

WHAT IS WAYFINDING?

Way·find·ing (*n.*): Direction for people in motion

Properly designed, a wayfinding and signage system integrates with the surrounding architecture, design, landscape, and environment to orient and guide users effectively within the space. Through signage, landmarks, technology, and other tools, wayfinding merges information and visual design to help simplify complex environments and enhance the visitor experience.

As one of many touchpoints with your audience, your wayfinding system needs to be cohesive and communicated clearly. Blending wayfinding information into key communications provides visitors with the information they need before they arrive on site.



ABOUT US

Since its founding in 1976, Corbin Design has established itself as a national leader in wayfinding and environmental graphic design. Our employee-owned firm has a staff of 12 people, including seven designers and three project managers.

We have applied our wayfinding principles to hundreds of healthcare, civic and higher education projects across the nation. Millions of people rely on the wayfinding systems developed by Corbin Design. We're experts in interpreting existing spaces and developing a wayfinding program to fit, as well as collaborating with architects and designers on holistic environmental communication for newly built spaces.



OREGON HEALTH & SCIENCE UNIVERSITY

Portland, Oregon



As the state's only health and research university, OHSU brings together patient care, research, education, and community service to improve the health and well-being of all Oregonians. Comprised of four primary campuses in Portland and multiple regional clinic locations, OHSU occupies more than seven million square feet on approximately 426 acres. Our challenge was to connect patients, students, visitors, and the public to each of these. Working with a multidisciplinary internal team, we've standardized logic throughout the system.

Parking garages use letters, sequential in approach from primary entrances. Each garage has a unique icon and each level its own color to help drivers remember where they've

parked. We instructed staff to use full building names rather than confusing abbreviations. Elevators use the building name and a letter designation, to tie into engineering infrastructure, and elevator directories include information linking multiple buildings across the campus.

We also developed exterior and interior maps for use in pedestrian signage, staff training materials, mobile apps, websites, and handheld map tear sheets. We continue to consult with the OHSU Wayfinding Team as staff training takes place, wayfinding logic is applied to visitor communications, and as new facilities are added.

SCRIPPS HEALTH

San Diego, California



Corbin Design has designed interior, exterior and parking signage standards for Scripps facilities in San Diego, Carlsbad, Eastlake, Encinitas, Chula Vista, La Jolla, and Rancho Bernardo.

Major construction projects—five parking structures at four Scripps hospitals and a clinic—spurred Scripps to seek a coordinated signage system for the new parking facilities, to convey the Scripps identity better and present a more unified appearance to the public. Corbin's scope of work was later expanded to include comprehensive exterior signage standards for the entire Scripps Health network and then expanded again to include interior signage standards as well. The system design

resulted from “thinking outside the box” of traditional sign design. Curved tops and bottoms soften the appearance, while perforated metal sides on illuminated signs provide ventilation and let light spill out from the sides, helping them stand out.

Parking signage uses a series of custom icons based on local features to identify garages and their levels. The interior signage was designed for hospital spaces with two color palettes—one warm and one cool—to give interior designers more flexibility. In 2014, the standards were expanded to complement the interiors found in administrative settings, clinics, and physician offices.

PROMEDICA HEALTH

Toledo, Ohio



The ProMedica Health System (PHS) spans 27 counties in Ohio and Michigan. Their goal: a consistent patient experience wherever they provide care.

From the standpoint of facilities and information, wayfinding logic is a primary means of organizing each hospital, and signage is the medium that carries the brand as well as wayfinding information.

Working closely with PHS Brand Design, System Construction, and Facilities, we analyzed each facility and designed a consistent system of identification for key wayfinding anchors: campus entrances, parking, building entrances, and interior elevators.

Each entrance and elevator is assigned a color and letter. The primary access to each facility is ProMedica Green and labeled Entrance A. Consistent architectural features also identify ProMedica facilities, including entrance canopies and a green LED detail along rooflines.

We also designed a consistent way to “speak to wayfinding” relative to PHS brand architecture: consistent terminology identifies destinations throughout the system, whether in a large urban Medical Center or a rural clinic.

Powered by brand, centered on the patient, PHS wayfinding unifies and organizes each facility to improve caregiving experiences.

INDIANA UNIVERSITY HEALTH

Indianapolis, Indiana



Indiana University Health (IUH) is Indiana's most comprehensive healthcare system. Formerly named "Clarian Health," the IU Health system has grown to encompass facilities, clinics, and centers throughout Indiana.

A Corbin Design client since 1997, IU Health came to us before the rebrand to discuss the process and costs involved in applying the new brand to exterior signage. We provided this based on our prior experience with health systems. The result is a comprehensive exterior sign standards design and a facility signage replacement program for 23 hospitals and 144 clinic locations. The implementation was highly time-sensitive since IU Health was announcing the new brand and facility

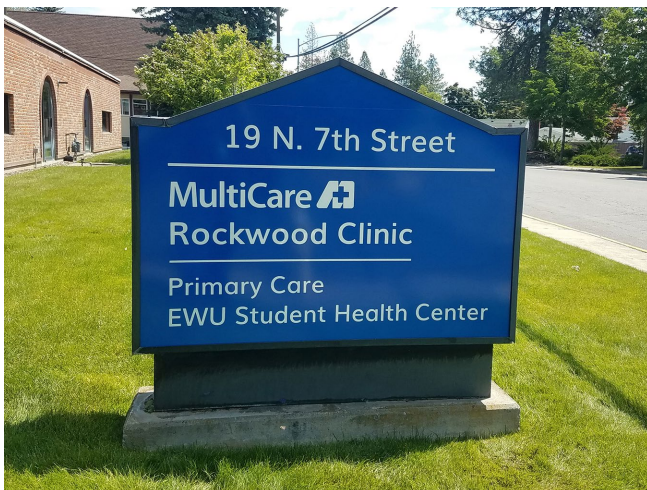
consolidations as part of a national PR campaign. Exterior signage was the backdrop to this launch, unveiled at several locations simultaneously.

Working with the IU Health Brand team, individual facility managers, and a coalition of consultants, we designed a plan for a dimensional depiction of the identity, and its application in hundreds of varying contexts. It was then implemented in three phases over two years.

Our previous designs allowed for low-cost retrofits of identity elements. The standards were designed to merge both existing and new identity signs into one cohesive brand presentation.

MULTICARE HEALTH SYSTEM

Washington State



From the founding of the first hospital in Tacoma in 1882, MultiCare has grown to include eight hospitals across seven campuses from urban coastal communities to a recent acquisition covering inland rural communities that needed a brand update quickly. With the wide span of regions served, MultiCare sought to create a standard for wayfinding and signage design, so they brought Corbin Design on to tackle the job.

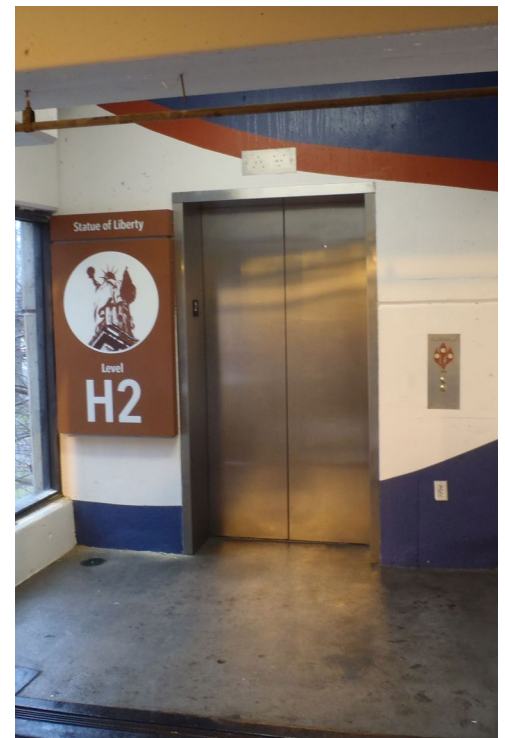
Initial needs were to retrofit existing signage at Valley Hospital, Deaconess Hospital, and the Rockwood Clinic and bring them

into the MultiCare brand. Deaconess North was also a brand-new standalone Emergency Room office, that was being overlooked upon opening. With the addition of a monolithic pylon and canopy, traffic to this new concept ER has dramatically increased.

Once initial needs were met, we moved onto creating the corporate standards that were founded on specific guiding principles. Wayfinding reasoning and logic were at the core of all decisions, and public entrances, parking, and elevators were identified as critical components of the customer journey.

MEDSTAR WASHINGTON HOSPITAL CENTER

Washington, DC



As part of a system-wide rebrand process, MedStar Health updated its Washington Hospital Center (WHC) campus. This 926-bed teaching and research hospital had 450,000 patient visits in 2011. With over 6,000 employees, making brand and wayfinding changes was a significant undertaking. WHC was the first in the MedStar system to implement the full wayfinding program. Along with clarifying the brand, we also needed to simplify the language and logic of this sprawling campus.

