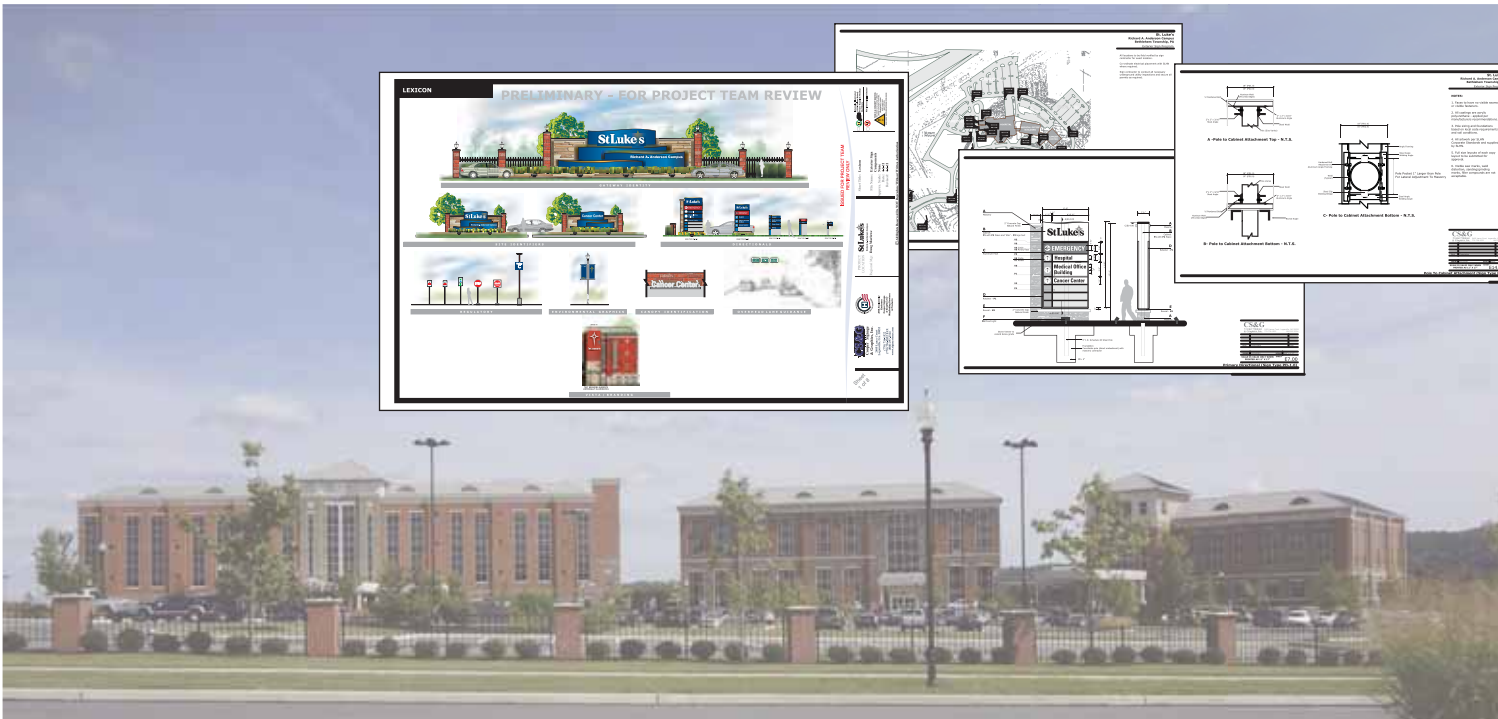
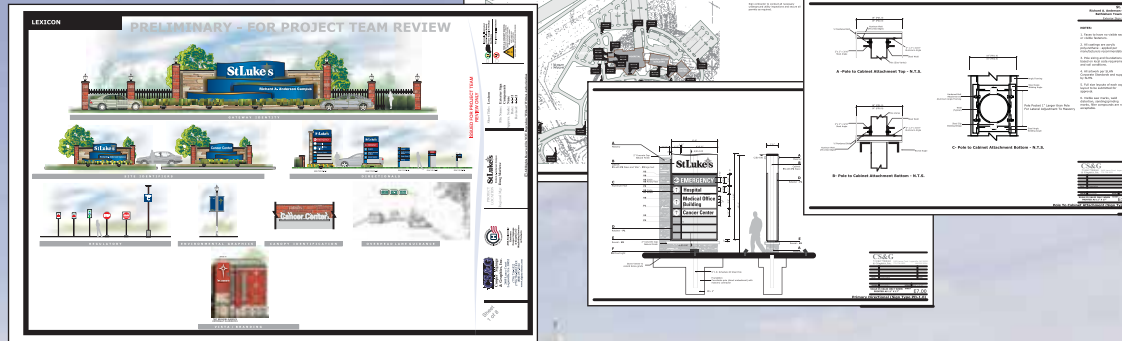


Project Name/Location:
St. Luke's Richard A. Anderson Campus
Allentown, PA.

Consists of:
New Allentown Facility
(phase one approx. 85 acres)
St. Luke's Anderson Hospital (265 beds)
162,000 Sq. Ft. Cancer Center
120,250 Sq. Ft. Medical Office Bldg.

**DIFFERENTIATED STRATEGIES
ORCHESTRATED BY CS&G:**

- Diagnostic Tools**
Online Stakeholders Survey & Interviews
Subjective Survey
Review Construction Plans
Industry Data Comparison
- Wayfinding/Carefinding™**
Design Consultation
Collaborate With:
Facility Staff/Thoughtleaders
Design Team/Contractors
- Terminology/Pathway**
Simplification/Unification
Extensive Staff Education
- Collateral Aids**
Worked Closely With Marketing
To Develop New Tools For This Location
- Sign System Implementation**
Comprehensive Graphic Standards
Full Size Prototypes Of Interior & Exterior
Bid Package For Exterior & Interior
Signage



CS&G joined the St. Luke's team in 2011 to build on visually fragmented signage across their network.

We designed a comprehensive interior and exterior sign system that could be easily expanded upon for years to come. It reflects a campus streetscape setting incorporating elements of the built and natural environment

The interior elements feature international icons to aid with L.E.P. and improve wayfinding while providing in house updates.

