Branding and Signing Urgent Care

a practical precedent

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1. **Approach/Arrival**: Brand identity, landmarking, parking lot wayfinding and entry location
2. **Entry/Orientation**: Decompression area should explain service proposition at a glance
3. **Check-in/Waiting Room**: Wayfinding, promotional and branded messages to mitigate waiting experience
4. **Corridors**: Wayfinding and branded messages
5. **Exam Rooms**: Operational and wayfinding with some promotional graphic holders
6. **Physical Therapy**: Brand and promotional messages
7. **Checkout**: Reinforce brand promise
8. **Physician Station**: Operational and brand messages
Cut opaque orange vinyl to match PMS 181 applied to second surface of glass door mulligen to indicate room type. 8 1/4" away, door should be visually centered vertically within mulligen and visually centered horizontally above room type text.

Cut vinyl applied to wall to indicate room number. 2 7/8" cap height, number forms should match door frame by 6 1/2" Font: News Gothic ST Bold

ADA signs must be hung between 48" 50" A.F.T.

Refer to GR-8.3 for ADA Door Signs

Cut frosted vinyl applied to second surface of glass door mulligen to indicate room type. 6 1/4" height, right justified 2 3/8" below door frame, outer forms should be visually centered horizontally within mulligen Font: News Gothic ST Bold
Production Notes:  GR41.1
Description of typical exam room interior. See Nomenclature for naming plans in Appendix for placement.

Colors:

Detail
scale: 3" = 1'-0"

scale: 1/2" = 1'-0"

Cut vinyl to match FMV 1090 applied to second surface of glass door
See detail

Cut framed vinyl applied to second surface of glass door

Cut translucent white vinyl applied to painted wall surface

Existing door signal

Existing file holder

ADA Door Signage
see GR8.3
Opaque white vinyl applied to painted wall surface to "frame" eye exam chart. Tagline reads "what do you see?"
Front View (typ)
Scale 6" = 1'-0"

- gloves, gauze, swabs
- cotton balls
- good news
- clamps, bandages
- syringes, needles
- paper towels
- beta blockers

Placeholder labels, actual text and color coding must be coordinated with owner.

Section Detail
Scale: 1" = 2'

Color coding system, to be coordinated with owner.
Label placed within routed metal edge, height edge with friction.
the finished product