



Conceptual Design Capabilities

The creative design team at Image Group has well over 100 years of collective experience in creating remarkable designs for the environmental graphic signage industry. Their skill set encompasses all aspects of creative design and extends into the ability to generate comprehensive shop drawings, detailed permit drawings and comprehensive installation schematics to minimize any logistical concerns during the install process.

Healthcare Facilities have a multitude of signs. Large hospitals may have up to 80 or more distinct sign types. We ensure that all individuals visiting your property can navigate successfully with both ease and comfort. Hospitals must consider persons with visual, hearing, cognitive and mobility issues, to name a few. Through continuing education our staff stays abreast of all new code requirements, including ADA, ANSI, OSHA, California Building Code, OSHPD and Title 24. Our team studies these regulations and helps others understand the communication aspects of the law. Signs are the major vehicle for communications in healthcare facilities.

Image Group's unique design service capitalizes on our collective years of experience to problem solve and create brilliant design solutions for issues that may arise with existing conditions, permitting limitations and available space. Our goal is to provide the best graphic solutions to fit inevitable budgetary requirements. Our approach is to get involved during the development processes to assess wayfinding needs, opportunities and possible solutions. We examine who we are designing for, what the best graphic design solution will be, and finally how we can implement it. The resulting level of success is directly related to the value it brings real users in their everyday lives and experiences.

Our team has created spectacular signage projects with several awards having been received from the Society of Environmental Design (SEGD) <https://segd.org/awards>. Two such awards came while collaborating with a leading architectural firm in providing dynamic graphics displays at the Boeing Factories in Seattle, WA.

Boeing Future Factory | SEGD

The factory is home to the final assembly process for the Boeing 747, 767, 777, and 787 aircraft. It is the largest building in the world by volume at 472 million cubic feet. This factory environment, which many would consider chaotic and confusing, demanded a wayfinding system that provided instant clarity on a large scale and detailed information on a small scale. The design team focused on understanding the human needs of the entire Boeing workforce. The primary goal was to bring these disparate people and programs together for more collaboration and faster problem solving: to connect the people who design the planes with the people who build them.

Jury Comments: "Brilliant implementation of clarity in a place of overwhelming visual anarchy."

Boeing Move to the Lake | SEGD

The project's success is a result of an integrated design effort. International type icons were employed on the directional signage to designate building functions. Color coding is used in conjunction with the icons, which corresponds to walls painted the same color in each conference or service area.

Jury Comments:

"What a great graphic experience! The oversized lettering and overall graphic program make you feel that the planes you are building are really going somewhere. The colors were 'now' and well coordinated throughout the different disciplines and graphic hierarchy. Well done!"