On the building interior, multiple attempts had been made to organize wayfinding but had been unsuccessful. We interviewed staff to understand what had worked, what

didn't, and how wayfinding was managed. We then made recommendations to simplify interior logic, clarify language, and apply this to a variety of wayfinding tools.

The new brand also brought the MedStar name to the fore, so exterior signage was designed to follow the new hierarchy. Along with clarifying the brand, we also needed to simplify the language and logic of this sprawling campus. The new MedStar wayfinding standard features the concept of Progressive Disclosure: as vehicles and pedestrians make decisions, only the information they need at that point is provided to them. This reduces the amount of extraneous information, which in turn makes navigation simpler.

NORTHWESTERN MEDICINE

Chicago, Illinois



This campus, located in the heart of Chicago's Magnificent Mile, consists of multiple academic, medical, and research institutions. Many of these Campus Partners share buildings, parking, patients, and students. Each expressed unique brand priorities and needs.

Adding to the complexity was a new children's hospital that was changing its name to honor a major donor, and moving to this campus from a location three miles away.

The challenge was to create a single, unifying campus wayfinding standard that applied equally to each brand, clarified where each was located, and prioritized circulation to

two separate Emergency Rooms and two primary parking decks. Each Campus Partner committed time, money, and staff toward developing a shared wayfinding program. Our role was to help balance individual members' expressed objectives with the larger goal of serving a diverse population of campus visitors.

We simplified terminology and developed a hierarchy for campus destinations. This wayfinding logic was incorporated into detailed designs for vehicular, pedestrian, and parking garage signage that served visitors, met each partner's objectives, and complied with federal, state, and city regulations.

PRENTICE WOMEN'S HOSPITAL

Northwestern Memorial Hospital - Chicago, Illinois



When Northwestern Memorial Hospital replaced its existing Prentice Women's Hospital with a new facility, Corbin Design was selected to develop and monitor installation of an interior wayfinding system for the new hospital, which spans 17 stories and nearly one million square feet of space.

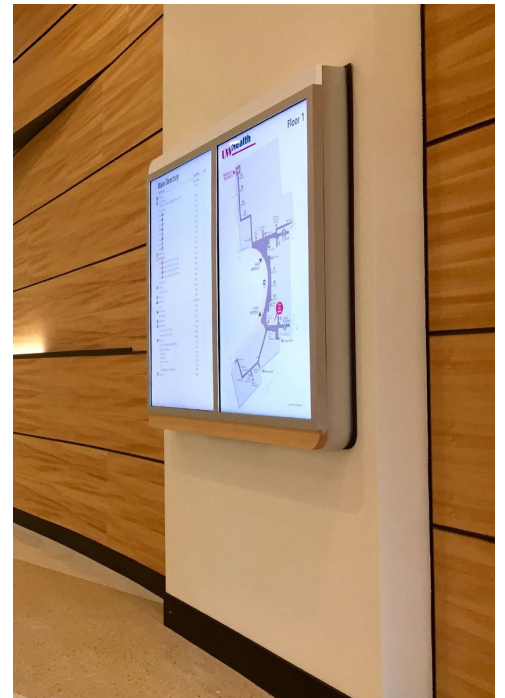
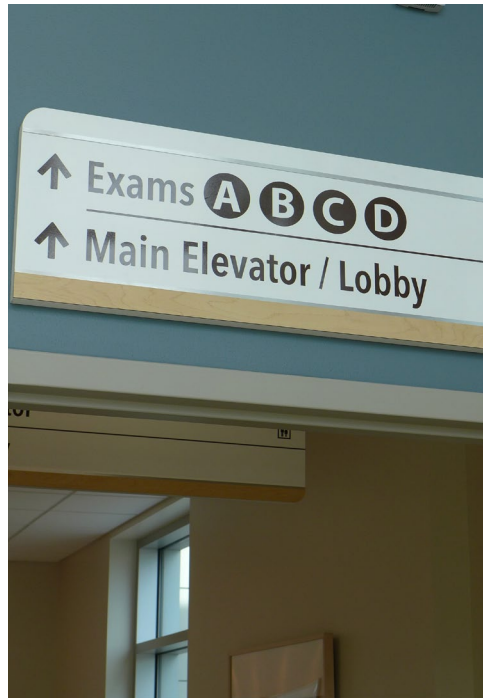
The system reflects the building's unique architecture, which incorporates gentle feminine curves and dramatic open spaces. Curved translucent acrylic backers on the main public wayfinding signage mimic the architecture. Other signage is insert-managed so that staff can update as needed. Interactive electronic kiosks in five public locations display directional information on the top half of the screen and

destination maps, searchable in English and Spanish, on the bottom. Corbin also designed exterior signage to reflect Northwestern Memorial's existing brand and wayfinding standards, including 12-foot-tall LED-illuminated monograms mounted atop the building.

Prentice supports comprehensive healthcare for women at all stages of life. The Midwest region's largest birthing center, it features a neonatal intensive care unit and a comprehensive breast center that are among the largest in the nation. Prentice also houses inpatient units of the Robert H. Lurie Comprehensive Cancer Center of Northwestern University at Northwestern Memorial Hospital.

UW HEALTH AT THE AMERICAN CENTER

Madison, Wisconsin



With the main hospital in downtown Madison, UW Health chose to consolidate orthopedic services in a new suburban facility. Along with hospital beds and an Emergency Department, it includes outpatient services and a sports performance and wellness center.

We partnered with Madison-based Flad Architects to design logic that supports the shared-space design concept: internal departments and clinics can expand and contract as service offerings, and patient volumes require.

This shared-space design poses unique wayfinding challenges for staff and patients. The system is based on lettered “pods” with a range of architectural room numbers, which do not

change. The service that occupies that pod, however, does. UW Health implemented a tablet-based system throughout the hospital to manage this information: patient information is displayed within staff areas; wayfinding information appears in public areas. Both update in real-time.

This new build required a full array of wayfinding and donor signage standards, from high-level identification to back-of-house room information. Simple wayfinding logic is presented on signage using a combination of clear language and internationally recognized symbols to support navigation throughout the facility.

LEE HEALTH - COCONUT POINT CAMPUS

Estero, Florida



As Lee Memorial Health System, a six-hospital system in Fort Meyers, Florida, approached its 100th anniversary, it underwent a brand refresh giving the system a new name and logo.

Coinciding with the brand refresh was Lee Health's expansion into South Lee County, where Lee Health built the new 31-acre, state-of-the-art Lee Health Coconut Point Campus. This 163,000 square-foot medical facility is also home to Lee Health's Healthy Life Center. Working with FLAD Architects, an exterior and interior wayfinding and signage system was created using the Coconut Point Campus as a beta site to use and test the new brand. Keeping this in mind, a new signage design needed

to be created to complement the Coconut Point campus design aesthetics and comply with the city's rigid design code. The design also needed to have the ability to be applied at other Lee Health locations. The exterior signage design was inspired by the area's Mediterranean Revival architecture and showcased Lee Health's new logo. The Corbin Design team worked closely with local authorities, including the city's design review board. Conceptual designs were shared with this board and during public information sessions and revised based on input before a final design direction was achieved and approved.

