



HEALING ENVIRONMENTS

IDEA BOOK

Creative Ideas to Enhance Your Healthcare Facility





NORTHERN RESPIRATORY
BREATHE. SLEEP.

DENTISTS

ON-POINT
SKIN & BODY BAR

MONDAY - FRIDAY
BY APPOINTMENT ONLY

WALK-INS WELCOME
AS AVAILABLE

CONFERENCE
ROOM

DIGESTIVE DISEASE SPECIALISTS

DDS

Dr Linda Tong
Dr Poonpatt Chotiprasidhi
Dr Ahmad Cheema

Latex Allergy

NPO

Fluid / Diet Restrictions

NPO after MN

★ Falling Star

24-1

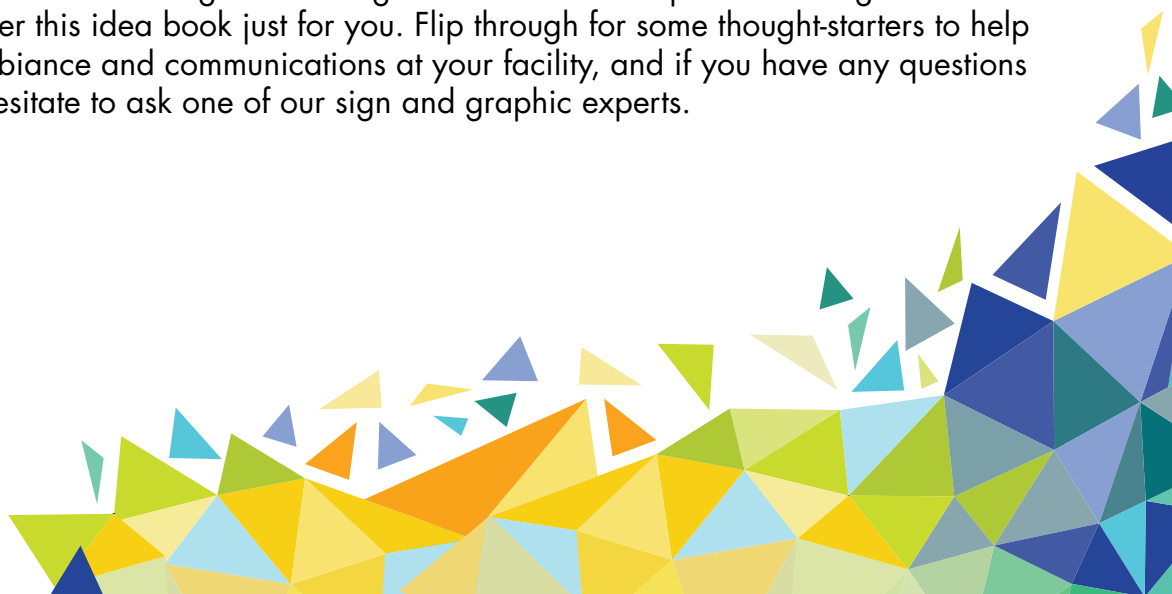
VISUAL COMMUNICATIONS THAT ENHANCE YOUR HEALTHCARE FACILITY

Creating a healing and welcoming environment is central to any healthcare facility's mission.

You require solutions for site identification and branding to ensure visitors recognize your brand and understand its commitment to the community. Directional (AKA wayfinding) signage is also key, since many patients need to know how to get from point A to point B. Once inside, they'll feel safe and at home if your interior graphics invoke a warm, welcoming atmosphere.

Given the special requirements of many patients (and visitors, too), you'll need to post ADA signage featuring Braille lettering and other design elements mandated by the Americans with Disabilities Act. And with potential dangers ranging from biohazards to x-rays, safety and warning signs are a must at many healthcare facilities.

So how do you address these challenges? Drawing on our extensive experience in signs and graphics we put together this idea book just for you. Flip through for some thought-starters to help enhance branding, ambiance and communications at your facility, and if you have any questions along the way, don't hesitate to ask one of our sign and graphic experts.





IDEA #1:

MOTIVATE AND ENCOURAGE

PATIENTS WITH VINYL GRAPHICS

Until the advent of attractive and affordable vinyl graphics, healthcare facilities once featured wall after wall of institutional green or beige. Not anymore. Now, many are encouraging fitness, promoting healing or lifting spirits with motivational messages on windows and walls. Consider graphics for therapy areas, gyms and waiting rooms as well as long hallways.

IDEA #2: ADD A LOGO OR YOUR CORPORATE COLORS FOR BETTER-BRANDED ADA SIGNS

While every public facility is required to post ADA signs to comply with the Americans with Disabilities Act, few realize that these signs can enhance branding or décor as well as safety. As long as they meet regulations for high-contrast braille and tactile characters, a great degree of customization is allowed. Distinctive ADA signs featuring your logo, corporate colors or graphics are all possible!



DENTISTS



White Cedar
HEALTH CARE CENTRES



WAYZATA
COSMETIC
SURGERY
& Spa



IDEA #3: BRING LOGOS TO LIFE WITH 3D LETTERS

AND OTHER DIMENSIONAL ELEMENTS

While flat, 2D letters and logos are excellent solutions, it's hard to deny the visual impact and professionalism when you add a third dimension! Many healthcare providers feature 3D letters and logos in lobbies where first impressions are paramount, but since these have become more affordable, you can display them almost anywhere throughout your facility.





