



**WAYFINDING**  
**HEALTHCARE**  
**SOLUTIONS**



DESIGN  
PLANNING  
SIGNAGE  
INSTALLATION  
MAINTENANCE





SLIDE



FRAME



ARC

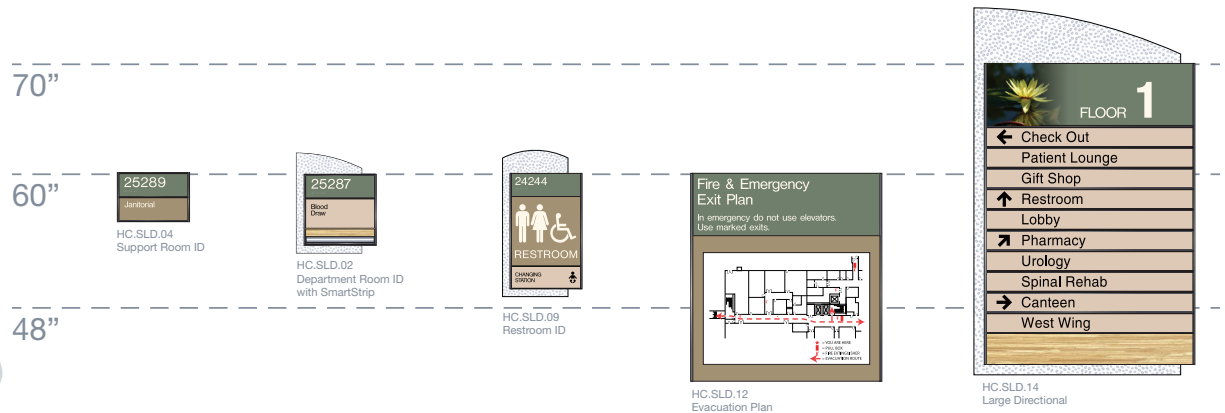
## TURNKEY WAYFINDING SOLUTIONS.

**2/90 Sign Systems is a leading signage manufacturer with a proven history of successfully implementing design-build facility signage programs for healthcare clients throughout the United States.**

**HELPING PEOPLE FIND THEIR WAY.** Hospital visitors and patients have a lot on their minds. Navigating a complex medical facility should not be one of them. 2/90 has over 40 years of experience in helping our clients solve their facility signage challenges. Our design-build approach offers a holistic signage experience for patients, visitors, and staff while providing superior product solutions for the built environment.

Through our collaborative design build process, 2/90 specializes in developing signage programs that complement the architectural aesthetic while solving unique communication challenges with identification, wayfinding, life-safety, medical regulatory and informational messaging. 2/90's modular signage systems and turnkey services offer a sustainable product solution to reduce facility maintenance costs and improve patient satisfaction through positive facility experiences.

# DESIGN & PLANNING



**THE ESSENTIAL FIRST STEP TO A SUCCESSFUL NAVIGATION SYSTEM.** The true measure of a successful wayfinding program is simply how well it works on several levels. The process begins with 2/90's planning service utilizing professional expertise, industry best practices, knowledge of architecture, and awareness of ADA and building code requirements. 2/90's team of planners and environmental graphic designers collaborate with client stakeholders to create solutions that satisfy long-term needs for efficient building navigation, sign durability, adaptability to change, ease of maintenance with re-orders, and ADA and building code-compliance.

## THE PROCESS.

### Data Collection

- Information gathering from client stakeholders
- Site surveys, user-group interviews
- Client review and feedback

### Schematic Sign Design

- Interior, Exterior, and Digital
- Sign mock-ups
- Client review and feedback
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### Development of Sign Standards