ELMHURST MEMORIAL HOSPITAL

Elmhurst, Illinois



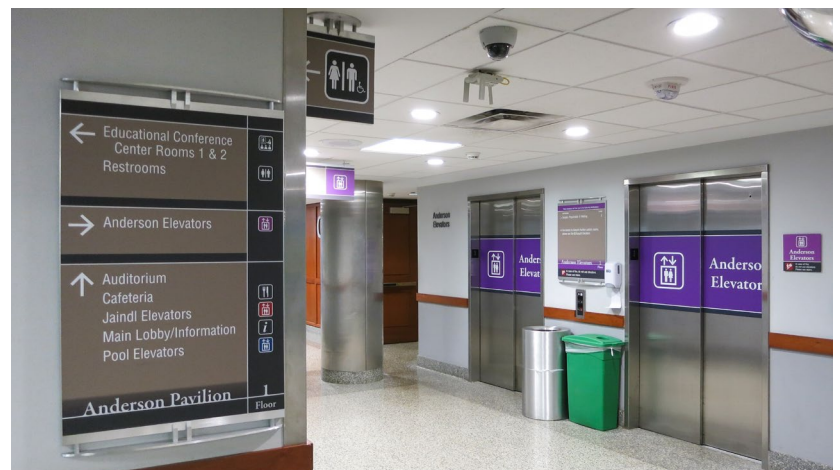
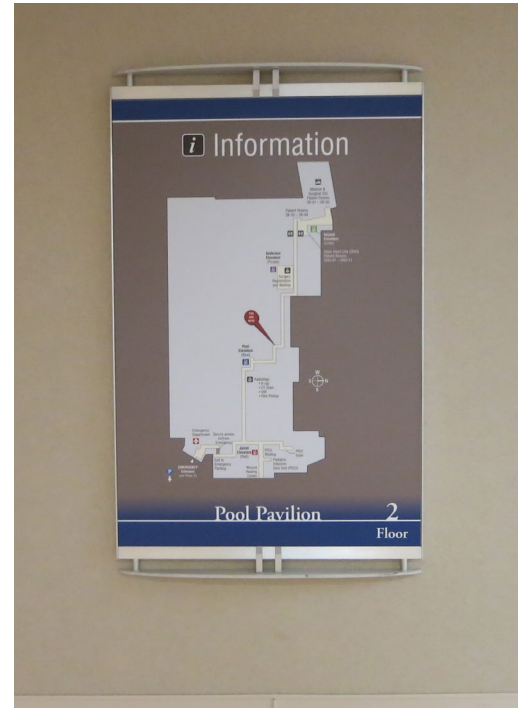
The original hospital, located in a compressed residential neighborhood, needed some elbow room in order to serve their community better. A state-of-the-art replacement facility offered a clean slate, allowing them to rethink every step of the patient experience. They engaged Corbin Design to help define the wayfinding experience.

The buildings are laid out on a long central corridor, which could pose problems for visitors with mobility challenges. The solution? Reach every patient with the proper logic before they arrive on campus, making the path to their destination as short as possible.

Working closely with the project team, Corbin Design developed a simple system to tie parking areas with building entrances and elevator banks. Critical to its success: coordinating materials and verbal directions for staff and referring physicians that instruct visitors to use the color-coded system, park nearest the correct entrance, and enter nearest the right elevator. The Main Entrance is aptly named to support those who arrive without this information; wayfinding kiosks and greeters are also located inside the three primary entrances. For visitors to EMH, wayfinding to a destination will be carefully orchestrated, as will all care giving provided on this new campus.

LEHIGH VALLEY HEALTH NETWORK

Allentown, Pennsylvania



This health system, with multiple campuses, clinics, and locations throughout eastern Pennsylvania, asked Corbin Design to develop a master plan that included unified logic and wayfinding tools.

For two hospitals in Allentown and Bethlehem, we developed a simplified building identification logic, tied to new exterior wayfinding signage. Previously identified by a four-digit street address, they now use only the last two digits of the address within a colored field. Buildings use these numeric icons wherever directions appear.

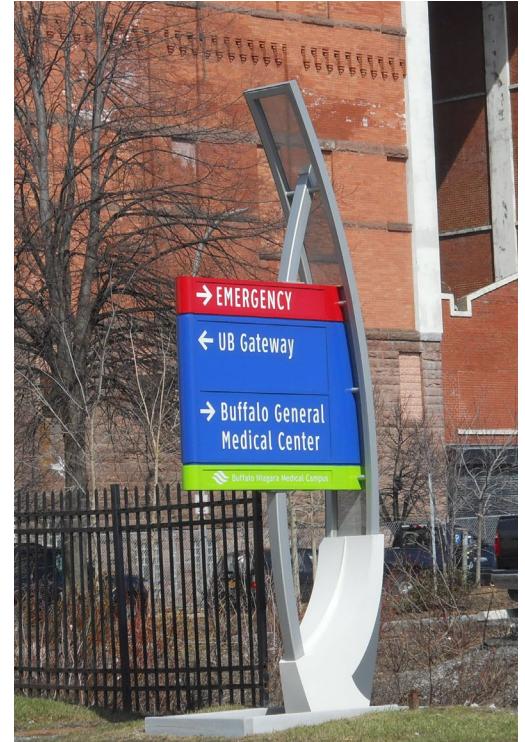
For three hospitals, LVHN had made a significant investment in custom interior signage frames; we designed a retrofit solution

that allows for cost-effective updates, increased legibility, and color logic for the buildings/elevators.

One of our primary roles was to document and simplify interior messaging on signage. Our team did a comprehensive signage and content audit then applied new logic to signs in each facility. LVHN staff and their local fabricator use these databases as changes occur, identifying signs affected, and efficiently updating content. Electronic directories for buildings and physician listings also appear throughout the LVHN system, allowing visitors to find their physician or destination quickly.

BUFFALO NIAGARA MEDICAL CAMPUS

Buffalo, New York



Located on 120 acres in downtown Buffalo, the BNMC is a confluence of the region's premier healthcare, life sciences, and medical education institutions. It is a significant economic engine in the city's strategic plan for urban redevelopment, employing over 8,000 and drawing 750,000 annual patient visits.

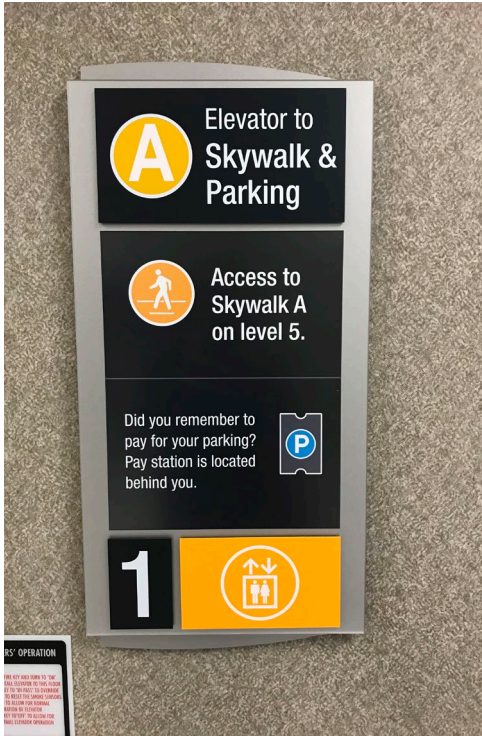
Our challenge was to craft a distinct and unifying visual image for the campus, indicating the entrepreneurial nature of the entities located there, while at the same time simplifying the task of finding destinations in a complex urban environment. We designed a process to clarify expectations and objectives among diverse stakeholders, then described a design

solution to bring their shared vision to life. The result is a system of wayfinding signs that is both visually distinct and informationally simple, indicating preferred routes to primary destinations from campus edges and secondary destinations within the campus. This was developed in keeping with their overall master plan and traffic studies.

Vehicle circulation is a primary concern since frequent bottlenecks can occur at certain times of the day. By segregating staff routes from those preferred by patients and visitors, we've enabled BNMC to plan for future growth and expansion.

BROOKWOOD BAPTIST HEALTH

Birmingham, Alabama



With a new brand rollout about to go live, the 1.4 million square foot Brookwood Medical Center chose to update their interior and exterior wayfinding signage at the same time to improve the patient experience.

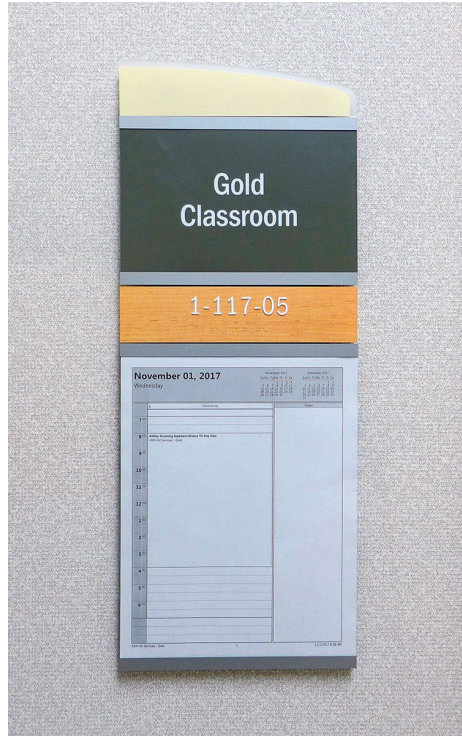
Because the previous wayfinding system used language that was “medical speak” and often confusing for visitors, we recommended they simplify the terminology to be more user-friendly. This new logic and language was applied to the exterior and interior signage, the visitor parking garage, and adjoining skywalks, all of which helped to create a comprehensive branded experience.

Most patients and visitors experience the hospital via one of the three skywalks connecting the visitor parking garage to the hospital. Many of the existing issues stemmed from the lack of information within this garage. Adding custom wayfinding solutions at the critical decision points was crucial.

To further improve the logic, Brookwood removed legacy building names and started directing patients and visitors to specific elevators instead. The new signage carries the updated logic and reflects the new Brookwood brand. The updated signage also uses consistent terminology and easy-to-recognize universal symbols.

