

## Fairview Health Services - Minneapolis, Minn.

### Exterior and Interior Signage and Wayfinding

Fairview Health Services is a leader in the healthcare industry. They turned to Signia Design when they needed a wayfinding and environmental graphic design firm to ensure continuity of brand throughout their network of hospitals, clinics, assisted living facilities and pharmacies and to ensure that their visitors could successfully navigate within each of these different facilities.

Signia's design team worked with representatives of Fairview Health Services to review their existing graphic standards and to produce a new set of standards that increased readability and clarity of message. The interior sign program was designed to provide flexibility for the vastly different environments found in Fairview's various facilities while maintaining continuity of brand and message. Materials were chosen that were both budget-conscious and easy to maintain. Signia conducted an audit of signs at each site and then produced design recommendations that we reviewed with the client. After approval, Signia completed the technical specifications and oversaw the fabrication and installation processes.

The initial project included the master planning of interior and exterior signage for four primary care campuses: The University of Minnesota Hospital and Clinics, Fairview Lakes Riverside Campus Hospital, Fairview Lakes Medical Center and the Maple Grove Medical Center. To-date over fifty additional satellite clinic, pharmacy and consolidated health system locations have adopted the sign standards and programs.

