

**Kaiser Permanente  
Oakland Medical Center**

Oakland,  
California

**Master Signage Program**  
February 11, 2008

# Background

- September 6, 2007
- We Listened
- Identified Concerns
- Walked Site with Neighborhood Representative
- Made Changes to the Sign Program

# Concerns

- Skyline Signs Facing Neighborhood
- Directional Sign - Readability / Location
- Directional Sign at Mosswood Park
- King's Daughter's House Sign
- Visual Clutter

# Results

- Skyline Signs have been Reduced From 8 to 5
- New Graphic Layout for Directional Signs
- Removed Directional Sign at Mosswood Park
- Redesigned King's Daughter's House Sign

# OMC Facts:

- 185,803 OMC Members
- 1,145,663 Outpatient Visits (3,138 per day)
- 24,922 Inpatient Stays, 48% are not OMC Members
- 2,751 Employees

# Conclusions

- Wayfinding is a Problem *NOW*.
- 48% of Inpatients are not familiar with Area.
- 14% of OMC Members Do Not Speak English.
- Develop a System to get cars off the streets Quickly.

# Solution

- Simple & Consistent Communication for Members & Visitors at all Touchpoints
- Comprehensive, Coherent Design that Supports & Guides Members every step of the journey
- Eliminate clutter of existing signs and replace with uniform sign system.

# Appointment Card

- Language
- Graphics
- Colors

**KAISER PERMANENTE.**  
**OAKLAND MEDICAL CENTER**  
DESTINATION CARD

Appointment Date: 10/4/07 Time: 8:00 A.M.

Your Destination  
Medical Office: **2** Department: **104**  
Neurology

Directions upon entering Oakland Medical Center

**PARK**  
**C** Park your car in Garage C.

**LOBBY**  
**C** Follow the Signs to the Garage C Lobby

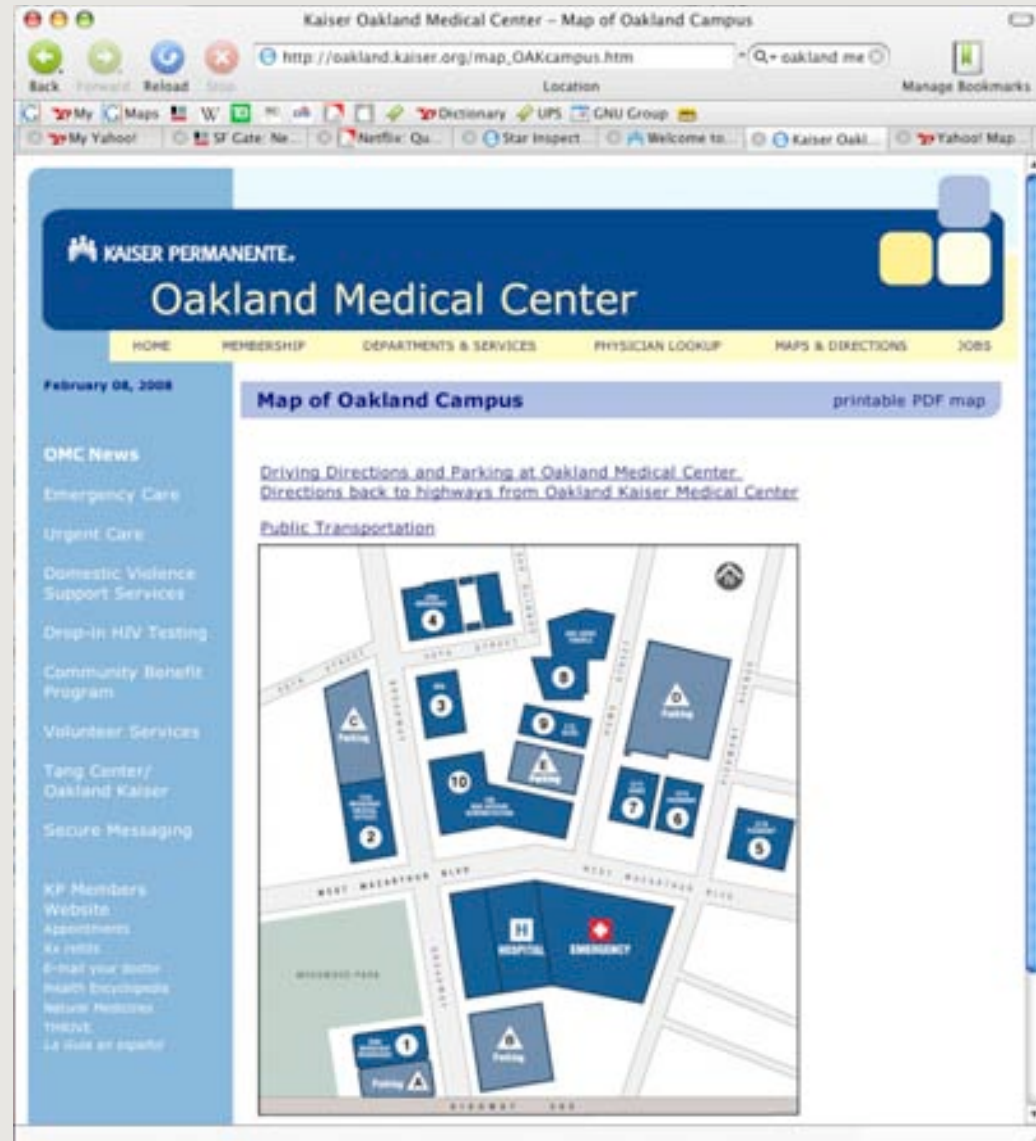
**MEDICAL OFFICE**  
**2** Exit Lobby and proceed right (north) down Broadway arriving at the Medical Office 2 entrance

