, an aging signage and wayfinding system and a need to more effectively communicate their brand, Rideout Health partnered with Image Group to improve the patient experience through development of an effective signage solution. Image Group's turn-key approach ensures project success from initial design concepts through fabrication and installation.

- Conceptual Design Phase and Approvals
- Meeting with the client and architects for formidable solutions in numbering architectural plans and re-numbering of patient room that ultimately help the flow of final wayfinding.
- Fluency and timely review, submittal and permit clearances from local, state and federal governing agencies.
- Commencing manufacturing through the time management of overseeing milestone approvals with all parties from client, architects, general contractors and collaborative project vendor oversight.
- Install implementation in conjunction with project phasing.



Salinas Valley Memorial Healthcare System

Address: 450 E. Romie Lane, Salinas, CA 93901

Completion Date/Status: 2 Year time-frame. Complete 04/2013 on time.

Project Description: Salinas Valley Memorial was established in 1953 as a 100-bed facility to support the agriculture community that offered citizens the opportunity to receive high-quality health care without traveling out of the area. Over the years, 14 more buildings have been added to support their population growth. A seismic retrofit was required to bring the original hospital structure into compliance with state earthquake mandates. In order to accomplish this major retrofit project some buildings attached to the main structure were removed. Several departments and areas within the hospital were relocated, including the main entrance. In order to ease the congestion in the area, additional parking was needed and the existing parking structure was allotted for patient and visitor parking. As part of this new branding effort, Salinas Valley partnered up with Image Group to ensure integration of the new brand into its signage and wayfinding systems.

Lead Contact/Personnel: Rebecca Redmon, Bart Haynes, Mariana Buenrostro and Alicia Hanson

Client Reference: Michelle Malone, Sr. Vice President of Plant Operations & Construction Projects
450 E. Romie Lane, Salinas, CA 831-809-9596

Signage Budget: \$1 Million. Actual: \$850,770.00

Challenges and Solutions: Keeping up with changes to the local infrastructure and maintaining the effectiveness of the exterior wayfinding system were the key components to this project. Located in a residential neighborhood, roads surrounding the hospital needed to be realigned. These changes in the roads and the seismic retrofit created

ongoing closing and relocating of temporary entrances. Image Group was tasked with designing and installing temporary exterior signage on a weekly basis. With the old entrance in place for more than 50 years, identifying the new entrance and vehicular paths around the campus was a major goal of the exterior signage project. When the new main entrance opened, permanent signage followed with the final installation consisting of both ground illuminated and non-illuminated locations. We proposed and used stone on the main ID signs and colors were designed to enhance and soften the look of the campus as a beautification coalition program to coexist with the local neighborhood community while maximizing the new wayfinding efforts. With ongoing construction and renovations happening inside the hospital, it was critical to maintain the effectiveness of the wayfinding system.

Our environmental graphics design team developed a plan to implement new interior signage and wayfinding as areas were complete. During this process a bright and theme-driven temporary construction interior signage system was developed with standard paper sizes so the facility would have the ability to update in-house daily with construction notices and hallway closures to consistently keep visitors, patients and staff informed. In order to compliment the phased interior renovation, our design team created a completely new interior signage and wayfinding system. In addition to providing an entirely fresh appearance, the new interior signage was needed to guide patients and visitors to the new Emergency Department and along with other departments relocating during the renovation and seismic upgrade. Manufacturing and installation of the interior signage was carefully timed to the completion of each permanent phase of the interior renovations and department moves.

Key Phases:

Good wayfinding is an essential component to create a patient/visitor experience that is stress-free, empowering, and respectful. Patients and visitors deserve an experience that does no harm. When instructions are not clear or difficult to follow, anxiety and stress is added to their experience. National patient satisfaction outcome studies demonstrate that poor wayfinding is a major contributor to patient dissatisfaction.

