

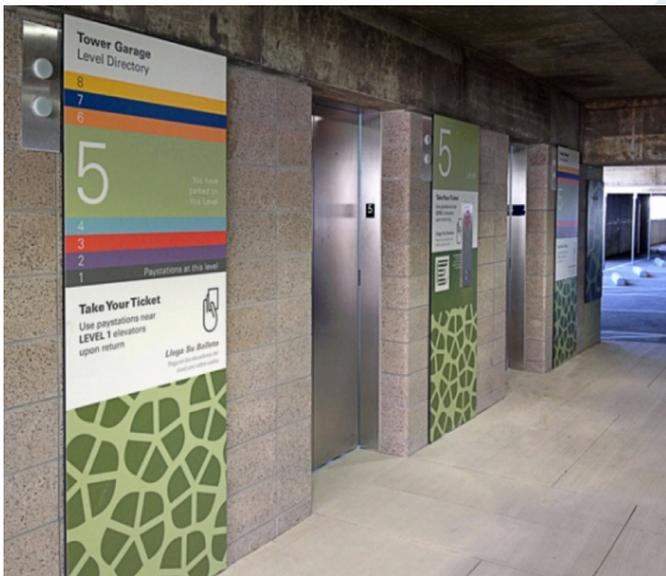


# Signage, Wayfinding & Branding CASE STUDY

## Parkland Hospital - Emergency Room Garage Wayfinding

Parkland Hospital  
Emergency Room Garage  
Wayfinding System  
Dallas, TX

Designers: FocusEGD and  
Mitchell Associates  
Fabricator: ASI



FocusEGD and Mitchell Associates are developing an extensive wayfinding system for the four million sq ft Parkland Health System. Stage One of the seven-stage project included signage for their employee and guest parking garages. These signs were designed using a complex pattern paired with a tranquil, nature-inspired color palette. Stage One was foundational in establishing the overall “Style Guide” for the entire information and wayfinding system - a clean international style, using sans serif typography and minimal graphics.

Early in the process focusEGD specified CHPL as the optimal material based on three critical requirements: A vibrant color pop, durability against weather extremes, and a sturdy, frameless sign mounting system. To create a bold relief against the garages’ concrete walls, heavy 3/4” material was specified. Panels would attach to the walls with construction adhesive and wide gauge studs threaded into the concrete block. These studs connected to the back of the panel so they would not interrupt the visual design.

After specifying CHPL, focusEGD chose iZone Imaging prior to bidding the project to fabricators. iZone worked hand-in-hand with focusEGD to develop the CHPL samples for the proposal, which required eight patterns and two color variations for each floor. iZone also produced mock-ups to test the connection system and the quality of the typography and graphics. ASI was selected, and successfully performed, the fabrication and installation for the project.

Todd Harkin, one of focusEGD’s designers on the project, feels that partnering with iZone Imaging was key to the ultimate success of the project. “iZone provided a level of customer service necessary to make this complex project work. They checked in every few weeks and even visited in person to make sure every sample element was perfect. In addition they made sure that all final connections and elements worked with their CHPL material.” FocusEGD continues to work on the next phases of Parkland’s wayfinding system, allowing them to constantly inspect the Stage One signage, which is still in perfect condition and serve as a model for future projects.

