

CS&G partnership with Tift started in 1994
 Designing exterior and interior signage
 campus wide, as well as
 a host of offsite clinics and
 urgent care centers throughout the region.

CS&G has maintained and expanded the
 program since it's inception.

We considered it quite a compliment when TRMC
 decided to update their signage look and implemented
 a new exterior signage program recently.

Color coded ceiling guides
 snap onto T bars and
 provides a clear path to a
 heavily trafficked yet hard
 to find destination



Project Name/Location:
 Tift Regional Medical Center
 Tifton, GA

Consists of:
 A 191 Bed Hospital
 Six Offsite Clinics &
 Urgent Care Centers

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

- Diagnostic Tools**
 Online Stakeholders Survey
 Subjective Survey
 Review Construction Plans
 Industry Data Comparison
- Wayfinding/Carefinding™**
 Design Consultation
 Collaborate With:
 Facility Staff/Thoughtleaders
- Terminology/Pathway**
 Simplification/Unification Included
 Naming Wings/Elevators
- Sign System Implementation**
 Comprehensive Graphic Standards
 Multi Phased Exterior & Interior Signage
 Design, Fabricate & Install