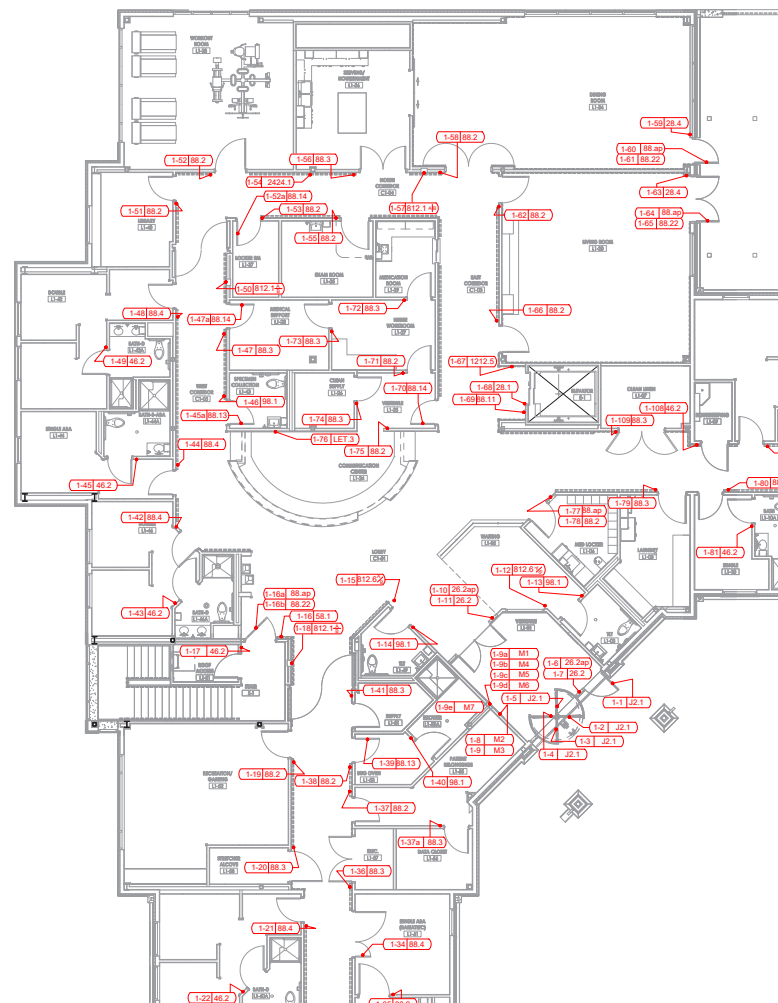
- Finishes, fonts, graphic symbols
- Sign type drawings with technical specifications
- Message schedules
- Sign location plans
- Client review and feedback

### Sign Program Manual Deliverable

- Supports initial project implementation
- Serves as a long-term continuity resource

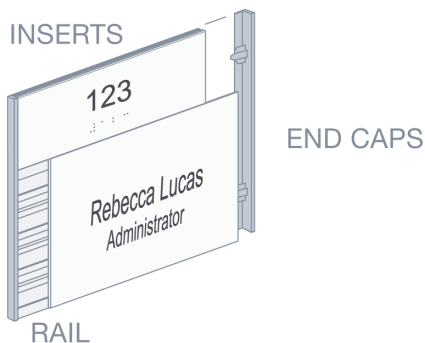
### Budget Preparation

- Interior and exterior signage
- Installation



# INTERIOR SIGNAGE

**THREE MODULAR SIGN SYSTEMS TO MEET YOUR NEEDS.** 2/90 signs are sustainable by design; when the message changes, simply replace the insert, not the entire sign. We manufacture our interior sign systems in-house, guaranteeing consistent quality and timely delivery for every order. A full-line of standard products, quick-ship options, and custom capabilities provides solutions for any application. We also support our modular signage with perfectly matched replacement inserts.

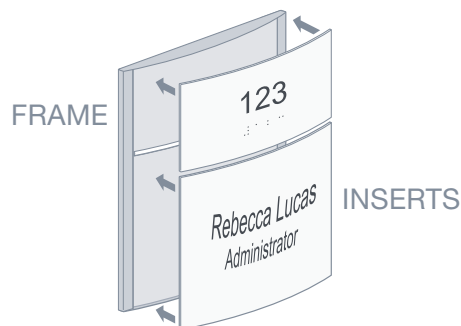


## SLIDE®

2/90 SLIDE is the most diverse modular signage system on the market. Precisely engineered componentry consisting of structural rail, inserts, and end caps offers endless functional and aesthetic design solutions. Information can be updated, signs can be expanded, and inserts can be rearranged. Superior design blended with precision engineering equals a modular signage system that leads the industry.

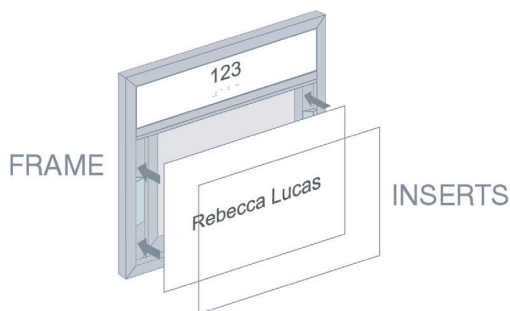
## ARC®

2/90 ARC is a paper-based modular signage system with a curved profile. ARC is designed to accommodate standard paper sizes for efficient in-house maintenance. Utilizing a frame and inserts, the aesthetic and functional options desired are blended seamlessly to create a sign solution that stands out.