ASPIRUS WAUSAU HOSPITAL

Wausau, Wisconsin



At the 780,000 square foot, 385-bed Aspirus Wausau Hospital, the old wayfinding logic was so overcomplicated that staff would frequently stop patients and visitors to guide them to their destination before they could even interact with a sign. The building's long, linear footprint further complicated the matter; patients and visitors entering at the wrong entrance would have an extended route to get to their intended destination. To improve the wayfinding experience, Corbin Design created a new logic, based around building entrances and their associated elevators. The new logic identifies the main hospital entrances with a color and letter, whereas secondary entrances are identified by function.

The signage was designed using curved and wooden elements in order to co-exist with components of the existing system. Bright pops of color were added to the new wayfinding signage standard, including icons, elevator and floor graphics, and wall treatments, to create a stronger relationship with the logic. Interior mapping elements were also added throughout the building to help confirm a visitor's path.

Corbin Design and the Aspirus team conducted patient intercept interviews throughout the project to confirm wayfinding issues and test the logic and design prior to implementation.

DEACONESS GATEWAY HOSPITAL

Evansville, Indiana



Deaconess Gateway Hospital added to its 1.2 million square foot facility with a 215,000 sq. ft. Ortho-Neuro Hospital and a 100,000 sq. ft. Medical Office Building.

This expansion resulted in changes to public entrances and the opportunity to rename the often confusing professional buildings. These Medical Office Buildings were numbered sequentially, and visibility was increased through the monument, canopy, and address signage. Exterior entrances to the hospital building were identified by the service/tower name.

All new exterior signage was installed, that features corporate branding colors and fonts.

The exterior wayfinding logic was extended into the interior: elevators were assigned names based upon the tower they

serve (e.g., Gateway Elevator, Heart Elevator, Ortho-Neuro Elevator). Additionally, an accent color was assigned to each of the interior towers. This color was utilized on signage within the tower and prominently at the elevator lobby.

Vista sign frames with permanent messaging were used sporadically throughout the existing hospital. This sign frame became the basis for the interior system design, with updates to include replaceable paper-based inserts and the new accent colors.

Corbin Design has continued to assist Deaconess with their wayfinding needs as new facilities are acquired and built.

DETROIT MEDICAL CENTER

Detroit, Michigan



The DMC operates eight general and specialty hospitals in southeast Michigan and includes affiliated programs with local universities, but were viewed by many as separate entities. A new effort to unify the campus emphasized exterior wayfinding and signage as the visual embodiment of the brand. Corbin Design audited the campus infrastructure and designed the system for four primary objectives:

•Lead with DMC. The physical brand needed to gain prominence over individual entities. We designed a new three-dimensional standard for the brand, using color and lighting for emphasis.

•Simplify. Over the years, signage had devolved into a confusing mix of messages, typography, and colors. A new informational hierarchy clarifies the logic of the Midtown campus for first-time or infrequent visitors.

•Focus on consistency. New standards make the exterior “face” of the DMC more legible and understandable, while at the same time saving scarce dollars.

•Share Information. New logic requires that campus visitors receive the correct information. Each entity now uses this logic as they prepare pre-visit communications.

FREDERICK MEMORIAL HOSPITAL

Frederick, Maryland



As a new Outpatient Services addition was built, Frederick Memorial Hospital took the opportunity to evaluate the campus' wayfinding challenges and improve them.

After conducting multiple stakeholder meetings and on-site evaluation, Corbin Design developed a plan to update the campus logic. Entrances were named, numbered, and color-coded. Internally illuminated directional signs were placed along the campus' main route to guide visitors to the appropriate entrances.

On the interior, the patients and visitors did not trust messaging on signs because the information was often outdated as there were several generations of signage cluttering the wall space. FMH took this opportunity to remove redundant and

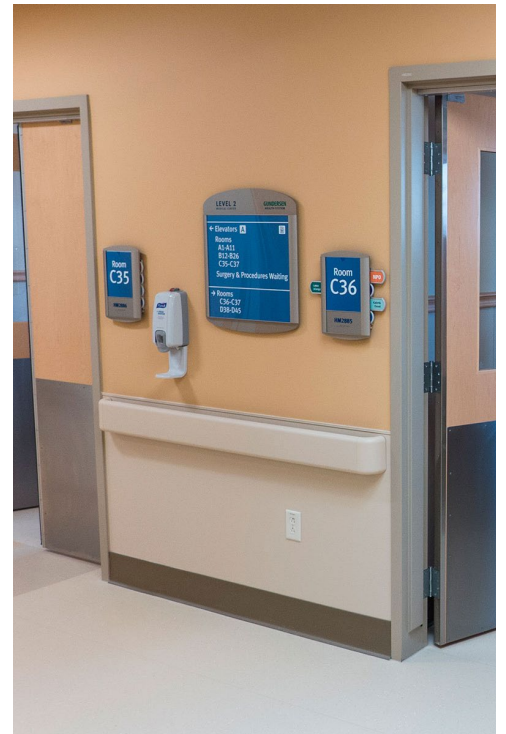
unnecessary signage and install new wayfinding signage along public corridors.

To create a cohesive look, the arched headers on both the exterior and interior signage took their cue from the rounded architectural panels on the hospital façade.

The exterior signs have a contemporary design with an aluminum finish. In contrast, the interior signs are layered in a soft, fawn color meant to complement all interior finishes throughout the hospital and off-site locations. From the beginning, FMH was committed to keeping their patient's wayfinding experience a positive one. Updating, controlling sign requests, and applying consistent terminology is the responsibility of one staff member – the sign czar!

GUNDERSEN HEALTH

La Crosse, Wisconsin



Years ago, a hospital and clinic joined forces to become a regional healthcare provider. As new buildings were added and philosophies of healthcare delivery changed, distinctions between the two had blurred. For visitors as well as staff, understanding the differences between hospital services, units, and clinics — let alone finding them — was tough.

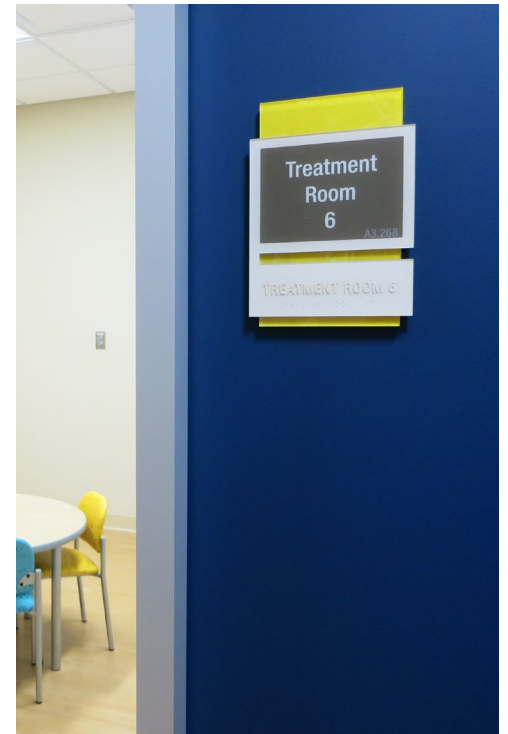
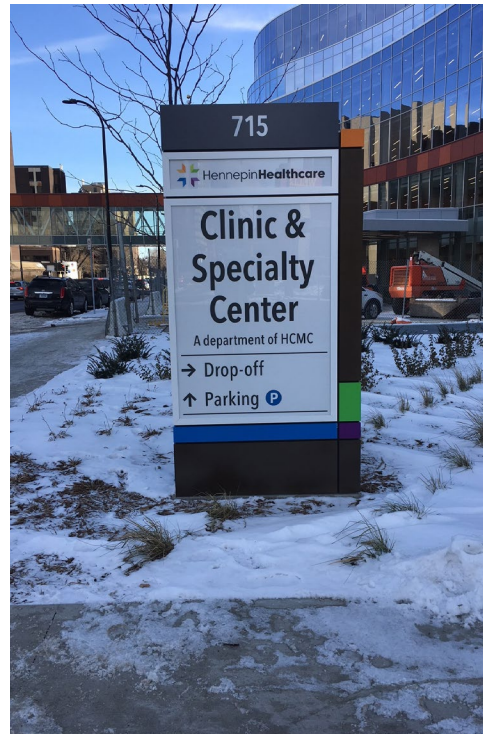
Gundersen Health's internal wayfinding team is focused on the visitor experience, continually in close communication with customers and staff. This proactive approach allowed us to prototype and test recommendations with direct customer feedback at each point in the process.

Together, we redefined the facility from the patient's point of view, as one cohesive Medical Center. We standardized language and tools to clarify direction giving and designed the wayfinding system for change. In five years, Gundersen renovated the original hospital, built two parking garages, and erected a state-of-the-art 200,000 square foot tower for clinical services.

