

# 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.

## THE POWER OF PLACE

---

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](mailto:rwhite@eypae.com)

Tracy Lemons - Marketing Manager  
404 920 5711 / [tlemons@eypae.com](mailto: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*



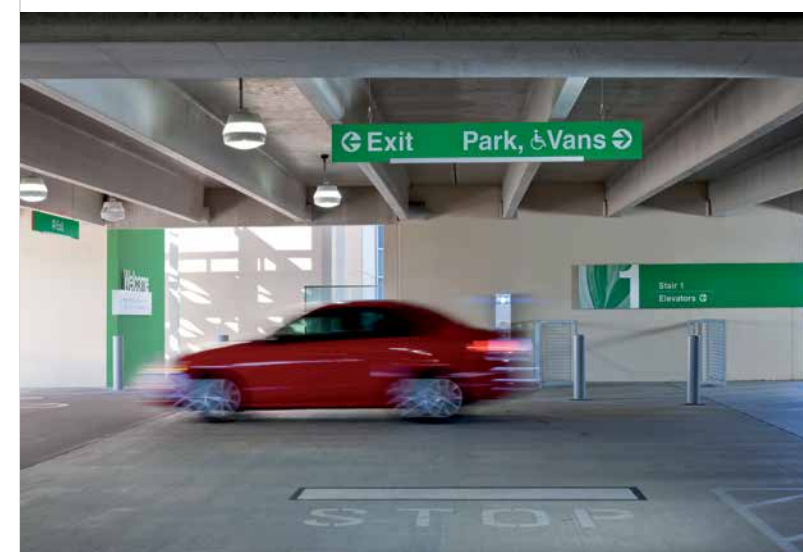
Award-winning design enriches both interior and exterior spaces while showcasing a uniquely family-focused inpatient and outpatient program. The early integration of environmental graphic design with architecture and interior design results in a seamless experience of the built environment and intuitive 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





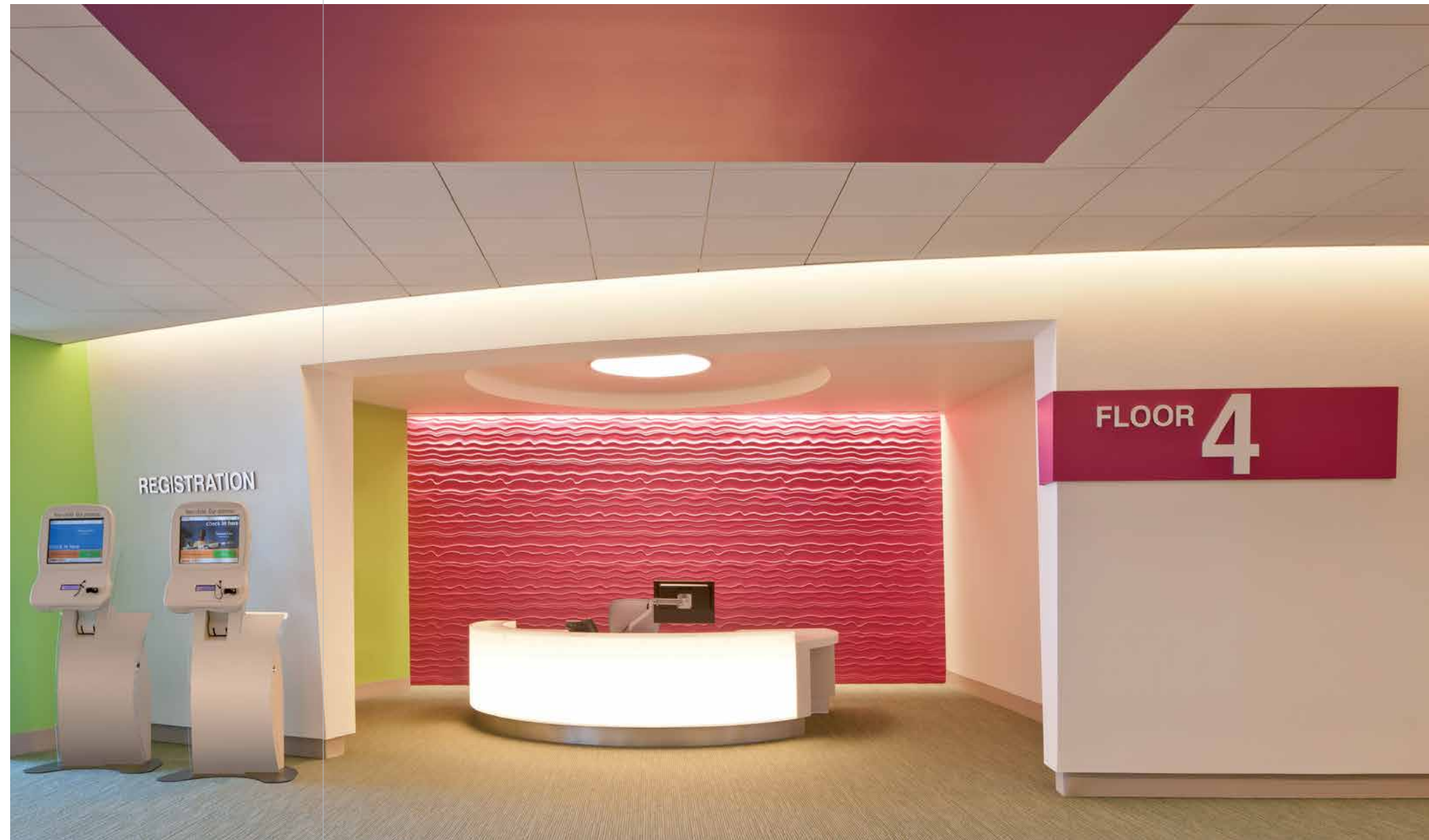
The strategic repetition of color and form helps people orient themselves and remember directions.





