



*St Agnes*  
HOSPITAL

ST. AGNES HOSPITAL  
ENVIRONMENTAL GRAPHICS  
FMG 78464.00  
28 FEBRUARY 2008

**FMG  
DES  
IGN**

environmental graphics conceptual design



fear

**Every second devoid of fear is a second in which the immune system is not transmitting stress hormones. Seconds become minutes in the quest to heal, rebalance and feel safe.**

*Fear is not Healthy.*

# sterility

Sterility in a hospital need not mean sterility in its design. When a family member is ill and a parent or relationship stressed, never is there a more immediate need for rooms and corridors that reinforce and surround the family with soothing, healthy energy.

Traditionally we look to doctors, nurses and staff for warmth and reassurance, but the very environment of the hospital - its wall, its lights, its images - can promote healing of the spirit and body. Despite the best care and the latest technologies, if the impressions of a hospital are bleak - fluorescent lights, cold impersonal furniture, confusing messages and imposing medical equipment - **the first response naturally is fear. Fear that is communicated like electricity.** Every experience there becomes more harsh, more jarring, less soothing.

**Every second devoid of fear is a second in which the immune system is not transmitting stress hormones. Seconds become minutes in the quest to heal, rebalance and feel safe.** This is the effect that walls, light, color, furnishings, graphics and even uniforms can provide if good design and energy are put into them.

**There is no end to the healing effects of a good environment. It continues to grow.** The soul is not fed by sterile boxes and empty corridors. The color, light and energy of life is needed to create a more supportive and healing place. No longer can we separate the mental from the physical. Just as a body is made up of millions of components working together to achieve health, the best hospitals will see that the many separate elements that contribute to the creation of stress-reducing spaces have quantifiable benefits. To feel surrounded by support and inspiration is never more vitally needed than during a hospital stay.

Design Purpose

logo



alphabets

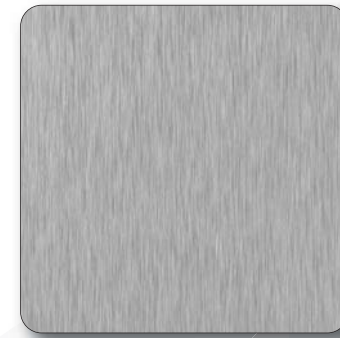
ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890\$&!.,

Gill Sans Regular  
(Primary Logotype)