## FRAME®

2/90 FRAME is a picture-perfect solution for the new VA Design Manual's "flex-fit" component-based sign system. 2/90 Frame accommodates front-loading inserts that fit securely in a precision-built frame assembly with hidden spring clips. Each component within the frame system can be replaced, reconfigured, or updated so the sign can evolve with facility changes.



# RESULTS™

**PROVEN WAYFINDING SOLUTIONS.** RESULTS is a collection of interior signs designed for the healthcare environment. Available in any 2/90 modular sign system platform and includes identification, wayfinding, life-safety, medical regulatory, and informational sign types.

25286 HC.SLD.01 Room Number ID 3" x 9"

25287 HC.SLD.02 Department Room ID with SmartStrip 13" x 10" (Insert area: 9" x 9")

25288 HC.SLD.03 Office Room ID with SmartStrip 9" x 9"

25289 HC.SLD.04 Support Room ID 6" x 9"

25290 HC.VTL.05 Patient Room ID with SmartStrip 7" x 8.5"

25291 HC.VTL.06 Double Patient Room ID with SmartStrip 11" x 8.5"

25292 HC.SLD.07 Conference Room ID with SmartStrip 9" x 9"

25293 HC.SLD.08 Exam Room ID with SmartStrip 13" x 10.375" (9" x 9" Insert Area)

24244 HC.SLD.09 Restroom ID 19" x 10" (Insert area: 15" x 9")

HC.SLD.10 Regulatory Egress Stair ID 9" x 9"

HC.SLD.11 Regulatory Egress Stair Landing 19" x 14"

HC.SLD.12 Evacuation Plan 20" x 18"

HC.SLD.13 Small Directional 12" x 20"

HC.SLD.14 Large Directional 35.5" x 23.375" (29" x 20" Insert Area)

HC.SLD.15 Perpendicular Room ID 9" x 12"

HC.SLD.16 Large Overhead Directional 8" x 80"

HC.SLD.17 Small Overhead ID 6" x 40"

HC.SLD.18.1 Regulatory Information 9" x 9"

HC.SLD.18.2 Regulatory Information 9" x 9"

HC.SLD.18.3 Regulatory Information 9" x 9"

HC.SLD.18.4 Regulatory Information 9" x 9"

HC.SLD.19 Portrait Paper Holder 12" x 8.5"

HC.SLD.20 Landscape Paper Holder 10" x 11"

HC.FLX.21 Elevator Graphics 9" x 34.75"

HC.DIM.22 Dimensional Letters 6" x 37.7" x 3/8" depth

HC.SLD.17 Small Overhead ID 6" x 40"

HC.FLX.18.1 Regulatory Information 9" x 9"

HC.FLX.18.2 Regulatory Information 9" x 9"

HC.FLX.18.3 Regulatory Information 9" x 9"

HC.FLX.18.4 Regulatory Information 9" x 9"

HC.SLD.19 Portrait Paper Holder 12" x 8.5"

HC.SLD.20 Landscape Paper Holder 10" x 11"

HC.FLX.21 Elevator Graphics 9" x 34.75"

HC.DIM.22 Dimensional Letters 6" x 37.7" x 3/8" depth

25287 Blood Draw

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## PALETTES

**BE INSPIRED.** Choose from one of our palettes created for RESULTS or let 2/90 help you select a palette specific for your facility's needs. Patterns and images can be integrated to relate to a common theme, accent colors can be used for directional signs to demand attention, and soft neutral colors can be used for informational signs that wish to blend into the environment.

- |                             |                             |                      |
|-----------------------------|-----------------------------|----------------------|
| <b>LANDSCAPE</b>            | <b>LIBERTY</b>              | <b>FREEDOM</b>       |
| 758 Navy Blue               | 737 Burgandy                | 780 Sage Green       |
| 708 Soft White              | 708 Soft White              | 714 Antique White    |
| 812 Artichoke               | 809 Butternut               | 810 Mocha            |
| 104 Brushed Natural         | 313 Rattan                  | 312 Bamboo           |
| 403 Cool Grey Paper         | 413 Sand Paper              | 423 Putty Paper      |
| 101 Satin                   | 101 Satin                   | 101 Satin            |
| Pattern - N.5 812 Artichoke | Pattern - N.4 809 Butternut | Pattern - O.5        |
| Blue Mountain Range         | Statue of Liberty Image     | Mountain Range Image |

# EXTERIOR SIGNAGE

**YOU ONLY HAVE ONE CHANCE TO MAKE A POSITIVE FIRST IMPRESSION.** The patient experience begins upon arrival on campus, and an effective exterior signage program is critical to ensuring that experience is positive. Through thoughtful design, precision planning, and quality craftsmanship, your 2/90 exterior signage program will effectively communicate your branding and messaging to your visitors.