Extensive internal education has helped to ingrain the wayfinding logic for all public-facing staff. This education process reflects Gundersen's continual focus on enhancing the patient experience.

HENNEPIN HEALTHCARE CLINIC & SPECIALTY CENTER

Minneapolis, Minnesota



With the addition of a new, seven-story, 367,000 square foot specialty clinic, Hennepin Healthcare Clinic & Specialty Center, Hennepin took the opportunity to create a new wayfinding logic to mesh with the new facility's goal of creating a holistic patient experience.

The new wayfinding logic takes advantage of how people are already navigating downtown Minneapolis and identifies exterior entrances using street addresses. On the interior, the new reasoning simplified wayfinding by removing the room number as the primary wayfinding tool and creating zones identifiable by color. To reflect Hennepin's holistic approach to

healthcare, there was a need to create a design that was warm, welcoming, and inviting. The interior signage was inspired by a focal art piece that extends from the ground floor to the top of the Specialty Center. The colors and textures from this glass piece coordinate with the accent color of each floor and are used on the backer panels of patient room signs.

Throughout this project, Corbin Design worked closely with Hennepin's Patient Advocate Group. This group worked to ensure that the logic was easy to understand and simple to adopt by staff, patients, and visitors. Their input led to a more straightforward, legible design.

MEMORIAL HOSPITAL

Belleville, Illinois



Memorial Hospital expressed a need to incorporate their new brand into a comprehensive wayfinding system. While this was one major item to tackle, there were deeper issues to be resolved before the brand would shine.

We engaged their staff in thorough interviews surrounding the patient experience and the state of the existing wayfinding. What we found was a confusing mix of terminology, based on internal ownership agreements. Additionally, identically named services were scattered throughout (e.g., three CT scan locations).

Walking in the shoes of the average patient, we stripped away all of the confusion and created an intuitive system of parking,

building, and entrance identification to mesh with the physical campus experience.

The strategy includes reflecting new terminology and new wayfinding logic at all points of contact with patients and visitors for a seamless experience across media. Working closely with our primary client team, we prepared one of them to be the “Wayfinding Leader” that will manage and maintain the system.

How does the new brand work? Beautifully. But, by engaging in a complete study of wayfinding issues, we’re confident that beauty is more than skin deep.

MERCY HEALTH

West Michigan



Trinity Health, based in Livonia, MI, had determined that it's West Michigan facilities would comprise a branded sub-region as part of a broader national strategy. Having worked with several of these hospitals in the past, Corbin Design was asked to develop a system of wayfinding and brand signage to assure consistency, cost savings, and differentiation from regional competitors. Our charge was to work together with the Mercy Health brand team to create a seamless informational and physical environment.

We first conducted an initial audit of signage for each facility, including physician network locations, and a more in-depth assessment of wayfinding issues at the five main hospital

locations. This built a deep understanding of the physical requirements for each environment as we created consistent wayfinding logic, language, and signage standards. These would be implemented at all levels across the West Michigan sub-region.

Designed to emphasize the new Mercy Health brand, the signage is a 3-D interpretation of logo forms and colors. The circular shape on a gray color field set the aesthetic standard for the brand platform: the Mercy Health team adapted this for all other communications, including printed materials and all public Websites.

MOSAIC LIFE CARE

St. Joseph, Missouri



Heartland Regional Medical Center, a Corbin Design client since 2003, changed its name and brand to reflect the experience of a new model of care, focused on the whole person: mind, body, and spirit. This new culture of caregiving includes attention to all five senses, represented in the architecture of each facility. We captured the spirit of the new brand in the wayfinding signage elements that appear throughout the Mosaic Life Care system.

This signage update included a complete replacement of all existing signage, interior, and exterior, beginning with the flagship facility in St. Joseph, Mo. Much of the original logic

and language were preserved, given the equity that interior landmarks (e.g., elevator cores, entrances) already had in their internal culture.

The wayfinding signs were improved to provide simplified information, better mapping, and more clarity as people transition between buildings on this campus. Updated technologies such as electronic directories allow internal staff to manage wayfinding information as it changes.

The signage standards are applied to existing and newly built clinics throughout the region, creating a consistent, stress-free experience for caregivers, volunteers, patients, and visitors.

MUNSON HEALTHCARE

Traverse City, Michigan



Our relationship with our local healthcare provider is more than just professional. Since we're customers as well as consultants, we are even more personally invested in the patient experience and their long-term success.

From developing the first wayfinding signage program in 1992, a complete system rebrand in 1999, a wayfinding system overhaul in 2006, and a research-based upgrade in 2014, we've designed every aspect of how Munson communicates to their patients, visitors and staff.

Munson Medical Center has been the laboratory within which our concepts have been proven. Considerate of their budgets

and internal resources, we've developed practical verbal and visual tools for wayfinding that have resulted in simplified direction giving, improved internal processes, elevated patient satisfaction scores, and cost savings for sign system maintenance.

Once implemented, new tools also brought significant cultural changes. A wayfinding system relies on internal education since the staff is responsible for providing direction to patients/visitors and using the wayfinding logic every day. All patient-facing staff is taught to effectively direct visitors, saving valuable time, and allowing them to focus on caregiving.

PENN STATE HERSHEY MEDICAL CENTER

Hershey, Pennsylvania



Having developed the Wayfinding Master Plan for Penn State's main campus in University Park, Corbin was asked to design a similar system for its 550-acre medical school, teaching hospital, and research center in Hershey.

The Penn State Milton S. Hershey Medical Center and its 5,000 employees treat over 20,000 patients a year and provide more care through 500,000 outpatient and 30,000 emergency service visits. Making sure all these staff members, patients, and visitors get to their destinations efficiently is essential.

Corbin Design's wayfinding solution is visually similar to that used on the University Park campus, making clear the

connection between the two campuses and allowing cost savings through the reuse of design elements. But the medical center wayfinding system also takes into account differences between the campuses and their audiences. Larger signs and type provide better legibility, in response to higher speed limits on roads around the medical campus. The system gives added emphasis to critical destinations like the Emergency Department through the use of color and position on the signs. Color is also used to differentiate the main Hospital campus from the separate University Physicians Center. The system is also employed at satellite facilities connected with the medical center.

PENN STATE HERSHEY CANCER INSTITUTE

Hershey, Pennsylvania



Penn State Hershey's Cancer Institute is the region's only comprehensive cancer center. Attached to the Main Hospital, it was built to consolidate patient care and academic research in one facility. As such, many areas are off-limits to the general public; the wayfinding challenge was to segregate the two areas clearly.

Prominent wayfinding information highlights public corridors, working in tandem with lighting, architecture, and interior design. Limited wayfinding is provided for research staff since they're familiar with the building.

Because the Cancer Institute and the Main Hospital are physically linked, each building's signage has a designated color

to indicate the transition. Each public building on the campus shares common interior signage standards.

On the exterior, an "airport terminal" approach was designed to provide a linear experience: patients are dropped at the appropriate entrance, and parking is available in an adjacent garage. The exterior signage locations were developed accordingly: perpendicular to the flow of traffic, visible from a distance, and with sufficient contrast for easy legibility. All of this was thoughtfully designed to alleviate stress for the Cancer Institute's patients and visitors. By simplifying the environment, we help to remove potential barriers and allow them to access their care freely.

PENN STATE HERSHEY CHILDREN'S HOSPITAL

Hershey, Pennsylvania



Having developed a wayfinding master plan and signage standards for Penn State Hershey, Corbin Design has been implementing wayfinding programs for their new buildings as well. Penn State Hershey Children's Hospital includes 72 private beds and a pediatric operating room suite that serves the entire medical center. The consultative team included Payette Architects, Boston, with whom we worked closely to incorporate wayfinding logic and signage.

Each public building on this campus has a designated color. Here, the orange is a secondary reminder of one's location in the Children's Hospital, provides consistency throughout the building, and serves as a visual target for wayfinding information.

The wayfinding signage was thoughtfully designed for both patients/families and facility staff. It incorporates landmark images, simplified information, and donor recognition appropriate to the context of the environment. At the same time, the information can quickly adapt to changes using printed inserts. Fabricated by Bright Sign & Maintenance using a standard APCO frame system, the in-house sign shop maintains the sign information via an online ordering system. Close collaboration between the client, architect, and Corbin Design resulted in a solution that uses all aspects of the built environment to provide direction and appeal to young patients and families.



Asante is the largest health care provider within their nine-county area covering southern Oregon and northern California. Their three primary hospitals are Asante Ashland Community Hospital (AACH), Asante Rogue Regional Medical Center (ARRMC), and Asante Three Rivers Medical Center (ATRMC). In an effort to reinforce the system goal of “One Asante. One exceptional experience,” Asante reached out to Corbin Design to develop a unified approach to wayfinding.