IDEA #4: DISPLAY YOUR STREET SMARTS WITH ROADSIDE IDENTIFICATION SIGNS

For some, healthcare facilities are well-recognized community institutions. But for many others (including out-of-town visitors), site identification is key. Prominent monument signs and post-and-panel signs are great ways to alert drivers and pedestrians to your location. Of course, logos and other branding elements will further differentiate your facility or healthcare network affiliation from others.

MONUMENT SIGNS

Ranging in size from the modest to the massive, monument signs convey a sense of permanence like no other option. Your choices are unlimited. Go with brick, concrete, stone, wood or any combination thereof. Add illumination to add impact or incorporate a digital display that lets you easily post changing messages.

POST-AND-PANEL SIGNS

As large as you need them to be and often positioned near the street or otherwise in the foreground of a facility, post-and-panel signs are amazingly versatile. They're affordable, too. As their name implies, these relatively simple signage solutions consist of a message panel sandwiched between two posts.



PYLON SIGNS

Often seen towering over the parking lots of strip malls and shopping plazas, pylon signs do more than just impress. These tall, freestanding structures inform passing motorists and pedestrians of your presence from hundreds of feet away. Durable, visible, and versatile, they traditionally feature an illuminated lightbox on top.



IDEA #5: MAKE A STATEMENT WITH BANNERS

Most healthcare facilities are rightfully proud of the compassion they extend to their communities. Use anniversaries or other milestones to celebrate that aspect of your business. Feature banners on your building or by the roadside for an impressive presentation. Feather flags also make a great addition to your wayfinding, advertising, and roadside signage strategy.





IDEA #6:

ENHANCE VISITOR WAYFINDING

— AND SATISFACTION — WITH MAPS AND DIRECTORIES

Providing visitors with a reference point to their location is a guiding principle of good wayfinding. A map with a “You are here” indication will often save them from frustrating misguided steps and wasted minutes. Directories are equally effective time savers. Guests can quickly determine the location of the correct office or practice. A plus for providers? More on-time appointments!



IDEA #7: HIGHLIGHT YOUR HERITAGE WITH A HISTORY WALL OR TIMELINE

Add visual interest to a reception area, a visitor's waiting room or cafeteria with attractive and versatile vinyl wall graphics. They're a solution that can be used on any wall, but works especially well on long horizontal ones like hospital hallways. They can create an eye-catching display with interesting graphics or archival photos that highlight your healthcare organization's history and focus on community care.

IDEA #8: GO AS GRAND AS YOU CAN WITH CUSTOM ACRYLIC DISPLAYS

It's said you have but one chance to make a good first impression, and care facilities are no exception. Your lobby, high-traffic corridors and conference rooms are where people are likely to form their initial thoughts of you.

To convey professionalism and create a dramatic 3D presentation, consider acrylic displays with standoffs. A standoff attaches to a sign and secures it to a wall. But, in contrast to most hardware that attaches a sign directly to the wall, a standoff wall mount or standoff bolt from Signs Now adds a layer of air between the mounted piece and wall.

The result? A standoff — a dramatic and attention-getting 3D effect around the sign. Internal or external lighting is an excellent way to bring additional impact.



IDEA #9: GO THE EXTRA MILE BY ADVERTISING YOUR OPERATION WITH VEHICLE GRAPHICS

Some healthcare providers overlook car, truck and trailer graphics, but local audiences do not. Per a study by RYP & Becker Group, 97% of people recalled the advertising they saw on a truck! Their versatility is equally impressive. You can go with vinyl letters, decals, partial wraps or even full ones. All remove readily after service, making these promotional solutions well suited even to leased vehicles.





IDEA #10: ENHANCE PRIVACY AS WELL AS BRANDING WITH ONE-WAY PERFORATED WINDOW FILM

Unlike conventional window graphics, perforated window film contains tiny holes that allow light into the building. This means you can use the entire window space to promote your brand and communicate healthcare messaging, but without preventing employees and patients from seeing outside.





IDEA #11: “GLOW-IN-THE-DARK” EXIT SIGNS

A BRIGHT IDEA DURING POWER OUTAGES

Gain a power-free alternative to hard-wired, electrical exit signs with photoluminescent signs. Compliant with OSHA, NFPA and other standards, these glow-in-the-dark signs are often the choice for emergency situations in which power goes out. Another plus to facility administrators? Photoluminescent exit signs require no maintenance beyond occasional cleaning.



IDEA #12: RELY ON SIGNS NOW FOR ANY — OR ALL— OF THE SUGGESTIONS PRESENTED HERE!

You couldn't gain a more qualified signage and graphics resource for all your healthcare facility's visual communications. Count on Signs Now to deliver:

- **UNWAVERING CREATIVITY AND DESIGN ACUMEN —**

As professionals with deep knowledge of visual communications, we bring insightful ideas to every project no matter how grand or modest, ensuring that you make a lasting impression.

- **PAINLESS AND UNCOMPLICATED PROCESSES —**

We eliminate the hassles associated with many sign and graphics projects. Look to us to coordinate a design, manufacturing and installation process that adheres to your timeline and budget.

- **ESTABLISHED AND EXPERIENCED KNOWLEDGE BASE —**

Industry leaders since 1986, we've delivered attractive and affordable solutions to countless healthcare providers across the U.S., Canada and the United Kingdom, and can do the same for you.

READY TO GET STARTED?

**CALL OR DROP-IN TODAY AND LET'S TALK
SIGNS AND GRAPHICS.**

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