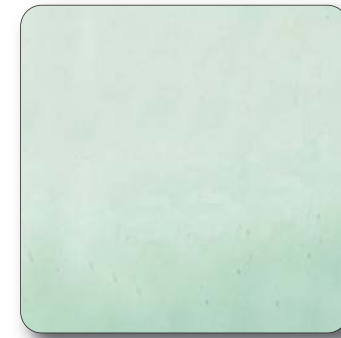
materials



stone



metal



glass



cast stone

pictograms



stop sign



arrow



emergency



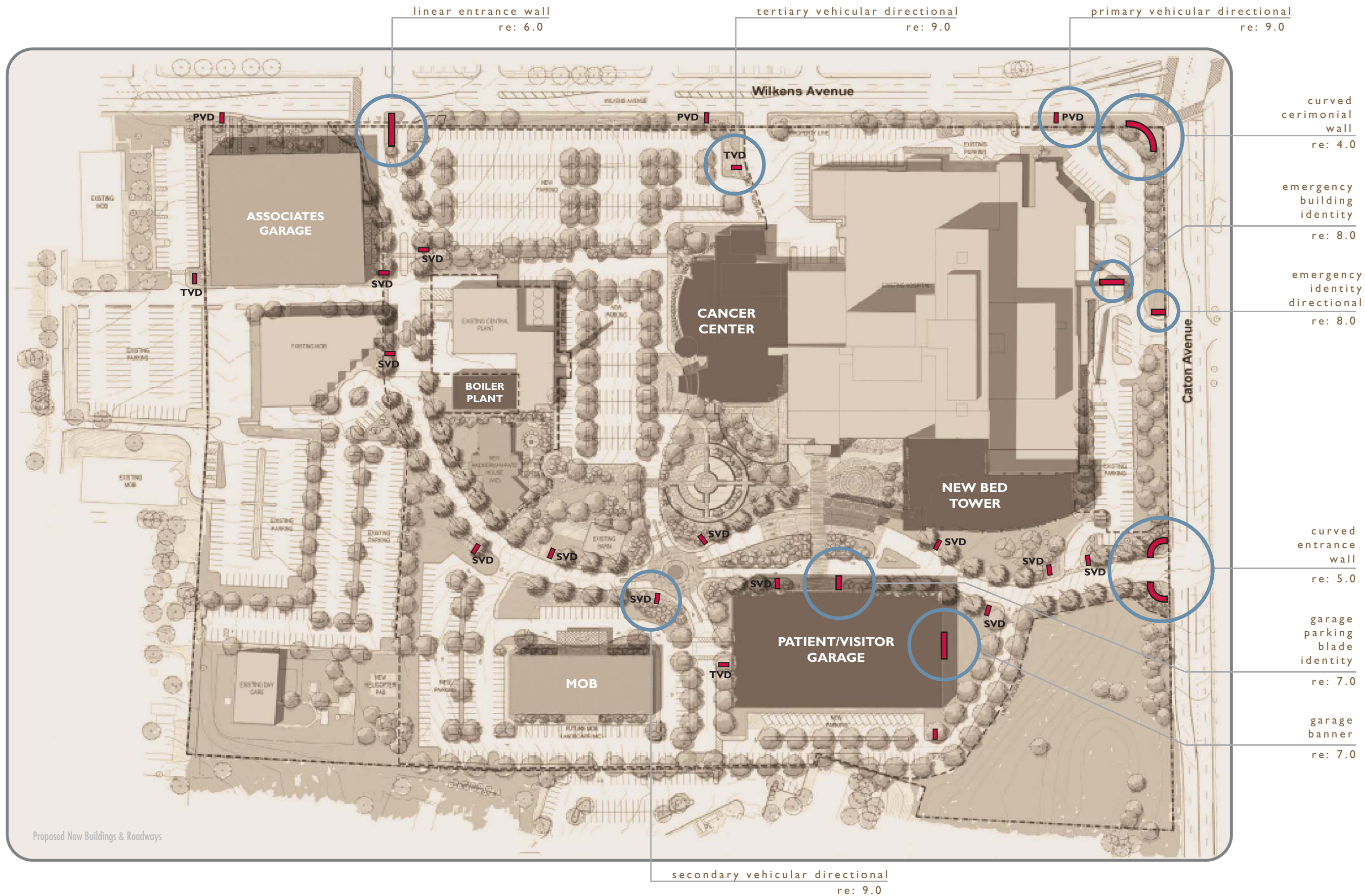
ped xing



yield sign



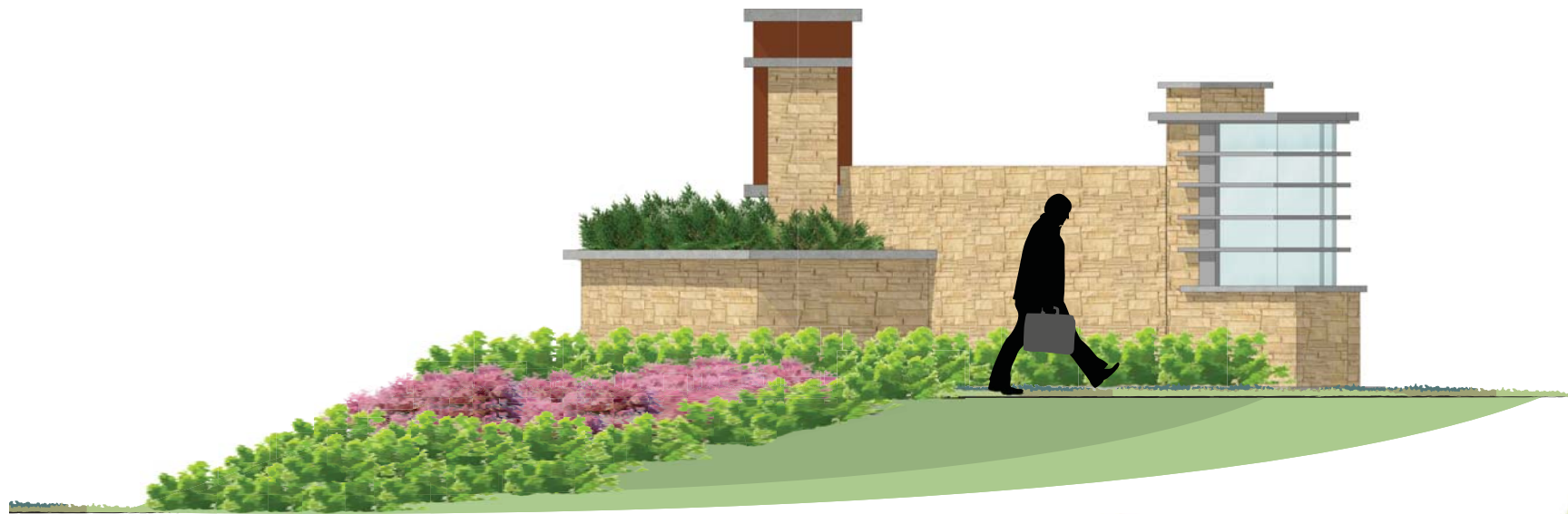




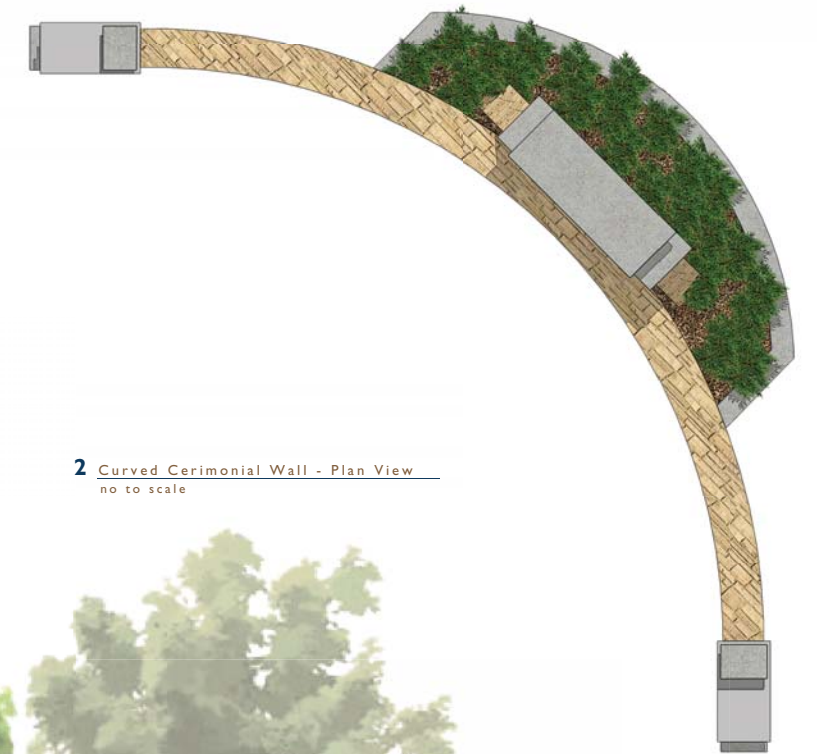
Proposed New Buildings & Roadways







1 Curved Cerimonial Wall - Elevation - Right Side View  
no to scale



2 Curved Cerimonial Wall - Plan View  
no to scale



3 Curved Cerimonial Wall - Perspective Rendering  
no to scale