Working closely with leaders from each campus, a simplified, unique logic was developed for each site that could be applied in a consistent manner. The updated exterior signage design

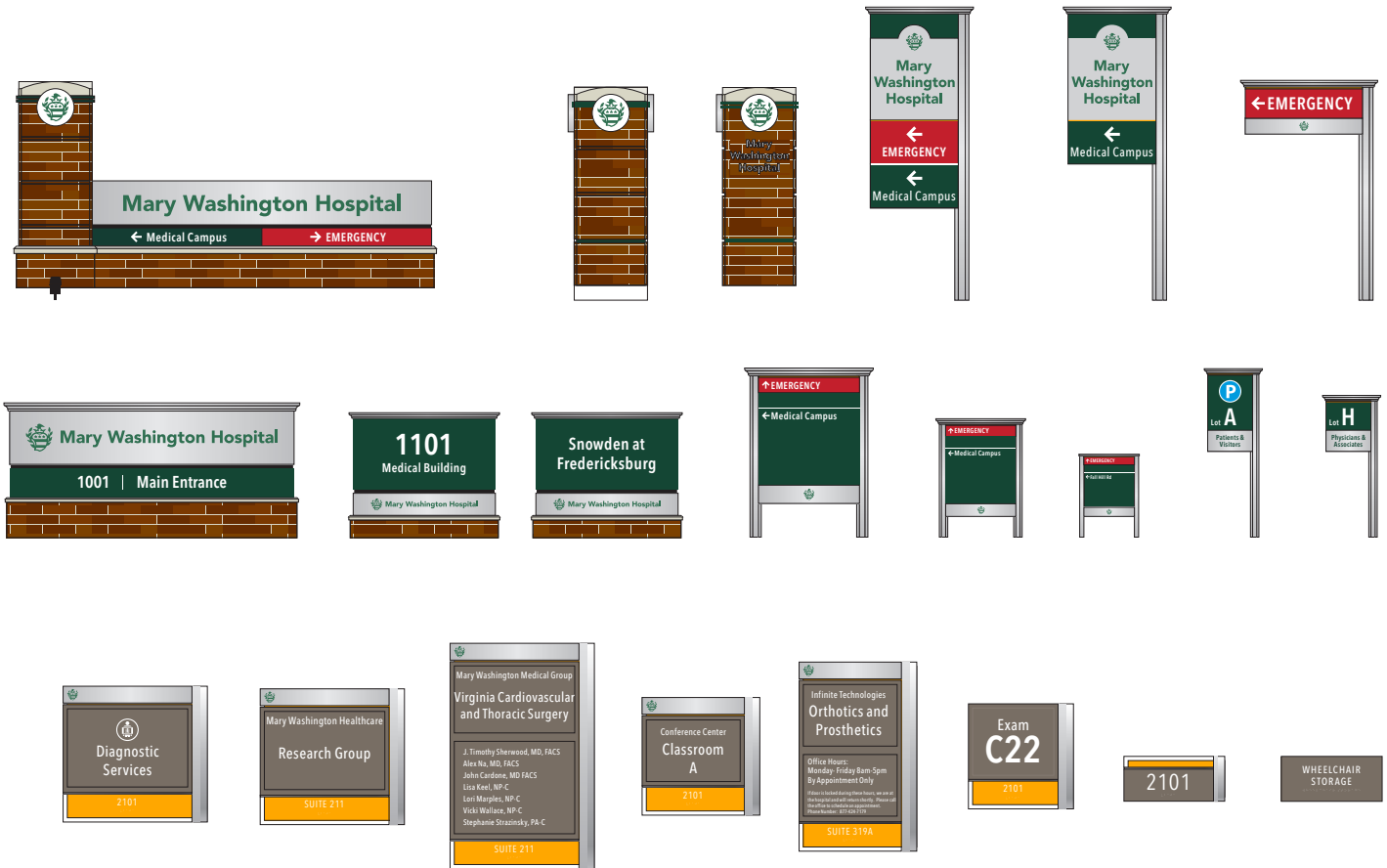
is similar in its use of colors to the original signage design. The information on the sign, however, is displayed in a more organized fashion with larger text that is easier to read.

Similarly, wayfinding logic on the interior was updated to tie into the new terminology used on the exterior. Destination names, such as Radiology and Imaging, were aligned from facility to facility.

A wayfinding advisory committee is in place at each campus. These committees are responsible for staff education and long-term preservation of the wayfinding logic.

MARY WASHINGTON HOSPITAL

Fredericksburg, Virginia



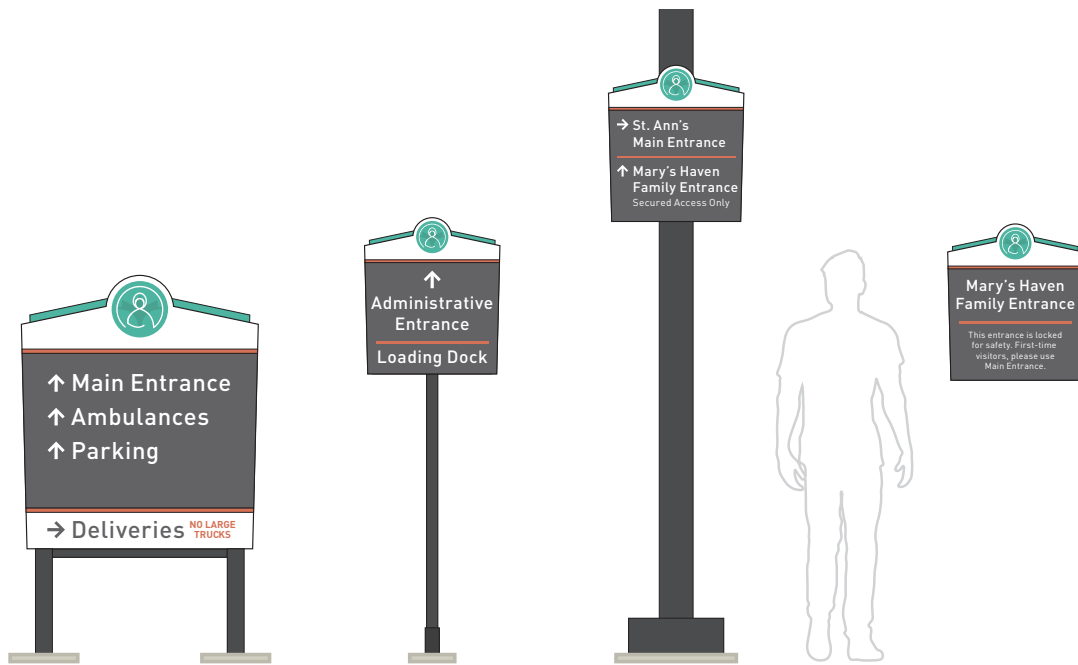
Mary Washington Healthcare began 120 years ago as an eight-room hospital in Fredericksburg, Virginia. It has evolved into a not-for-profit regional system of two hospitals (551 beds), three emergency departments, and over 50 healthcare facilities and wellness services. In 2016, Corbin Design was brought on to assist in solving problems with their current wayfinding system at their 789,000 square foot main hospital.

With a road realignment program underway that would change how patients would access the hospital, it gave the perfect opportunity to tackle some needed wayfinding updates. Previous signage did not clearly identify vehicular entrances or building identification, which was important as

the main entrance and Emergency Room were in two different locations. New boundary markers with guide information were added to brand the campus boundary and provide directional information to either the main entrance or Emergency. While the entire system was designed and programmed, implementation is happening in phases. The interior of the hospital was also undergoing a construction project, which allowed for updates to their interior design and logic as well.

ST. ANN'S HOME

Grand Rapids, Michigan



St. Ann's Home is a faith-based retirement community that offers assisted living, nursing care, Alzheimer's care, and rehabilitation. Situated on 23-acres on the northwest side of Grand Rapids, the campus needed an updated wayfinding logic and signage system, and the Corbin team was happy to assist.

With a wide variety of services offered, the facility features many wings that could be difficult to navigate for first-time visitors. A key component of the new system was to clearly identify the wing names along with their respective room numbers. Wings

with similar-looking features had a separate neighborhood identifier added. Outdoor spaces were also formally recognized on signage.

Digital signage was developed for the main directory and calendar of events to ease the updating process. They are designed to have a dynamic area on the screen to assist the public in wayfinding to the community spaces or welcoming new families to St. Ann's Home.