**DEPARTMENT**  
**104** Follow Building Directionals to Department 104 Neurology

**i** If you have questions or need further assistance please ask a volunteer or staff member.

# Web Site

- Simple
- Consistent



1

## Skyline Facade Sign:

Viewed from Broadway as Member or Visitor approaches OMC heading North.



2

## Pole Mounted Sign:

Viewed as Member or Visitor enters OMC.



# 3

## Vehicular Directional Sign

Viewed as Member or Visitor approaches the major decision intersection of MacArthur and Broadway.



4

## Garage Flag ID Sign:

Viewed as Member or Visitor approaches Garage Entry listed on the Appointment Card.



# 5

## Building ID Sign

Located near Entry of Building as identified on Member's Appointment Card.



# 6

## Pedestrian Information Sign

Located at Strategic Areas for Pedestrians to understand their location and the locations of other buildings at OMC (i.e. Outside Garages.)



# Wayfinding Hierarchy

- One (1) Hospital
- One (1) Emergency Department
- Five (5) Parking Garages
- Ten (10) Medical Office Buildings



# Skyline Facade Signs



# Pole Mounted Signs



# Vehicular Directional Signs



# Vehicular Directional Layout Changes



Original Layout

Revised Layout

# Garage Flag ID Signs



# Building ID Signs



# Re-Design



# Pedestrian Information Signs



# Existing Signage



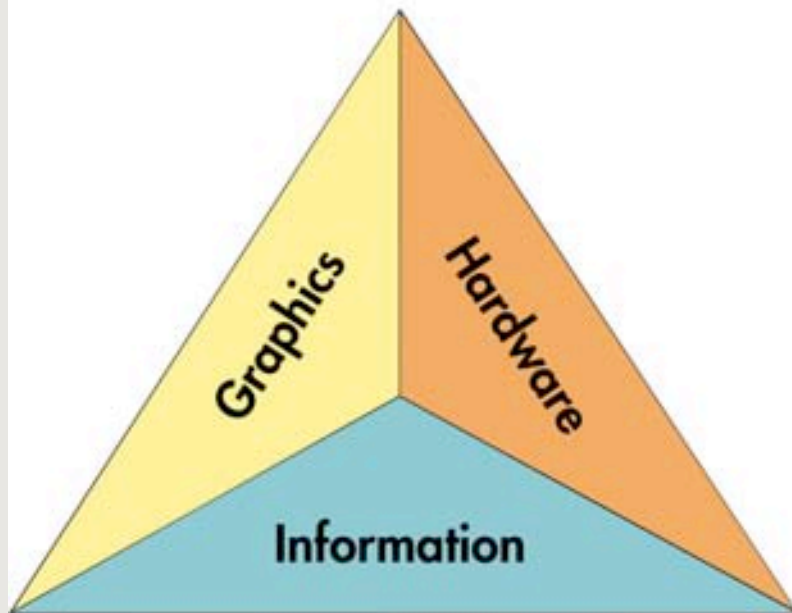
# Existing Signage



# Existing Signage







The Signage Pyramid

### Information Content System

- The information displayed on the signs
- How the sign messages are worded
- Where the sign information is located
- How the messages and location relate to each other

### Graphic System

- What two-dimensional graphic elements (typography, symbols, arrows and color) are used to encode the sign information
- How the graphic elements are arranged
- How the graphics are applied

### Hardware System

- The three dimensional shape and size of the signs
- How the signs are mounted or connected to other environmental objects
- The materials, coatings, finishes and lighting techniques used
- The stylistic relationship of the sign objects to one another and their surroundings

## ← Emergency

Basic Emergency Medical Service  
Physician On Duty 24 Hours

## Emergency

(California Code of Regulations Title 22:  
Division 5, Chapter 1, Article 6)



## Hospital



## Building



## Parking Garage

## Symbols

Symbols are very useful in signage programs for three reasons:

- They conserve sign space
- Their meaning can transcend language barriers
- They can sometimes communicate more clearly than words, as arrows do

Symbols can also be paired with typographic messages on signage to reinforce the particular message, such as when the Hospital symbol is paired with the word *Hospital*. This typographic/symbol pairing can be useful in multilingual environments to reduce the need for multiple languages on the signs.

# Exterior Signage Hierarchy