Light installations allow visitors to change how they and others experience the built environment.



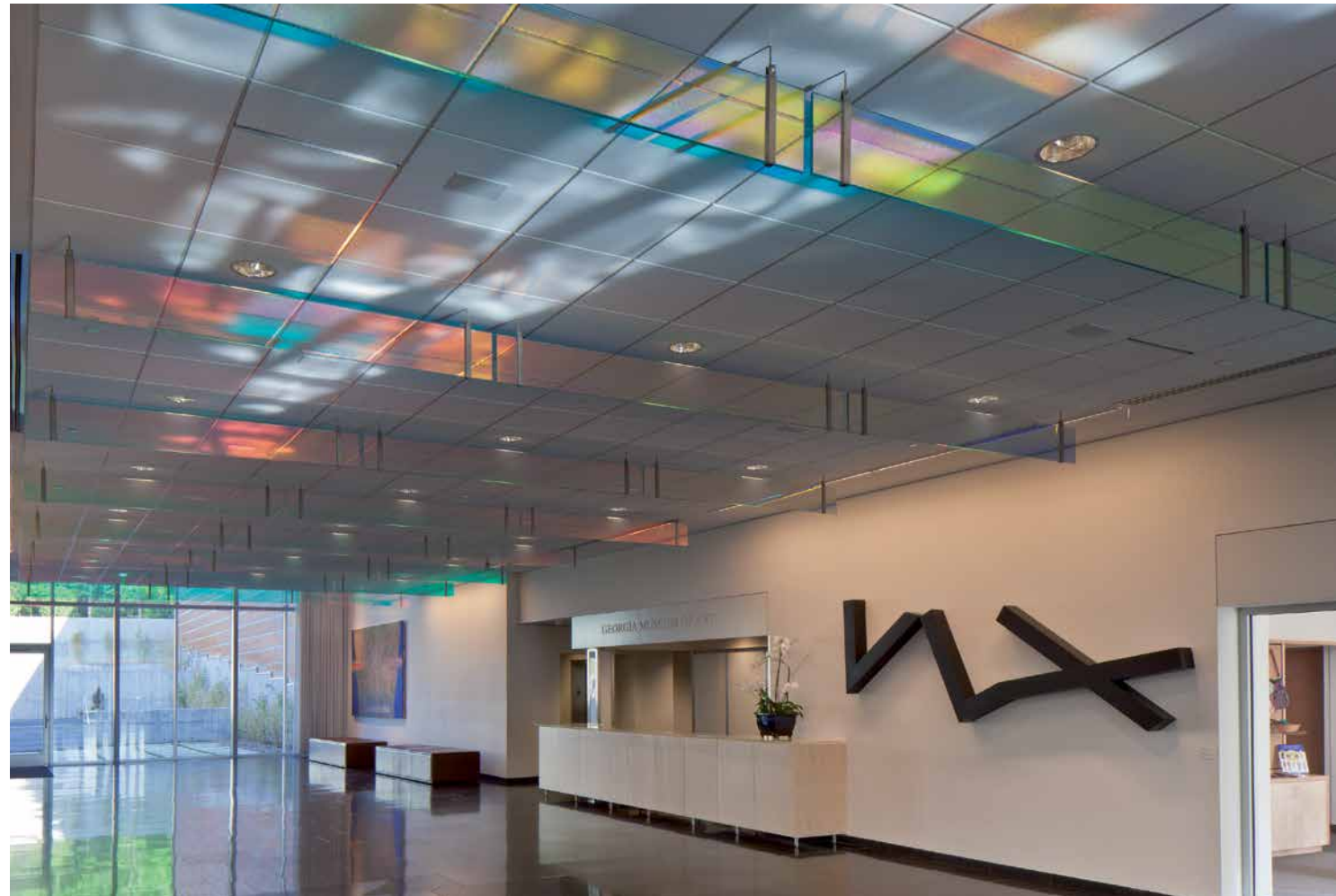




## Writing on the Wall

Incised inscriptions subtly guide without competing with the art.

*University of Georgia, Athens, GA*



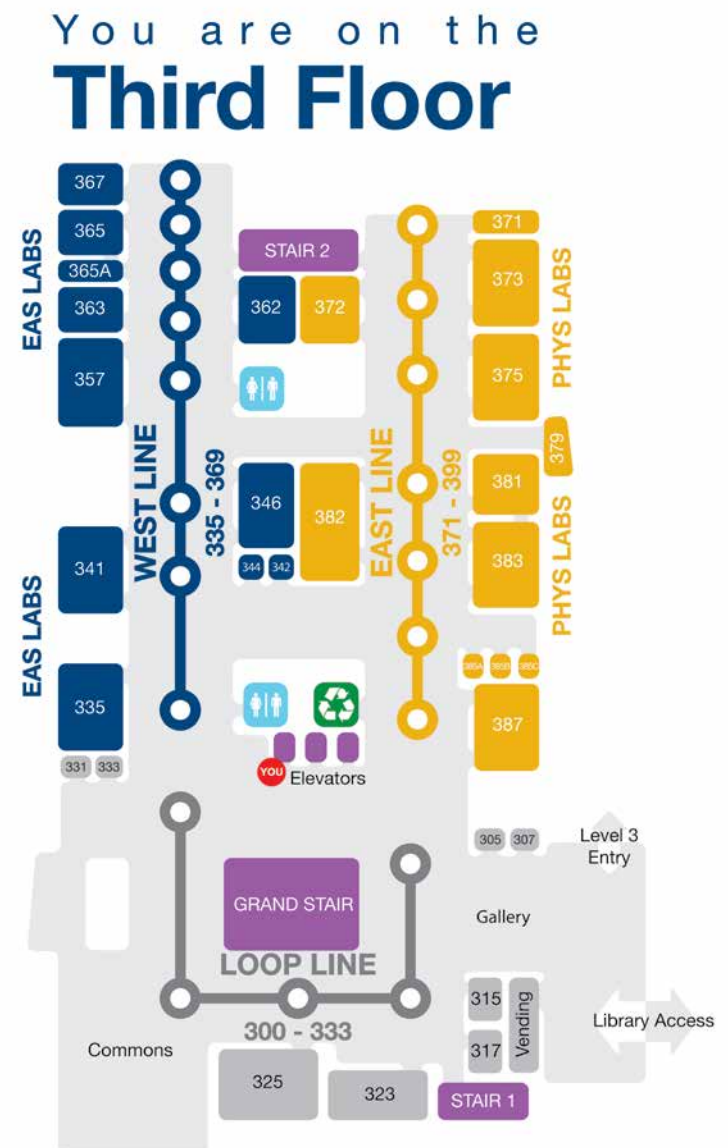
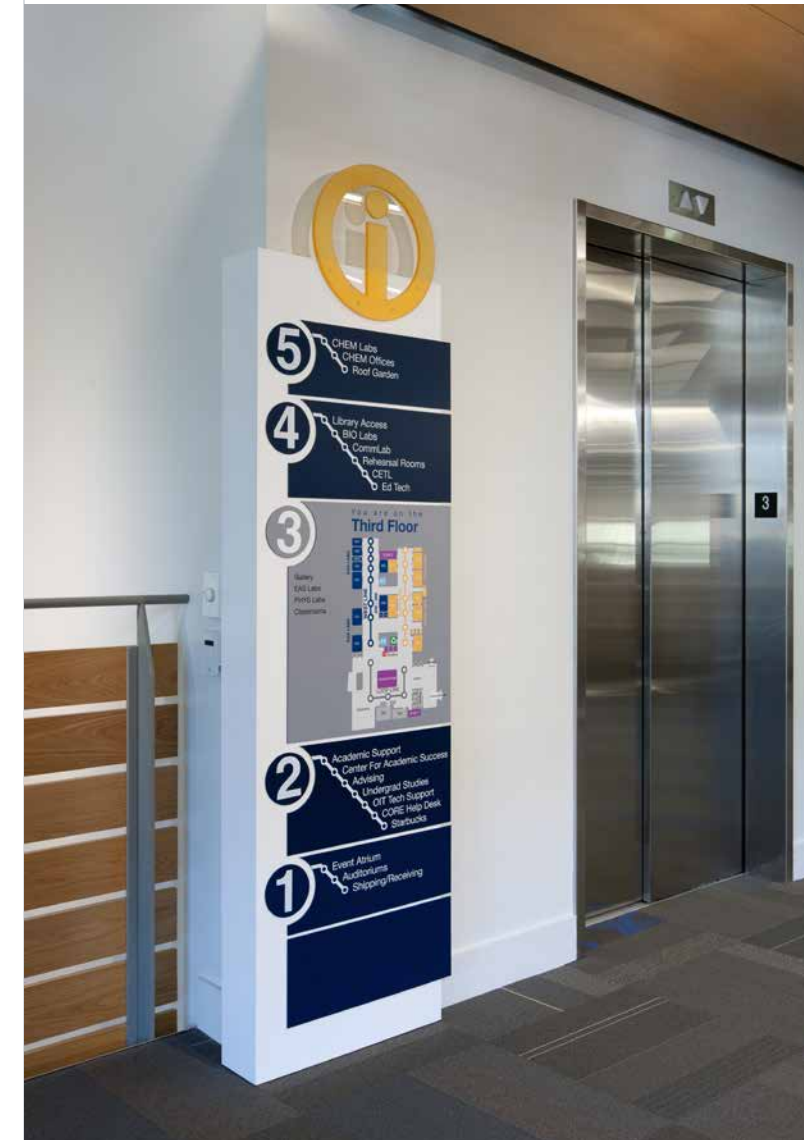
The graphic design program was implemented for both the existing and new addition to the museum with the objective of providing effective wayfinding that did not compete visually with the art on display. Using a minimalist approach, pertinent information such as gallery names and donor recognition were 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



