Environmental Graphic Design

EYP
EYP is the leading architecture and engineering firm developing new ideas and design solutions with mission-driven clients in higher education, government, healthcare, and science & technology.

Our clients are in the business of changing lives for the better: promoting peace and prosperity; educating the next generation; transforming the healthcare experience; driving discovery and innovation; and protecting the environment. They expect their buildings to have as profound an impact on human behavior and performance as they do on energy and the environment – that’s why they come to EYP.

We believe the built environment empowers our clients to succeed – as individuals and organizations – and that their success should be a key measure of building performance. Our interdisciplinary Total Impact Design approach helps clients achieve their mission.

We begin by understanding the “whys” driving every client’s vision, needs, and goals. We encourage our clients to be ambitious – to imagine a future where expectations are achieved and even surpassed. The design we co-create is realized through creative collaboration and an iterative process tested and informed by rigorous research. Long after project completion, we continue to partner with clients to measure and analyze how a building contributes to the ongoing success of their mission.

EYP design innovation is characterized by our dedication to:

- **People** – liberating potential to transform human performance
- **Purpose** – actively helping clients advance their mission
- **Planet** – maximizing available resources to advance sustainability

Inspired by our clients, design is how we make a positive impact on the world.
Environmental graphic design (EGD) is visual communication – storytelling that meaningfully connects People with Place to enhance their experience of the built environment. EGD fosters a practical, beneficial relationship between users and their spaces through wayfinding, experiential graphics, and special features. Our custom design solutions draw people deeper into your mission, as well as your buildings.

Research demonstrates how powerfully built surroundings influence our feelings and behavior. To help people relate to their surroundings, EYP’s holistic approach integrates multiple design strategies and elements. When integrated with Architecture and Interior Design early in the design process, EGD adds exceptional value to your overall project design.

We approach every project as a collaborative journey of discovery, partnering with you to:

- understand your mission and purpose
- uncover the best strategy for your unique purpose, situation, and budget
- craft a suite of design features that embodies your story – and invites others to engage with it

Starting from the pragmatics of “where to find what,” we’ll help you express your identity in ways that enrich human experience, foster your culture, and enhance well-being.

Contact
Ron White, SEGD - Senior Environmental Graphic Designer
404 524 2200 / rwhite@eypae.com

Tracy Lemons - Marketing Manager
404 920 5711 / tlemons@eypae.com
WAYFINDING

Wayfinding is more than signs. We integrate intuitive cues – color, pattern, and form – throughout your building to “show, not just tell” visitors how to orient themselves and easily reach various destinations.

EXPERIENTIAL GRAPHICS

Experiential graphics use imagery, color, art, pattern and form – with or without text – to enhance how people experience your building and communicate your brand identity.

SPECIAL FEATURES

From narrative art to high-tech displays, integrated and engaging features can surprise and delight visitors through positive distraction.
In Living Color
Vibrant colors enhance the patient experience and form a playful lightshow for passers-by. Nemours Children’s Hospital, Orlando, FL

Award-winning design enriches both interior and exterior spaces while showcasing a uniquely family-focused inpatient and outpatient program. The early integration of environmental graphic design with architecture and interior design results in a seamless experience of the built environment and intuitive wayfinding. The graphic repetition of colors and forms contributes to a memorable sense of place, while architectural and landscape features inspired by graphic design elements add a playful touch.

- Wayfinding, Experiential Graphics, Special Features
The strategic repetition of color and form helps people orient themselves and remember directions.
Light installations allow visitors to change how they and others experience the built environment.
Writing on the Wall
Incised inscriptions subtly guide without competing with the art.

University of Georgia, Athens, GA

The graphic design program was implemented for both the existing and new addition to the museum with the objective of providing effective wayfinding that did not compete visually with the art on display. Using a minimalist approach, pertinent information such as gallery names and donor recognition were designed to be present when needed, fading from awareness when not. Altogether, this creates a feeling of permanence, transparency and depth reflecting the ambient qualities of the museum itself.