With the challenges of constant road closures, temporary entrances to access the hospital, and departments relocating, our team was tasked with developing a

timeline of the project as a whole, milestones, and scheduling that was constantly changing. A master plan can be a valuable tool to help control project budgets and schedules, maintain tighter controls over patient safety and regulatory issues regarding finishes, and maintain wayfinding standards within a facility. A wayfinding master plan is intended to be a living document, with an organized and structured set of guidelines for both interior and exterior wayfinding.

Wayfinding is a method of looking at the entire facility to:

- Improve customer satisfaction by providing the visitor a sense of control in navigating to and through a facility.
- Positively affect operational outcomes.
- Be a performance improvement tool for staff.
- Be an extension of the organizational brand.



REFACING PROJECT EXPERIENCE:

Image Group works with your team to design an architectural program that compliments your facility and your brand. Whether we develop the signage design or collaborate with your team, Image Group designers are experts at bringing designs to life, no matter the complexity of the project. Often times, we can support and enhance your brand with creative solutions and design within budget by refacing your existing signage and creating an entirely new standard and identity change.

The Image Group experience begins with a thorough analysis plan to determine the most appropriate signage design, placement and installation solutions for the project based on needs, timelines and budget. Image Group then partners closely with the client to develop creative signage design options that best serve the needs of the project.

REGIONAL MEDICAL CENTER – San Jose, CA (RMC):

With image and innovation driving their new construction projects, RMC's branding objective was to reflect the quality of the new facility and enhance perception as a contemporary care provider that provides state of the art health services. Budget and timeline requirements created the parameters to achieve this new identity while addressing significant wayfinding needs which incorporated an entirely new main building entrance.

RMC's new build construction was created using modern architectural design and an entirely new color palette. This mandated a more contemporary and simplified version of their brand which was the driving force behind our design efforts. We created a solution to seamlessly reface all existing exterior illuminated sign structures while incorporating their new brand and color scheme. In addition, we provided onsite paint services to refresh all onsite sign cabinets including the relocation of several signs to better define the perimeter of their campus. All non-illuminated campus signage was also refaced with a more contemporary palette and enhanced wayfinding.

*Please see attached for before and after photos.

WASHOE COUNTY – ADMINISTRATION COMPLEX:

Over the years, several departments have been relocated to and from the Washoe County Administration Complex along with department name changes making the existing signage out of date and confusing to visitors as they attempted to navigate the property. In addition, the county had created a new logo design which had yet to be used in their signage program.

In order to maximize client value and meet budget requirements, our planners reviewed and addressed the existing wayfinding and conducted a traffic flow and distance visibility analysis to relocate signs for optimal impact and visibility. After a thorough review, it was determined that fewer signs were needed given the ability to address building entrances rather than individual departments. This allowed us to minimize the messaging thus creating a much simpler wayfinding experience for visitors. This also increased the longevity of the signage system by limiting the information to permanent messaging rather than listing departments and functions that frequently changed location.

All signs were refaced with onsite using the existing sign structures. By painting the cabinet exteriors we were also able to match the current paint scheme of the updated face graphics. Entrances are now identified by using a color coded alpha character system rather than by department names.

*Please see attached for before and after photos.



Completed Healthcare Projects – Site Signage / Wayfinding

Good Samaritan Hospital, San Jose, CA

Kaweah Delta Medical Center, Visalia, CA

Mercy Medical Center, Redding, CA

Mercy San Juan Medical Center, Carmichael, CA

Regional Medical Center, San Jose, CA

Rideout Memorial Hospital, Marysville, CA

Salinas Valley Memorial Hospital, Salinas, CA

San Francisco State University, San Francisco, CA

Seton Medical Center, Daly City, CA

Renown Health, Reno, NV

University of Nevada Reno – Student Union, NV

University Medical Center Princeton, NJ

Washoe County, Reno, NV

St. Luke’s Hospital, New York, NY

Harborview Medical Center, Seattle, WA

Overlake Hospital Medical Center, Bellevue, WA

Southwest Medical Center, Vancouver, WA

Swedish Medical Center, Seattle, WA

Valley Medical Center, Renton, WA



EXISTING SIGNAGE



REBRAND



REBRAND - NIGHT VIEW



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**Washoe County
Administration**