Proposed Conceptual Signage Renderings

Renown
HEALTH



EXISTING SIGNAGE



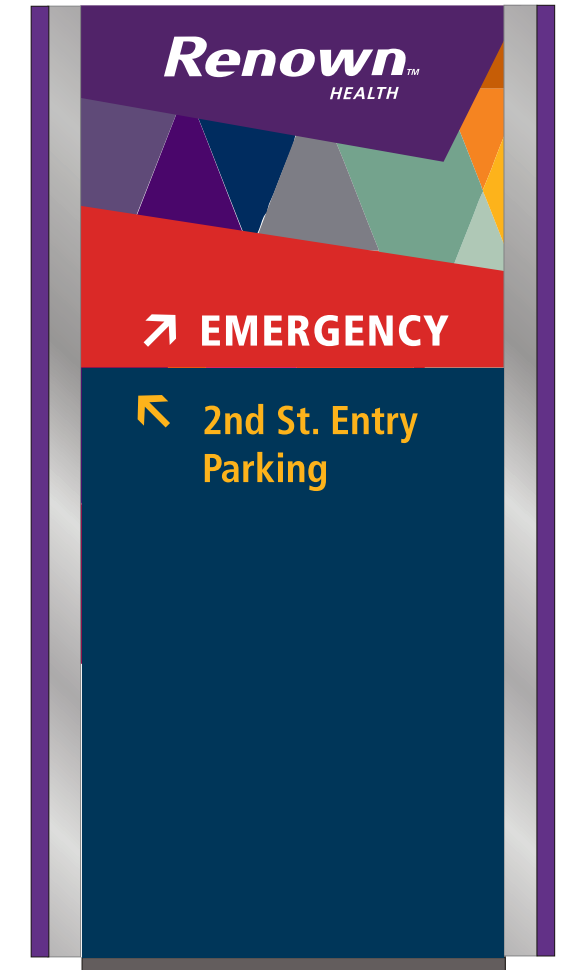
OPTION 1



OPTION 2



EXISTING SIGNAGE



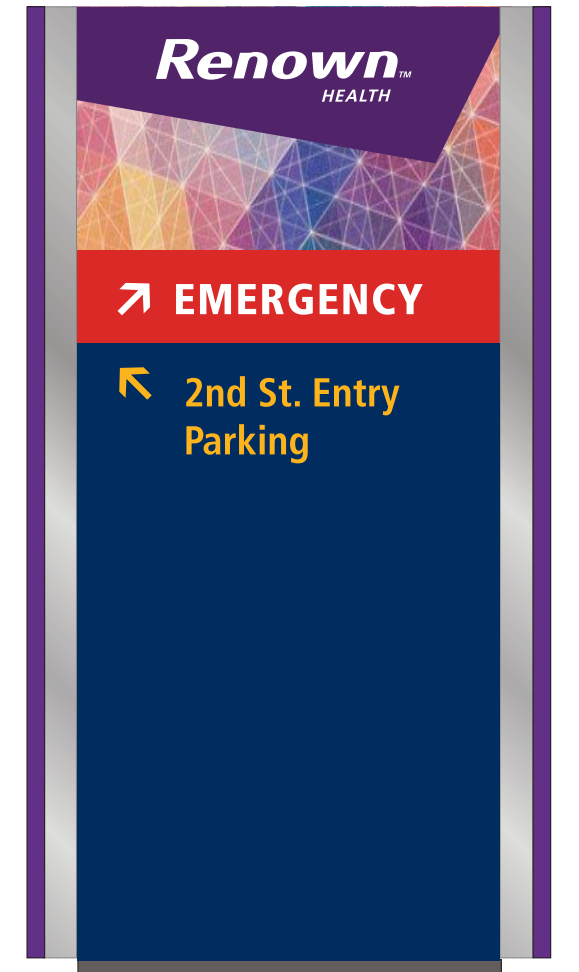
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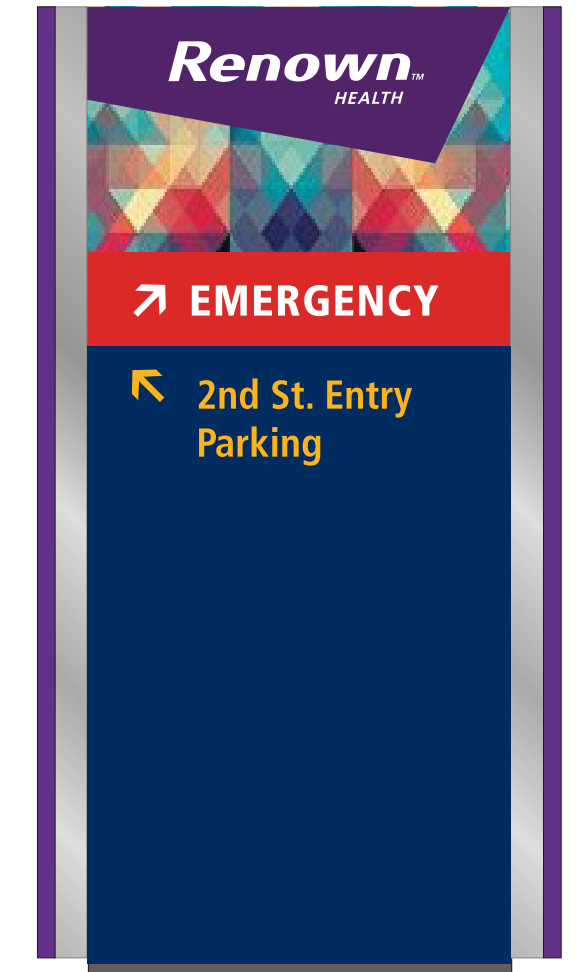
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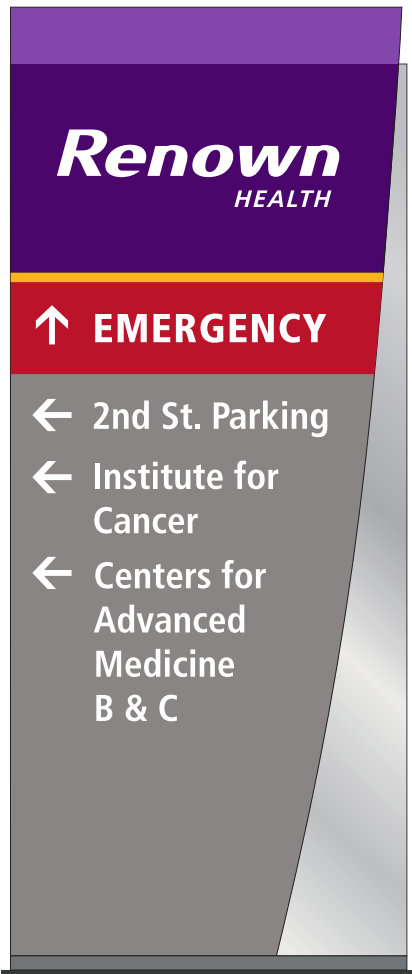
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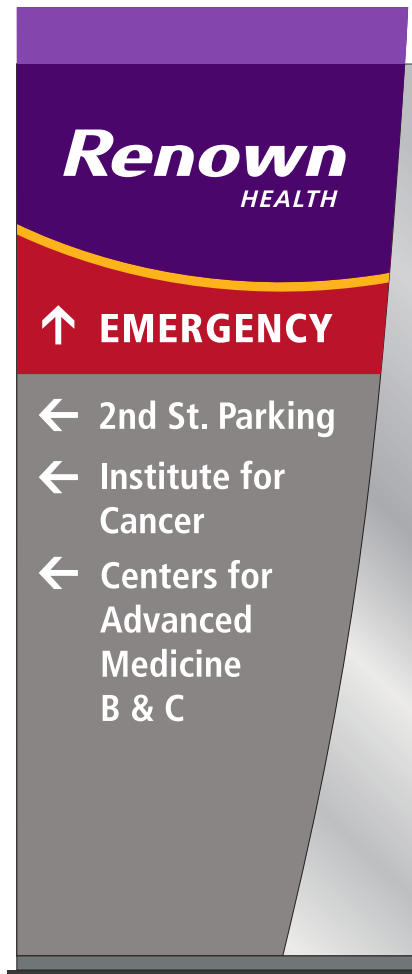
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EXISTING SIGNAGE