For many patients, navigating a campus environment, finding a parking space, locating the correct entrance, wayfinding to an appointment, and then retracing these steps back to a vehicle can be confusing and stressful. For this reason, 2/90 implements exterior signage programs with the entire patient experience in mind. Signage design, nomenclature, and coordination between interior and exterior signage programs is critical for a positive, holistic, patient experience.

2/90 exterior signage is fabricated using engineered signage system componentry, state of the art paint technology and quality craftsmanship, providing excellent durability in all climates and environments. 2/90 will incorporate branding, building identification, parking lot identification, vehicular and pedestrian wayfinding, traffic control and regulatory messaging requirements into a comprehensive exterior signage program that will serve your facility for years to come.



**ELECTRONIC**



**DIMENSIONAL LETTERS**



**MAIN ID**



**WALL MOUNT**



**POST AND PANEL**

# INSTALLATION

**PROTECT YOUR INVESTMENT.** 2/90's factory-certified installation experts ensure that your signage investment is executed perfectly.

Installation teams work nationally and have extensive experience in active healthcare environments. By engaging proven installation methods for minimal facility disruption, be assured that your signage is installed with the upmost care and respect for your patients and staff.

Experience matters. 2/90 has it all covered with OSHA 30 certification, ICRA requirements, fall risk, ceiling permits, safety training, and enhanced PPE measures.



# MAINTENANCE

**SMARTCARE+ MAKES A DIFFERENCE.** SmartCare+ Maintenance Service is a thorough and efficient approach to signage maintenance. Using innovative tools such as our proprietary iPad app, 2/90 provides personal, on-site reviews of your signage program to help you maintain your investment.



# WE'RE HERE FOR YOU.

**TURNKEY WAYFINDING SOLUTIONS.** For over 45 years, 2/90 has been providing solution-based architectural signage for our valued clients. We are the partner-of-choice to prestigious healthcare, corporate, education, and institutional facilities.

2/90 proudly offers comprehensive design and planning services, high-quality interior and exterior signage systems, full-service installation, and maintenance services, to implement effective wayfinding programs in the built environment.



## SATISFIED HEALTHCARE CLIENTS.

### PARTIAL CLIENT LIST

Black River Memorial Hospital - Black River Falls, WI  
Butler Memorial Hospital - Butler, PA  
Cabrini Medical Center - New York, NY  
City of Hope - Duarte, CA  
Cornell Medical Center - New York, NY  
Davis Memorial Hospital - Elkins, WV  
Dimensions Healthcare System - Hyattsville, MD  
Emanuel Medical Center - Turlock, CA  
Family Care Health Center - St. Louis, MO  
Fauquier Hospital - Warrenton, VA  
Floyd Memorial Hospital - New Albany, IN  
Frick Hospital - Mt. Pleasant, PA  
Fulton County Medical Center - McConnellsburg, PA  
Geisinger Health Center - Danville, PA  
Genesee Memorial Hospital - Batavia, NY  
Grand Rapids Ophthalmology - Grand Rapids, MI  
Healthcare Realty Services - Nashville, TN  
Hollings Cancer Center - Charleston, SC  
Holy Cross Hospital - Ft. Lauderdale, FL  
Johns Hopkins Health System - Baltimore, MD  
Kane Community Hospital - Kane, PA  
Lake Taylor Transitional Care Hospital - Norfolk, VA  
Laughlin Memorial Hospital - Greenville, TN  
Lee Memorial Hospital - Ft. Meyers, FL  
Lillibridge Healthcare Services - Plano, TX  
Moran Eye Center - Salt Lake City, UT  
Neurological Institute of NJ - Newark, NJ  
New York Psychiatric Institute - New York, NY  
Sinai Hospital - Baltimore, MD  
Springhill Memorial Hospital - Mobile, AL  
St. Charles Medical Center - Bend, OR  
St. John's Mercy Medical Center - St. Louis & Creve Coeur, MO  
St. Vincent's Hospital - Harrison, NY  
Summit Medical Group - Berkley Heights, NJ  
Trinity Health System - Steubenville, OH  
University Hospital - Newark, NJ  
Utah Cancer Specialists - Salt Lake City, UT  
Virginia Mason Hospital - Seattle, WA  
Western Washington Oncology - Lacey, WA  
Winona Health - Madison, WI

**WANT RESULTS?** Contact 2/90 at 800.777.4310 or email [info@290signs.com](mailto:info@290signs.com). We will evaluate your current wayfinding program and offer solutions that create a positive experience for patients, visitors, and staff. Schedule an appointment today!