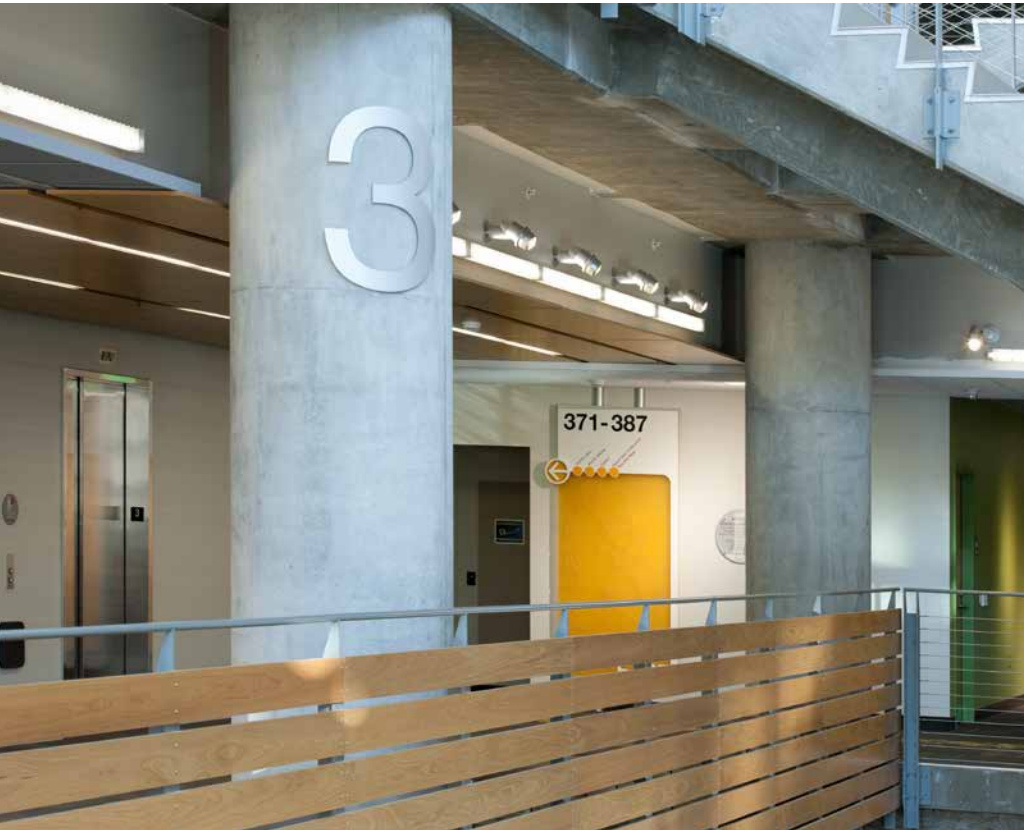
# Traffic Management

School colors brand “subway lines” to speed wayfinding during the rush hour between classes. *Georgia Institute of Technology, Atlanta, GA*