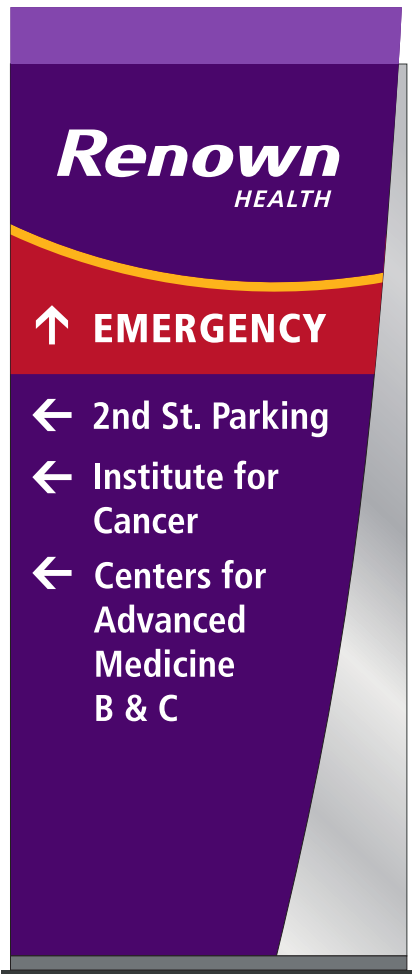
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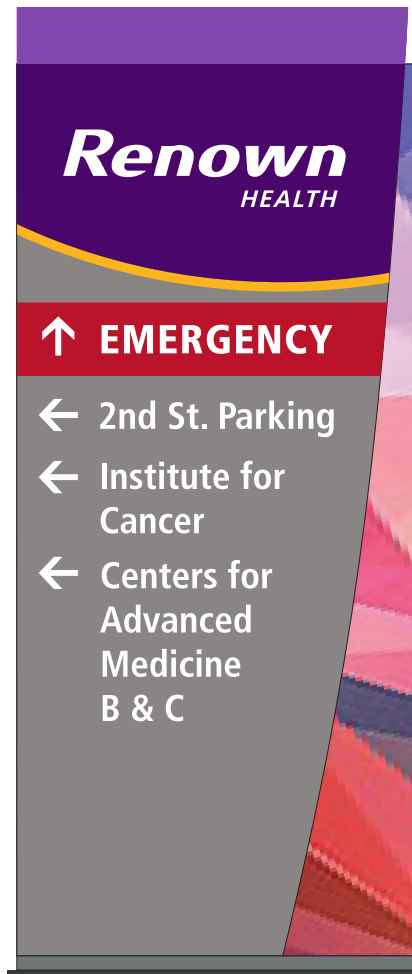
OPTION 8



