

takeform

branding space. moving people.



Our Products

A Quick Reference Guide

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branding space. moving people.

In our hands, brand and wayfinding
are dynamic allies with the power to
move people in the built environment.

Brand, like personality, is a compelling
expression of character. An emotional experience.
By translating brand to space, we inspire connection.
Instill loyalty. Move people.

To us, wayfinding is empathetic.
Space as seen through the eyes of a visitor.
Confusion anticipated. Emotions understood.
Our wayfinding expertise welcomes guests.
Clarifies paths. Moves people.

Our growth is an evolution.
Pushing through boundaries.
Our focus is creating experiences.
Moving people through the
power of branded space.

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Vivid

It's all about image

Vivid is **image-intense signage** capable of conveying story in a more explicit way than finishes alone. It draws people through the space while expressing brand and putting the organization's image front and center.

Bold. Comforting. Classic. Endearing. Vivid offers as many visual signatures as there are emotions.







Fusion

Connect with Architecture

We created Fusion Signage to be a true architectural element. It connects to the aesthetic of a space through **line and finish**. Architects and designers find Fusion especially appealing when they're looking for a solution to compliment their work.

Fusion also connects with brand. Printed backers and inserts can be specified to convey brand at every turn.



-  Quad
-  Arch
-  Wave
-  Oblique
-  Camber
-  Ellipse





Moxie Scale up Scale up Scale up Scaling up expression

Moxie **Graphic Panels** are an easy, cost-effective way to add large-scale graphics to any space. With Moxie, walls talk – they tell a story.

Specify as a single panel or multiple panels tiled together for even bigger impact. Custom shapes are also available.



Amplify immerse immerse immerse immerse immerse immerse immerse Create immersive experiences

Amplify custom-print **wall coverings and window film** bring visual experience to a new order of magnitude. Amplify enables organizations to connect emotionally with their audience and do so with big screen story-telling power.

Plus, Amplify window films can be as functional as they are expressive, by providing privacy or managing light – an application especially appealing to the healthcare market.



3:13

See training manual page 3:35



Applaud

Recognize
Recognition re-imagined

Recognition products usually fall between two extremes: costly custom or uninspired off-the-shelf. Applaud bridges this gap and delivers an eye-catching aesthetic with any finish from the designer's library – so it matches or complements the space. Designed as a series of backers and plaques on a pre-engineered grid, it is expandable and changeable, which addresses the primary limitations of other recognition systems. Applaud also saves time through a simple, compressed design process.



Ethos

Inspire
Inspired finishes

Ethos **dimensional letters** and logos are offered in a unique range of finishes not available from other companies. The line is specifically curated to match our Fusion materials and provide synergy between our product lines.

With Ethos, there is more choice and more opportunity to connect with space. Subtle and refined or bold and trendy.

3:4

See training manual page 3:12



Avoid Additions

Coordinated accessories that eliminate irrelevant afterthoughts.



Communication Centers

See training manual section 3:7 (View)

The only in-room board that combines architectural finishes and an updateable printed insert. These communication Centers are versatile in so many ways: configuration, orientation, and laminate face finishes... so it matches your signs for visual cohesion throughout the space.



Wall Organizers

See training manual section 3:6 (Nest)

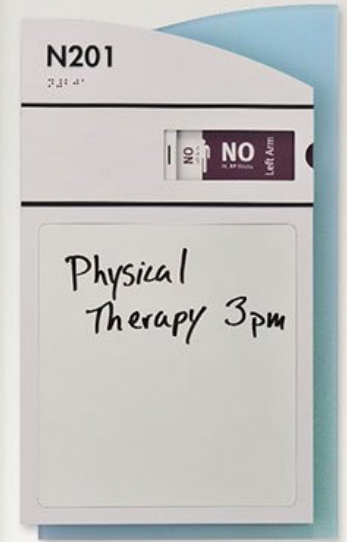
A contemporary, stylish way to display pamphlets, organize magazines and newspapers; or use as a mail drop; or for patient charts. Sharing the same finish palette, it can be specified to match Fusion for a connected look throughout the space.



Sanitizer Stations

See training manual section 3:8 (Purify)

Here is a better way to organize and dispense sanitizer, tissues, masks, gloves and gowns. The clean contemporary design is user friendly and helps declutter your space. Like our other accessories, its finishes coordinate with Fusion for an integrated look.



Patient Information

See training manual section 3:9 (Attend)

Communicate key patient care information quickly and clearly. Our Patient Information Centers are members of the Fusion and Vivid families, so you get a connected and cohesive aesthetic across your whole sign system.

Transit

first impression
first impression
first impression
For their other front door
first impression
first impression

The **parking garage** is often a visitor's first experience of an organization. With brightness and clarity, Transit makes that all-important first impression a great one. It's the only signage product designed specifically for the parking structure environment. Beyond its aesthetic value, Transit's 24 graphic themes leave visitors with distinctive wayfinding cues that get them where they're going. And if a custom look is preferred, we can do that too.

Help your clients build their brand before their visitors even get out of the car.



Signify

Connect with Exterior Architecture
Exterior
Exterior

We regard **exterior signage** as an integral architectural element. We created Signify to be designed within the context of the surrounding architecture – its lines and materials. The design approach for Signify is inspired by that of Fusion. It has five collections that connect through line and offers unique materials – woods, stones, metals, textures and colors.

Plus, Signify delivers durability equal to its aesthetics.

-  Quad
-  Arch
-  Wave
-  Oblique
-  Camber



3:12 See training manual page 3:31

3:5 See training manual page 3:14



Branding space

Transforming space into visual experience

In today's competitive economy, architectural space is an invaluable asset to be leveraged to reveal personality, character and values – in a word, brand. Branded space connects people with an organization and gives them a reason to prefer one over another. The branded spaces and wayfinding systems we create move people emotionally and spatially. That's what we do:

Branding space. Moving people.

Wayfinding

Direct + Connect

For us, wayfinding refers to the design and implementation of a multi-faceted information system that guides people through a complex building or campus. **It's more than signage.** Our practitioners provide solutions that involve every available means of communication. Our solutions significantly improve visitor experience by providing intuitive navigation.

Especially important to healthcare systems, studies show that their leaders list wayfinding as one the biggest problems for patients, visitors, and staff in their current facility. It's vital to colleges and corporations, too.

Wayfinding connects us with our customers as a valuable partner and sets us up to provide the supporting product for the long term.



3:15 See training manual page 3:39

Space as experience.

Space as experience.

Space as experience.

Space as experience.

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