Healthcare

Experience

Asante Health System

Medford, Oregon

Exterior and Interior Wayfinding Plan - 2016-2018
Asante Cancer Center
Exterior and Interior Wayfinding - 2020-present

Aspirus Wausau Hospital

Wausau, Wisconsin

Interior Wayfinding and Signage System - 2016-2017

Atchison Hospital

Atchison, Kansas

Exterior and Interior Wayfinding System - 2018-2020

Battle Creek VA Medical Center

Battle Creek, Michigan

Exterior and Interior Wayfinding Plan - 2019-2021

Blessing Health Medical Office Building

Quincy, Illinois

Exterior and Interior Wayfinding System - 2019-2020

Boca Raton Regional Hospital

Boca Raton, Florida

Exterior Wayfinding Analysis and Temporary Signage - 2014

Brookwood Medical Center

Birmingham, Alabama

Exterior and Interior Wayfinding System - 2015-2018

Buffalo Niagara Medical Campus

Buffalo, New York

Exterior Wayfinding - 2011-2015

Cameron Memorial Community Hospital

Angola, Indiana

Exterior and Interior Wayfinding - 2013-2014

Chesapeake Regional Healthcare

Chesapeake, Virginia

Exterior and Interior Wayfinding Analysis- 2020-present
Priority Toyota Cancer Center
Exterior and Interior Wayfinding System - 2020-present

The Children's Center

Detroit, Michigan

Exterior Wayfinding Plan - 2012-2013

Columbia St. Mary's

Milwaukee, Wisconsin

Columbia St. Mary's Hospital Milwaukee
Exterior and Interior Wayfinding - 2006-2010
Columbia St. Mary's Hospital Ozaukee
Exterior and Interior Wayfinding - 2006-2008

Covenant HealthCare

Saginaw, Michigan

Exterior and Interior Wayfinding System - 2009-2010, 2015

Deaconess Gateway Hospital

Newburgh, Indiana

Exterior and Interior Wayfinding System - 2016-2018

Detroit Medical Center

Detroit, Michigan

Exterior Wayfinding Analysis and Design - 2012-2014
Detroit Medical Center Heart Hospital
Exterior and Interior Wayfinding System - 2012-2014
Detroit Medical Center Children's Hospital of Michigan
Exterior and Interior Wayfinding System - 2016-2017
Detroit Medical Center Harper Hospital
Interior Wayfinding System - 2016-2018

Elmhurst Memorial Healthcare

Elmhurst, Illinois

Exterior and Interior Wayfinding Plan - 2008-2010

Essentia Health

Duluth, Minnesota

Essentia Health - St. Mary's / Duluth Clinics
Exterior and Interior Wayfinding Plan - 2002-2007
Essentia Health - Virginia
Exterior and Interior Wayfinding Plan - 2014-2015

Frederick Memorial Hospital

Frederick, Maryland

Exterior and Interior Wayfinding System - 2015-2016

Grady Memorial Hospital

Atlanta, Georgia

Exterior and Interior Wayfinding - 2015-present

Gundersen Health

La Crosse, Wisconsin

Exterior and Interior Wayfinding - 2008-2010, 2011-2013, 2018
Offsite Clinic Wayfinding Plans - 2018-2020

Hennepin Healthcare

Minneapolis, Minnesota

Hennepin County Medical Center
Exterior and Interior Wayfinding System - 2016-present
Clinic and Specialty Center
Exterior and Interior Wayfinding System - 2016-2018

Hoag Memorial Hospital Presbyterian

Newport Beach, California

Exterior and Interior Wayfinding - 2004-2008

Indiana University Health (formerly Clarian Health)

Indianapolis, Indiana

Clarian Health / IU Health Rebrand
Exterior Signage Standards - 2010-2011
IU Health Arnett - Lafayette, IN
Exterior and Interior Wayfinding - 2006-2008
IU Health North - Carmel, IN
Exterior and Interior Wayfinding - 2002-2005
IU Health West - Avon, IN
Exterior and Interior Wayfinding - 2002-2005, 2018-present

Healthcare

Experience

Kaiser Permanente Moanalua Medical Center and Clinic

Honolulu, Hawaii

Exterior and Interior Wayfinding - 2004-2009

Lakeland HealthCare

St. Joseph, Michigan

Exterior and Interior Wayfinding - 2008-2009, 2018-2020

Lee Memorial at Coconut Point

Esterro, Florida

Exterior and Interior Wayfinding - 2016-2018

Lehigh Valley Health Network

Allentown, Pennsylvania

Wayfinding Master Plan - 2010-2012

Lehigh Valley Hospital - Cedar Crest

Exterior and Interior Wayfinding - 2005-2009, 2018

Lehigh Valley Hospital - Muhlenberg

Exterior and Interior Wayfinding - 2004, 2010-2012, 2016

Lehigh Valley Hospital - 17th Street

Exterior and Interior Wayfinding - 2010-2015, 2017

Marion General Hospital - Gas City

Gas City, Indiana

Exterior and Interior Wayfinding System - 2021-present

Marshfield Clinic Health System

Marshfield, Wisconsin

Exterior & Interior Wayfinding Standards - 2019-present

Marshfield Medical Center

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Eau Claire

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Ladysmith

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Rice Lake

Exterior Wayfinding - 2019-present

Marshfield Medical Center-Minocqua

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Beaver Dam

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Neillsville

Exterior and Interior Wayfinding - 2019-present

Marshfield Medical Center-Weston

Exterior and Interior Wayfinding - 2020-present

Marshfield Medical Center-Park Falls

Exterior and Interior Wayfinding - 2020-present

Marshfield Medical Center-Stevens Point

Exterior and Interior Wayfinding - 2021-present

Mary Washington Hospital

Fredericksburg, Virginia

Exterior and Interior Wayfinding Plan - 2016-2017

MedStar Health

Columbia, Maryland

Exterior & Interior Signage Standards; Rebranding - 2010-2012

MedStar Franklin Square Medical Center

Exterior and Interior Wayfinding Signage - 2012

MedStar Georgetown University Hospital

Exterior and Interior Wayfinding Signage - 2012, 2018

MedStar St. Mary's Hospital

Exterior and Interior Wayfinding Signage - 2012-2015

MedStar Union Memorial Hospital

Exterior Wayfinding Signage and Map Standards - 2012

MedStar Washington Hospital Center

Exterior and Interior Wayfinding Signage - 2012-2015

MedStar Southern Maryland Hospital

Exterior and Interior Wayfinding Signage - 2013-2016

Memorial Health

Springfield, Illinois

Exterior and Interior Wayfinding System - 2014-present

Springfield Memorial Hospital

Exterior and Interior Wayfinding - 2014-2016, 2020-present

Taylorville Memorial Hospital

Exterior and Interior Wayfinding Plan - 2019-present

Decatur Memorial Hospital

Exterior Wayfinding System - 2019-present

Lincoln Memorial Hospital

Exterior Wayfinding System - 2020-present

Jacksonville Memorial Hospital

Exterior Wayfinding System - 2020-present

Memorial Hospital

Belleville, Illinois

Exterior and Interior Wayfinding - 2008-2010

Memorial Hospital East Campus - Shiloh, Illinois

Exterior and Interior Wayfinding System - 2012-2016

Mercy Health System

Chesterfield, Missouri

Rebrand to Mercy

Exterior and Interior Wayfinding Evaluations - 2011

Mercy Hospital Fort Smith - Fort Smith, Arkansas

Interior Wayfinding - 2012-2014

Mercy Hospital Jefferson - Festus, Missouri

Interior Wayfinding - 2015-2018

Mercy Hospital Joplin - Joplin, Missouri

Interior Wayfinding - 2013-2014

Mercy Hospital Northwest Arkansas - Rogers, Arkansas

Exterior and Interior Wayfinding - 2017-2018

Mercy Hospital Oklahoma City - Oklahoma City, OK

Exterior and Interior Wayfinding - 1997-1999

Mercy Hospital Springfield - Springfield, Missouri

Interior Wayfinding - 2004-2007

Mercy Hospital St. Louis - St. Louis, Missouri

Interior Wayfinding - 2012-2014

Mercy Medical Center

Des Moines, Iowa

Exterior and Interior Wayfinding Plan - 2007-2008

Healthcare

Experience

Mission Health

Asheville, North Carolina

Memorial Campus / St. Joseph Campus
Exterior and Interior Wayfinding - 2002-2012

Mosaic Life Care (formerly Heartland Health)

St. Joseph, Missouri

Exterior and Interior Wayfinding - 2003-2004
Rebrand to Mosaic Life Care - 2013-2015