EXISTING SIGNAGE



OPTION 9



OPTION 10

Brand Implementation / Campus Wayfinding

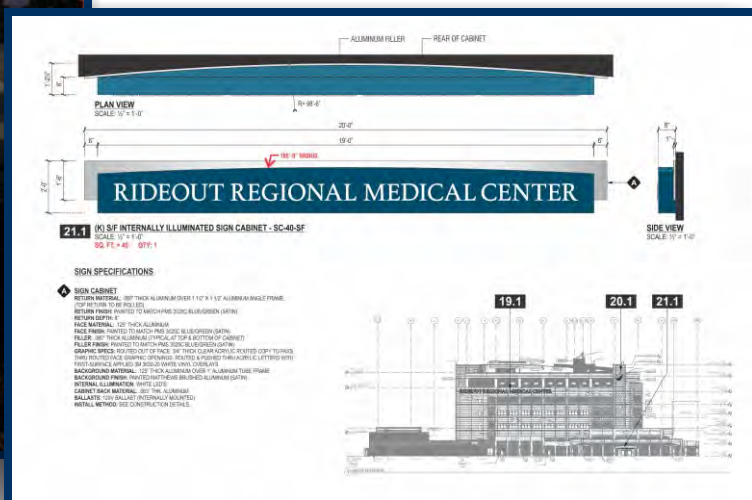
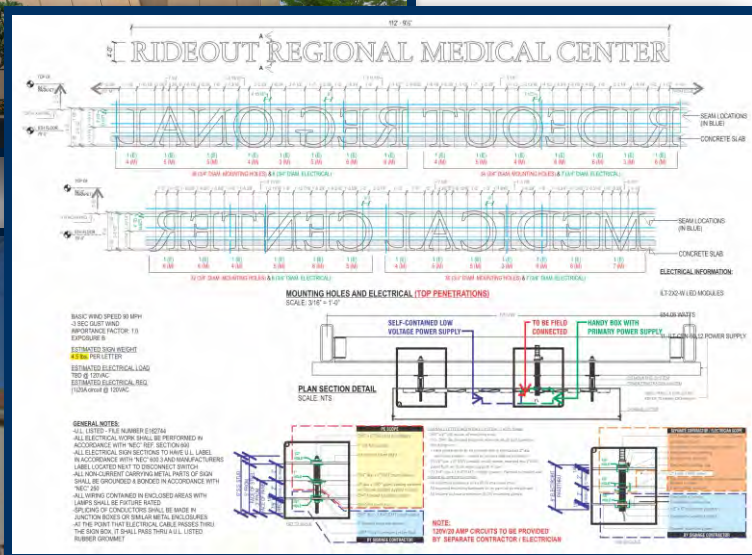
PROJECT FILES | HEALTHCARE



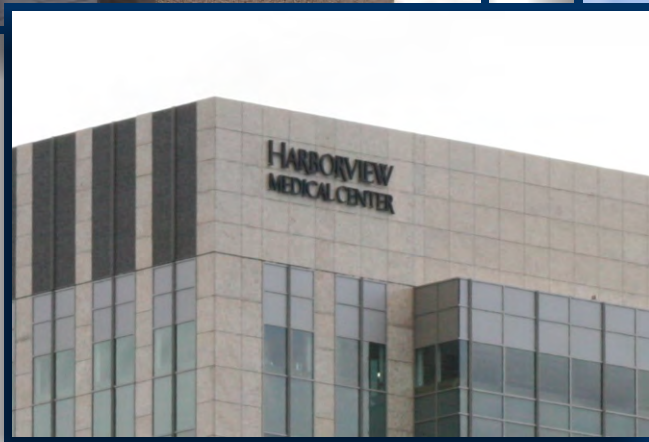
PROJECT Salinas Valley Memorial Healthcare System, California



PROJECT Rideout Regional Medical Center / Fremont Medical Plaza, California



PROJECT Harborview Medical Center, Washington



PROJECT Overlake Hospital Medical Center, Washington



PROJECT Valley Medical Center, Washington



PROJECT Swedish Medical Center, Washington



PROJECT Polyclinic, Washington



PROJECT Southwest Medical Center, Washington

