



Northwestern Medical Center
Phase I Wayfinding
Signage Presentation



Poor Signage & Wayfinding Consequences

Facility is seen as:

- Disorganized
- Unwelcoming
- Less attractive/valuable

Where do I go from here?



Is this where the patient rooms are?



Ineffective Signage & Wayfinding

Signs commonly fail because:

- Too small
- Hard to understand
- Inconsistent terms
- Poorly located
- Signs are wrong - credibility is lost



EXIT



NO SMOKING
NO OPEN FLAMES

Ment Lobby
EXIT
→

NO SMOKING
NO OPEN FLAMES



Poor Signage & Wayfinding Consequences

First time visitors and patients:

- Become frustrated
- Blame themselves
- Blame the facility



Poor Signage & Wayfinding Consequences

Employees:

- Become frustrated
- Try their own solutions

Paper signs

Store-bought signs





NMC Signage Concerns:

- Visitors are lost at primary and secondary decision points

*Where can I get information on where to go?
Where does this door lead to? Where is Surgical Services?*



If there is no
volunteer on duty and
you would like
information,
please go to the
Switchboard.



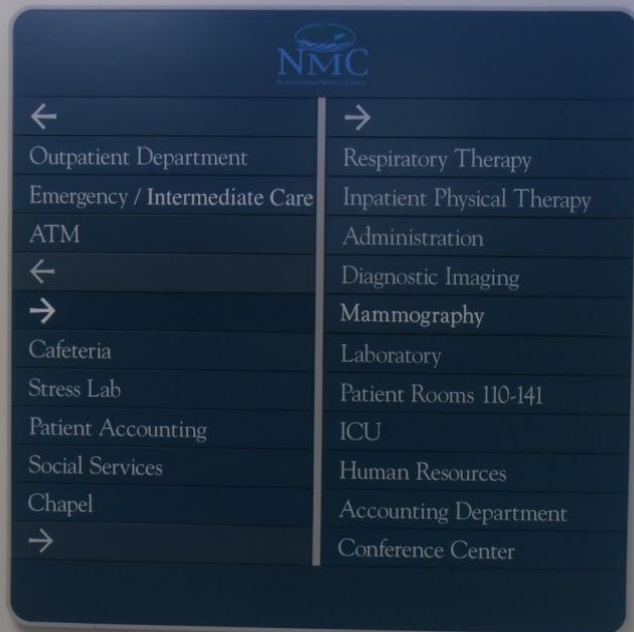
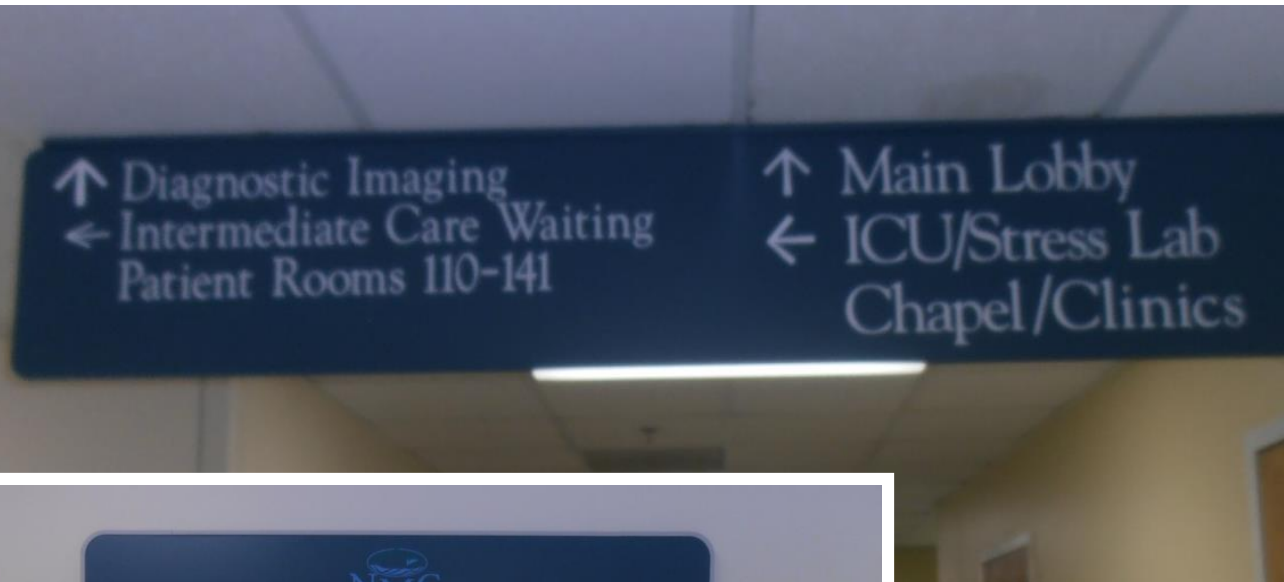
(On left across from
vending machines
and elevators.)