MultiCare Health System

Tacoma, Washington

Exterior & Interior Analysis & Signage Standards - 2019-present
MultiCare Tacoma General
Exterior and Interior Wayfinding - 2019-present
MultiCare Mary Bridge Children's Health Center
Exterior and Interior Wayfinding - 2019-present
MultiCare Allenmore Hospital
Exterior and Interior Wayfinding - 2019-present
MultiCare Good Samaritan Hospital
Exterior and Interior Wayfinding - 2019-present
MultiCare Auburn Medical Center
Exterior and Interior Wayfinding - 2019-present
MultiCare Covington Medical Center Hospital
Exterior and Interior Wayfinding - 2019-present
MultiCare Deaconess Hospital - Spokane, WA
Exterior and Interior Wayfinding - 2019-present
MultiCare Valley Hospital - Spokane, WA
Exterior and Interior Wayfinding - 2019-present
Rockwood Clinics- Spokane, WA
Exterior and Interior Wayfinding - 2019-present

Munson Healthcare

Traverse City, Michigan

Traverse City, Cadillac, Charlevoix, Grayling & Otsego
Exterior and Interior Wayfinding Plan - 2008, 2012-2020
Cowell Family Cancer Center
Exterior and Interior Wayfinding Plan - 2014-2016

Northwest Community Hospital

Arlington Heights, Illinois

Exterior and Interior Wayfinding System - 2008-2010

Northwestern Memorial Hospital

Chicago, Illinois

Prentice Women's Hospital
Exterior and Interior Wayfinding - 2002-2007

Northwestern Academic Medical Center Campus

Chicago, Illinois

Exterior Wayfinding System - 2010-2012, 2014, 2016

Oaklawn Hospital

Marshall, Michigan

Exterior and Interior Wayfinding Analysis - 2017-2018

Ochsner Medical Center

New Orleans, Louisiana

Exterior and Interior Wayfinding System - 2014-2021

Oregon Health & Science University

Portland, Oregon

Exterior and Interior Wayfinding System - 2011-2015
Collaborative Life Sciences Bldg/Skourtes Tower
Exterior and Interior Wayfinding - 2012-2014
Center for Health and Healing
Exterior and Interior Wayfinding - 2016-2019
Knight Cancer Research Building
Exterior and Interior Wayfinding - 2016-2018
Oregon Health & Science University Tuality Healthcare
Exterior and Interior Wayfinding Plan - 2019-present
Oregon Health & Science University West Campus
Exterior Wayfinding System - 2019-present

OSF Saint Anthony Medical Center

Rockford, Illinois

Wayfinding and Signage Plan - 2017

OSF Saint Francis Medical Center

Peoria, Illinois

Wayfinding Analysis - 2003, 2007
Parking Structure - 2005

Parkwest Medical Center

Knoxville, Tennessee

Exterior and Interior Wayfinding - 2002-2006

Penn State Hershey Medical Center

Hershey, Pennsylvania

Exterior and Interior Wayfinding - 2001-2006, 2008-2013, 2018

ProMedica Health System

Toledo, Ohio

Exterior and Interior Wayfinding Analysis & Design - 2013-2015
ProMedica Toledo Hospital / Childrens Hospital
Exterior and Interior Wayfinding - 2014-2016
ProMedica Health and Wellness Center
Exterior and Interior Wayfinding - 2014-2015
ProMedica Bay Park Hospital - Oregon, OH
Exterior and Interior Wayfinding - 2017-present
ProMedica Defiance Regional Hospital - Defiance, OH
Exterior and Interior Wayfinding - 2017-present
ProMedica Flower Hospital - Sylvania, OH
Exterior and Interior Wayfinding - 2017-present
ProMedica Fostoria Community Hosp. - Fostoria, OH
Exterior and Interior Wayfinding - 2017-present
ProMedica Memorial Hospital - Fremont, OH
Exterior and Interior Wayfinding - 2017-present
ProMedica Wildwood Orthopedic & Spine Hospital
Exterior and Interior Wayfinding - 2017-present
ProMedica Hickman Hospital - Adrian, MI
Interior Wayfinding - 2019-2020
ProMedica Coldwater Regional Hospital - Coldwater, MI
Exterior and Interior Wayfinding - 2020-present

Rapides Regional Medical Center

Alexandria, Louisiana

Exterior Wayfinding Analysis and Temporary Signage - 2008

Rex Healthcare of Cary

Cary, North Carolina

Exterior Wayfinding - 2005-2007

Healthcare

Experience

Riverside County Regional Medical Center

Moreno Valley, California

Exterior and Interior Wayfinding - 2008-2010

Riverview Health

Noblesville, Indiana

Exterior and Interior Wayfinding Plan - 2014-2016

Saint Alphonsus Regional Medical Center

Boise, Idaho

Exterior and Interior Wayfinding - 2002-2006

Saint Joseph Mercy Health System

Ann Arbor, Michigan

Interior Wayfinding - 2002-2005

Saint Luke's Hospital of Kansas City

Kansas City, Missouri

Exterior and Interior Wayfinding System - 2019-present

San Juan Regional Medical Center

Farmington, New Mexico

Exterior and Interior Wayfinding - 2003-2006

Sarasota Memorial Laurel Road Hospital

Venice, Florida

Exterior and Interior Wayfinding System - 2018-present

Scripps Health

San Diego, California

Exterior and Interior Signage Standards - 2006-2008

Scripps Coastal Medical Center - Carlsbad

Exterior and Interior Wayfinding Signage - 2007-2008

Scripps Coastal Medical Ctr, Eastlake - Chula Vista

Exterior and Interior Wayfinding Signage - 2007-2008

Scripps Green Hospital - La Jolla

Exterior Wayfinding Signage - 2006-present

Interior Wayfinding Signage - 2012-present

Scripps Clinic Anderson Outpatient Pavilion - 2011-present

Scripps Memorial Hospital Encinitas

Exterior and Interior Wayfinding Signage - 2006-present

Scripps Memorial Hospital La Jolla

Exterior and Interior Wayfinding Signage - 2006-present

Scripps Prebys Cardiovascular Institute - 2008-2015

Anderson Medical Pavilion - 2012-2016

Scripps Mercy Hospital - San Diego

Exterior and Interior Wayfinding Signage - 2006-2014

Southcoast Health

New Bedford, Massachusetts

Charlton Memorial Hospital - Fall River, MA

Interior Wayfinding Plan - 2018

St. Luke's Hospital - New Bedford, MA

Interior Wayfinding Plan - 2018

Sparrow Hospital

Lansing, Michigan

Exterior and Interior Wayfinding Analysis - 2018-2020

St. Joseph's Hospital Health Center

Syracuse, New York

Exterior and Interior Wayfinding Plan - 2012-2013

Tallahassee Memorial Hospital

Tallahassee, Florida

Exterior and Interior Wayfinding Analysis - 2019

ThedaCare

Appleton, Wisconsin

Appleton Medical Center

Exterior and Interior Wayfinding Plan - 2010-2012

ThedaCare Shawano Medical Center

Exterior and Interior Wayfinding System - 2014-2015

Touro

New Orleans, Louisiana

Exterior and Interior Wayfinding Analysis - 2020

Trinity Health West Michigan / Mercy Health Grand Rapids, Michigan

Exterior and Interior Signage Standards - 2010-2011

Mercy Health Hackley - Muskegon, MI

Exterior and Interior Wayfinding System - 2011-2015

Mercy Health Mercy - Muskegon, MI

Exterior and Interior Wayfinding System - 2011-2015

Mercy Health St. Mary's - Grand Rapids, MI

Exterior and Interior Wayfinding System - 2008-2015

Mercy Health Physician Partners - West Michigan

Exterior Identification Signage - 2013

Mercy Health Rockford - Rockford, MI

Exterior and Interior Wayfinding System - 2014-2015

University Health Network

Toronto, Ontario, Canada

Toronto General / Toronto Western Hospitals

Exterior and Interior Wayfinding - 2000-2004

University of Maryland Capital Region Medical Center Cheverly, Maryland

Exterior and Interior Wayfinding System - 2017-present

University of Michigan Medical Center

Ann Arbor, Michigan

Exterior Wayfinding Master Plan - 1997

Interior Wayfinding Master Plan - 2000

University of Michigan Cardiovascular Center

Interior Wayfinding - 2004-2006

University of Utah Health Sciences

Salt Lake City, Utah

Exterior Vehicular & Interior Wayfinding Analysis - 2014-2015

University of Virginia Health System

Charlottesville, Virginia

Exterior and Interior Wayfinding - 2004-2014

Emily Couric Clinical Cancer Center

Exterior and Interior Wayfinding - 2007-2011

University of Wisconsin Hospital and Clinics

Madison, Wisconsin

Interior Wayfinding - 1995, 1999, 2018

UW Health at The American Center

Exterior and Interior Wayfinding - 2012-2015

Wake Forest Baptist Medical Center

Winston-Salem, North Carolina

Exterior and Interior Wayfinding - 2002-2011