## Curved Cerimonial Wall





Curved Cerimonial Wall - Rendering  
no to scale

## Curved Cerimonial Wall



Main Identity 4.1

environmental graphics conceptual design

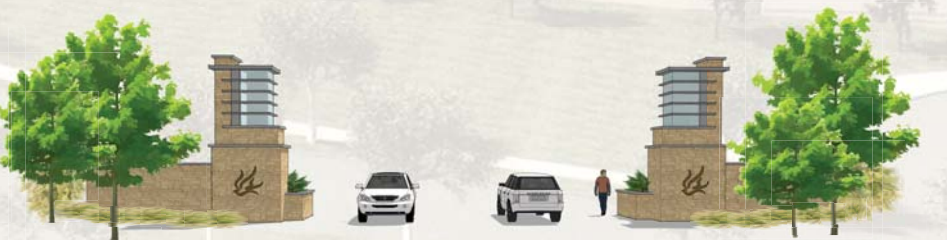
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DES  
IGN





1 Curved Entrances Wall - Rendering - Front View  
not to scale



2 Curved Entrances Wall - Rendering - Rear View  
not to scale

## Curved Entrance Walls



environmental graphics conceptual design

Main Identity 5.0

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1 Linear Entrance Wall - Perspective Rendering  
no to scale



2 Linear Entrance Wall - Elevation - Front View  
no to scale



3 Linear Entrance Wall - Elevation - Right Side View  
no to scale

## Linear Entrance Wall







1 Building Mounted Banner - Rendering  
no to scale



Taking Care  
of Family



2 Hanging Directional Signs - Elevation  
no to scale



3 Clearance Height Bar - Elevation  
no to scale



Parking Blade Sign



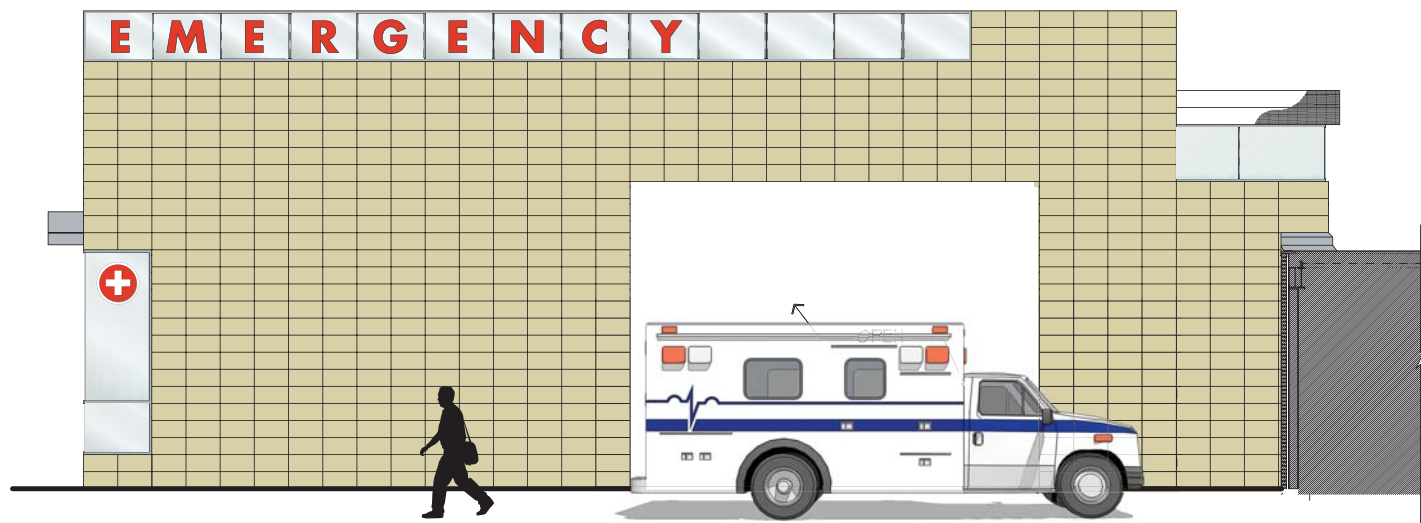
4 Parking Blade Sign - Perspective Rendering  
no to scale