NMC Signage Concerns:

- Visitors are lost at primary and secondary decision points
- Directionals contain obsolete or confusing information

*Where are these destinations:
Chapel, Inpatient Physical Therapy, Stress Lab or Rehab Services?*





NMC Signage Concerns:

- Visitors are lost at primary and secondary decision points
- Directionals contain obsolete or confusing information
- Current signs lack uniformity in style, fonts, design, and size

Signs vary in style, font, design, size and color.





NMC Signage Concerns:

- Visitors are lost at primary and secondary decision points
- Directionals contain obsolete or confusing information
- Current signs lack uniformity in style, fonts, design, and size
- Directionals and Department signs compete

*Ceiling mounted signs should be used sparingly.
Consider flag mounted signs for secondary departments.*



What Makes a Sign Work?

- Target Value
- Simplicity
- “Breadcrumb Approach”
 - Use same terms
 - Use simple terms
 - Use same font/type size



What Makes an Effective Sign System?

- Location

Before



After





What Makes an Effective Sign System?

- Location
- Size

Before



After



1st Floor	
↑	Office
↑	Outpatient Rooms
↑	Emergency Room
↑	ICU
↑	Laboratory
↑	Pharmacy
↑	Physical Therapy
↑	Reception
↑	Waiting Room
↑	X-ray
↑	Emergency Room

1st Floor	
↑	Office
↑	Outpatient Rooms
↑	Emergency Room
↑	ICU
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↑	Pharmacy
↑	Physical Therapy
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↑	Waiting Room
↑	X-ray
↑	Emergency Room

Pharmacy
1st Floor



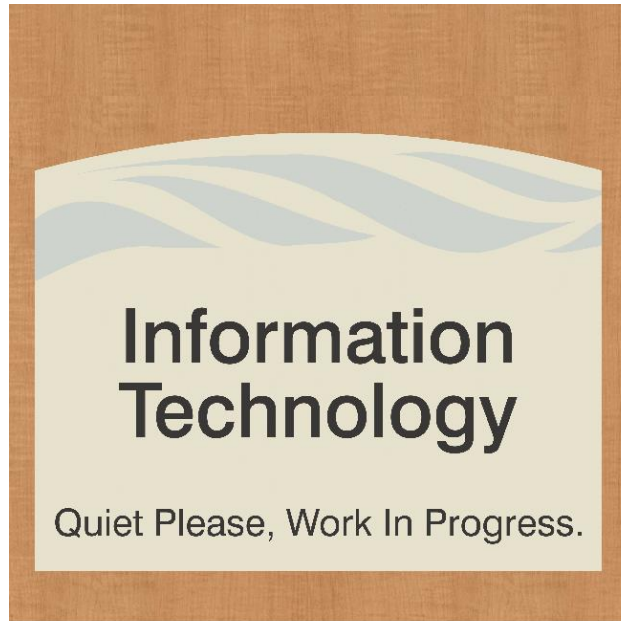
What Makes an Effective Sign System?

- Location
- Size
- Uniformity

All for the same department...



Create uniformity with sign hierarchy through design, materials, colors, fonts and size.



Sign Type E.2
9x9 Secondary
Department Sign



Sign Type F.1
7x7 Room Sign



Sign Type F.3
4x7 ADA Room Sign



What Makes an Effective Sign System?

- Location
- Size
- Uniformity
- Design

Before



After



Elevator

1st Floor

Accounting
Administration
Chapel
Conference Center
Rooms 1,2,3 4, & Wellness Center
Courtyard Café II
Diagnostic Imaging
*Bone Density, CT Scan, Mammography, MRI
Nuclear Medicine, Stress Lab, Ultrasound, X-Ray*
Emergency
Health Information Management Medical Records
Human Resources
Intensive Care Unit (ICU)
Laboratory
Main Lobby / Information ⓘ
Medical Surgical Unit
Patient Rooms 110-141
Patient Financial Services
Patient Registration
Process Improvement
Respiratory Therapy
Social Services
Surgical Services

2nd Floor

Family Birth Center



In Case of Fire Use Stairs



Before

1219

STAFF
BATHROOM

PLEASE KNOCK
BEFORE OPENING

After

RESTROOM

RESTROOM



**Staff
Only**

Please knock before entering



Effective Signage & Wayfinding Program

Facility is seen as:

- Organized
- Well Managed
- Attractive/Valuable



Effective Signage & Wayfinding

Patients and Visitors:

- Take care of themselves
- Less staff interaction
- Do not disturb other patients/visitors

Before



After



Services

SERVICES
G AREA

Information ?

↑ Diagnostic Imaging ↑ Patient Regi
↑ Emergency ↑ Patient Rooms ↑ Re

Before



After

↑ ICU ↑ Patient Rms. 120-126, 140, 141
→ Patient Rms. 110-116 → Waiting Area





Effective Signage and Wayfinding

Employees:

- Support the signage and wayfinding program
- Satisfied with the results
- Help patients and visitors navigate the facility



Next Steps...

*We look forward to helping NMC make its
entire sign system a success!*

Thank you for your time!