- Experiential Graphics, Wayfinding
Traffic Management
School colors brand “subway lines” to speed wayfinding during the rush hour between classes. Georgia Institute of Technology, Atlanta, GA

Georgia Institute of Technology’s new Clough Undergraduate Learning Commons expresses the trend toward open, flexible classroom spaces that accommodate today’s more interactive, less linear educational experience. How students access information is similarly changing, and our wayfinding approach reflects that. Borrowing from environments like airports and transit stations where destination information must be delivered for quick choice, directional signage is located high, and the plan of each floor is in the mode of a transit map.

• Wayfinding
Peak Performance
Changing the way employees think about fitness helps foster healthy habits. Children’s Healthcare of Atlanta, Atlanta, GA

Fulfilling the client’s desire to communicate a commitment to wellness for both patients and the staff who care for them, EYP provided design concepts that served as the road map for implementing the facility’s first Stair Gym. Using an analogy to climbing Mt. Everest, strategically placed motivational quotes, graphics, and associated color schemes now ascend the 6-story stairwell.

- Wayfinding, Experiential Graphics
Nature Incites Vision
Natural elements make wayfinding a walk in the park.

Northpark Town Center, Atlanta, GA

Cousins Properties invited EYP to develop a campus-wide wayfinding strategy and signage program to help ease navigation for visitors and enhance the experience for patrons and staff at the 25-acre Town Center office park. The complex includes multiple parking garages, some with as many as 11 levels, serving three office buildings with multiple entry points. The concept for design was based on the natural environment which surrounded the campus: beautiful trees, flowers, and wildlife.

- Wayfinding, Experiential Graphics
The Spirit of the River

Visitors intuitively follow the flow of the translucent river-wall inspired by San Antonio’s River Walk. Children’s Hospital of San Antonio, San Antonio, TX

EYP’s concept, “The Spirit of the River”, is derived from San Antonio’s well known “river walk”, and the missionary history of the Christus Health System. The design calls to mind the therapeutic qualities of water, suggesting hope in the healing process. Valleys and bends are Computer Numerical Control (CNC) routed in each resinous fin, together forming a composition of a river cutting through the landscape of the first and second floors.

- Wayfinding, Experiential Graphics, Special Features
Exploring the World
Blurring the boundaries of real and imagined space allows children to take control of their space.  

St. Jude Children’s Research Hospital, Memphis, TN

Each level holistically presents a distinctive experience for children to immerse themselves in — exploring Nature, the Seas, and Outer Space — through interactive “Journey Walls” with LED curtains and immersive audiovisual systems.

The centrally located Imagine Room, whose interactive screen curves into the ceiling, allows young patients to virtually soar through space, fly above trees, or swim with fish.

- Wayfinding, Experiential Graphics, Special Features
Located near the coast in an area often associated with boating and lighthouses, the design team implemented a modern nautical theme that simulates the joy and adventure of being inside a ship. A complete renovation resulted in 10 spacious, private rooms, and all with their own nautical art themes. Integrating elements of the brand story allows room signs to serve as “hidden object” games.

- Wayfinding

Seaside Play
Nautical motifs playfully celebrate the Stamford’s pride of place on the Long Island Sound. Stamford Hospital, Stamford, CT
Game Speed
Moving 70,000 excited fans quickly and easily.

Mercedes-Benz Stadium, Atlanta, GA

EYP was engaged as part of the design team to provide a wayfinding system for the interior and exterior of the stadium. The initial signage design concept was based on two aspects of the project: one physical and the other inspirational. The folded and angular planes of the exterior skin represent the concept of speed and movement while the notion of the project becoming an economic engine for change within the city gave birth to the idea of having a “bird’s eye” view of the stadium with energy emanating from a central point - the stadium.

• Wayfinding
Follow the Story
Favorite books come to life where children take charge of telling the story. University of Virginia Health System, Charlottesville, VA

Inspired by UVA’s rich legacy in literature and education, the design solution unpacks the elements of four classic children’s books into colorful icons on a series of interactive discovery walls. Each square in the grid is a three-sided drum that children can rotate to reveal different stories. Icons from each floor’s discovery walls are repeated on strategically located panels to create opportunities for hidden object games as a positive distraction.