Emergency Identification Ground Sign



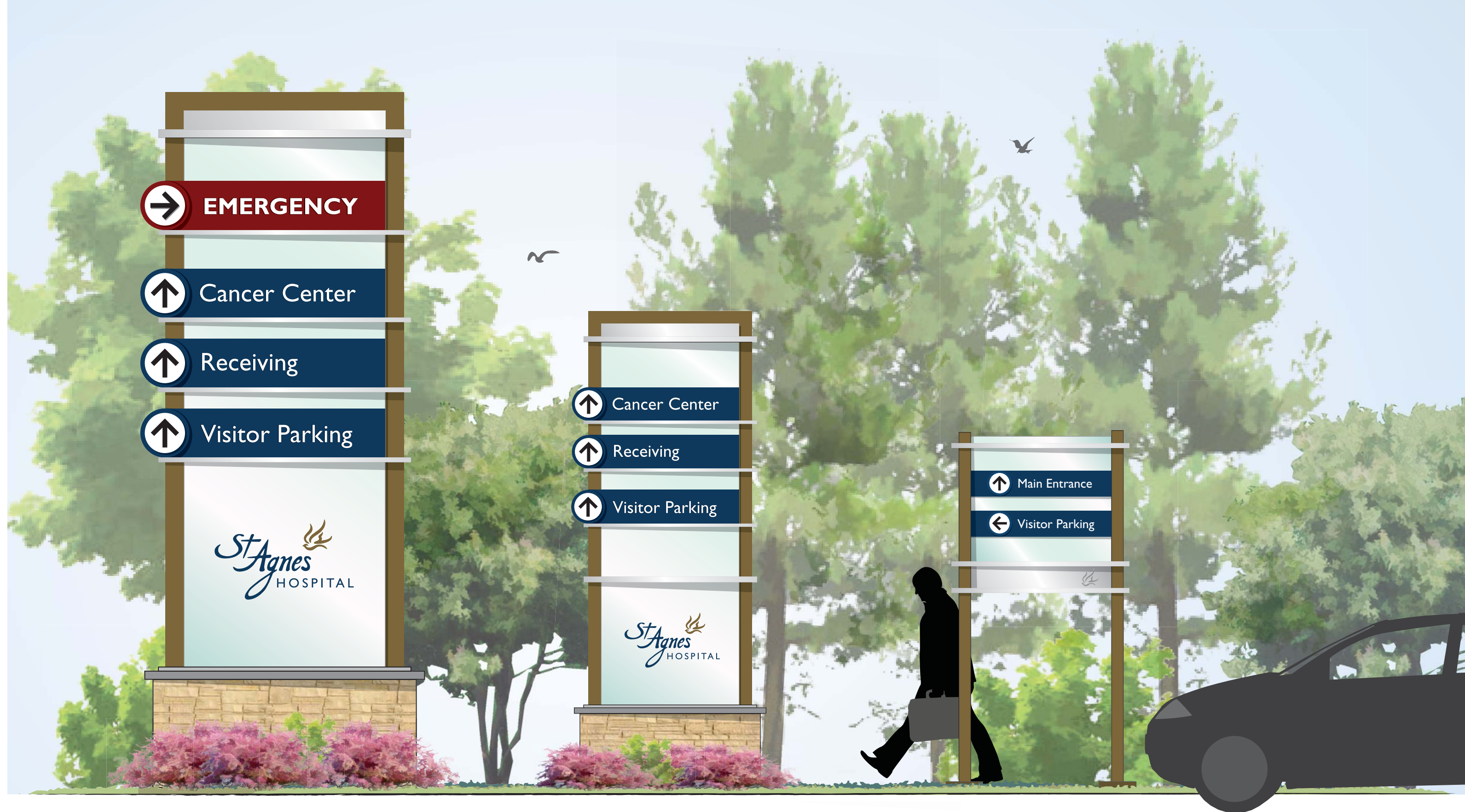
Building Elevation



Photo Showing New Emergency Identity Wall Mounted Lettering

Emergency Identification Ground Sign  
no to scale





1 Primary Vehicular Directional  
no to scale PVD

2 Secondary Vehicular Directional  
no to scale SVD

3 Tertiary Vehicular Directional  
no to scale TVD







1 Traffic Regulatory Signs - Elevation  
no to scale

