

Regions Hospital - St. Paul, Minn.

Exterior and Interior Signage and Wayfinding

Regions Hospital was just beginning construction of a new three-wing tower when they realized that they needed more than just new signs. Years of additions, moving departments, and cutting pathways left the site a maze of hallways. Everyone quickly understood how adding the new tower would only confound the problem.

Once the new tower was completed, there would be a new main entrance, four secondary entry points, three parking ramps and a relocated emergency department. The exterior signs needed to help visitors navigate the site and provide an impressive entry into HealthPartners' premiere site. We designed a sign system that complemented the architecture, reflected the client's brand, and brought the new aesthetic into prominence.

To help visitors find their way, we devised a plan to integrate the site into a logical, sequential system that could be easily understood by first-time visitors. The plan included dividing the site into large sections identified by a direction and color. Because there were two main floors, floor level was also included on all directional signs. Ramps and elevators were renamed to match the section and information was presented in a staged sequence.

The plan included renumbering every room, which meant updating phone, security, life safety, EPIC and maintenance systems to complete the integration. The result was not only a hospital that was easier for visitors to navigate, but a place that employees could easily provide directions.