- Wayfinding, Special Features
FIRM OVERVIEW

Disciplines

Integrated Design Expertise
- Academic Innovation
- Diplomatic Facilities
- Energy & Sustainability
- Health Education
- Healthcare
- Historic Preservation
- Libraries
- Master Planning
- Mission Critical Facilities
- Modernization
- Science & Technology
- STEM
- Student Life
- Workplace

Research
- Building Science
- Healthcare Design
- STEM
- Energy
- Living Learning
- Workplace

Recognition
- 2018 Top 25 Architecture Firms, Architectural Record
- 2018 Giants 300, Architecture/Engineering Firms, Building Design + Construction
- 2018 Top 500 Design Firms, Engineering News Record
- 2018 Healthcare Giants, Interior Design
- 2017 Architect 50, Architect Magazine
- 2017 MEP Giants, Consulting-Specifying Engineer
- 2017 Top Architects, #1 for Healthcare Renovation, Health Facilities Construction Quarterly

SERVICES

Architecture
- Design
- Planning
- Programming
- Interior Design
- Life Safety
- Environmental Graphic Design
- Workplace Strategy & Design
- Master Planning

Energy
- Energy Data Analysis
  - Energy modeling
- Benchmarking
- DSM Programs for Utilities
- Building Performance Optimization
  - Energy Audits
  - Energy Master Plans
  - Retro-commissioning

Software
- B3 Benchmarking
- NEO Net Energy Optimizer®
- Custom tools with WeidtSim®

Engineering
- Electrical
- Fire Protection
- Mechanical
- Plumbing
- Security
- Structural
- Telecommunications

Consulting
- Graphic Design
- Marketing Communications
- Public Relations
SELECT ENVIRONMENTAL GRAPHIC DESIGN CLIENTS

Augusta University, Children’s Hospital of Georgia
Baptist Medical Center
Bradley Hospital
Cabrini College
Children’s Healthcare of Atlanta
Children’s Hospital of New Orleans
Children’s Hospital of Philadelphia
Children’s Hospital of San Antonio
Children’s Medical Center of Dallas
Columbus Technical College
Cousins Properties
EDS/Lincoln Properties
Emory University
Fulton County Library System
Fulton County, Georgia
Georgia Aquarium
Georgia Highlands College
Georgia Institute of Technology
Georgia Pacific LLC
Georgia World Congress Center
Grady Hospital System
Hasbro Children’s Hospital
Greenville Hospital System
Highpoint Regional Hospital
Kennedy Krieger Institute
Kennesaw State University
Longstreet Clinic
Medical University of South Carolina
Memorial Healthcare System
Mercedes-Benz Stadium
Merion University
Mission Hospitals
Montgomery College
National Archives and Records Administration
Nemours Children’s Health System
Newcomb & Boyd Engineers
Nicklaus Children’s Hospital
Orlando Health System
OSF Healthcare System
Palmetto Health
Piedmont Hospital
Princeton Theological Seminary
Radiology Associates of Tallahassee
Rhode Island Hospital
Ritz Carlton, Atlanta

Ronald McDonald House Charities
Roosevelt Warm Springs Institute for Rehabilitation
Schneider Regional Medical Center
Shawnee Mission Health
St. Joseph’s Hospital
St. Jude Children’s Research Hospital
St. Mary’s College
Stamford Hospital
SUNY Polytechnic Institute
The University of Iowa Hospitals & Clinics
University at Albany
UCHealth
University Hospitals of Cleveland
University of Chicago Hospitals
University of Georgia
University of Louisville
University of North Carolina Hospitals
University of Virginia
Valdosta State University
Wake Forest University
Wellesley College
Wellstar Health System
West Georgia Technical College
West Virginia University
Westminster School
Yellow Bird Project Management