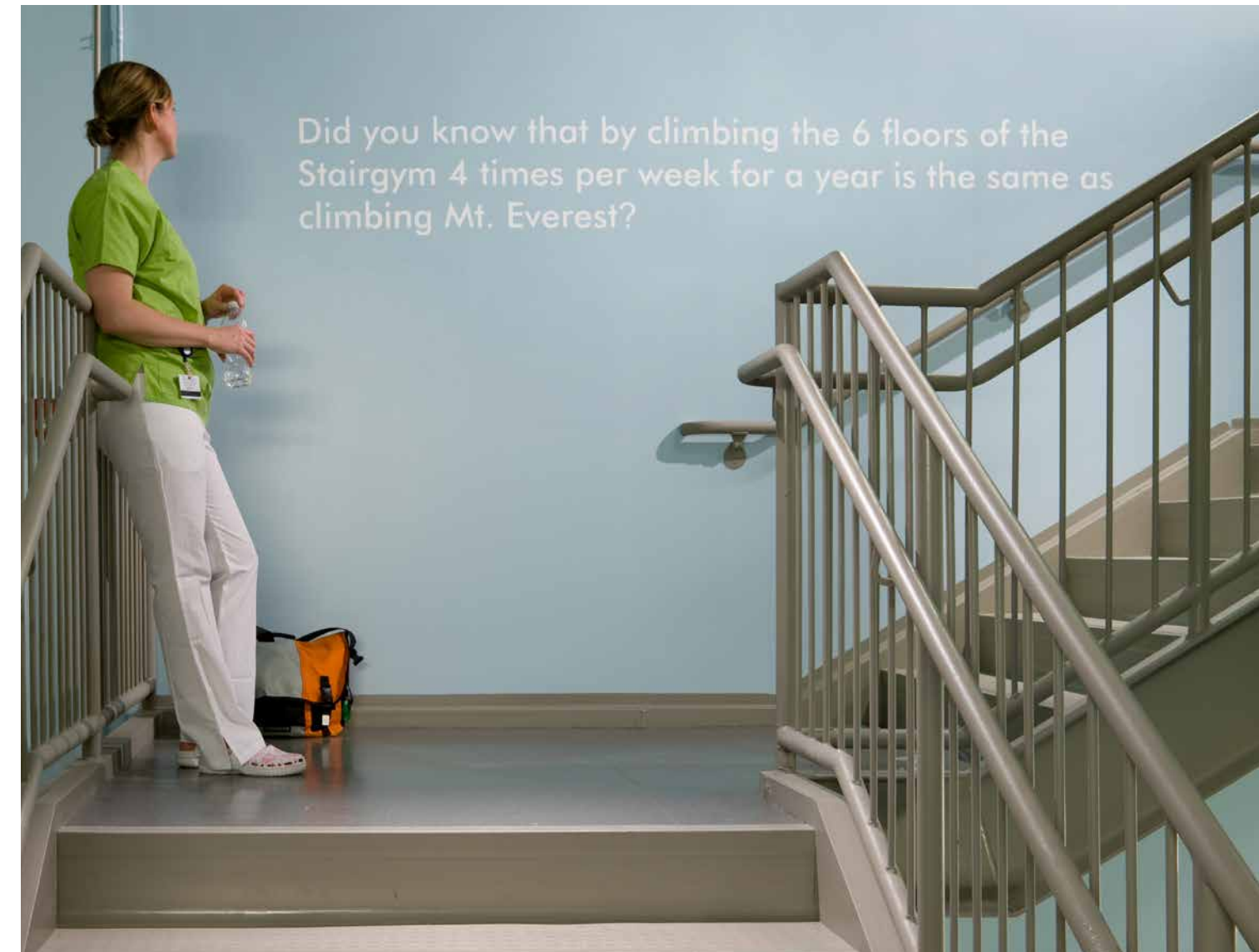
Georgia Institute of Technology's new Clough Undergraduate Learning Commons expresses the trend toward open, flexible classroom spaces that accommodate today's more interactive, less linear educational experience. How students access information is similarly changing, and our wayfinding approach reflects 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



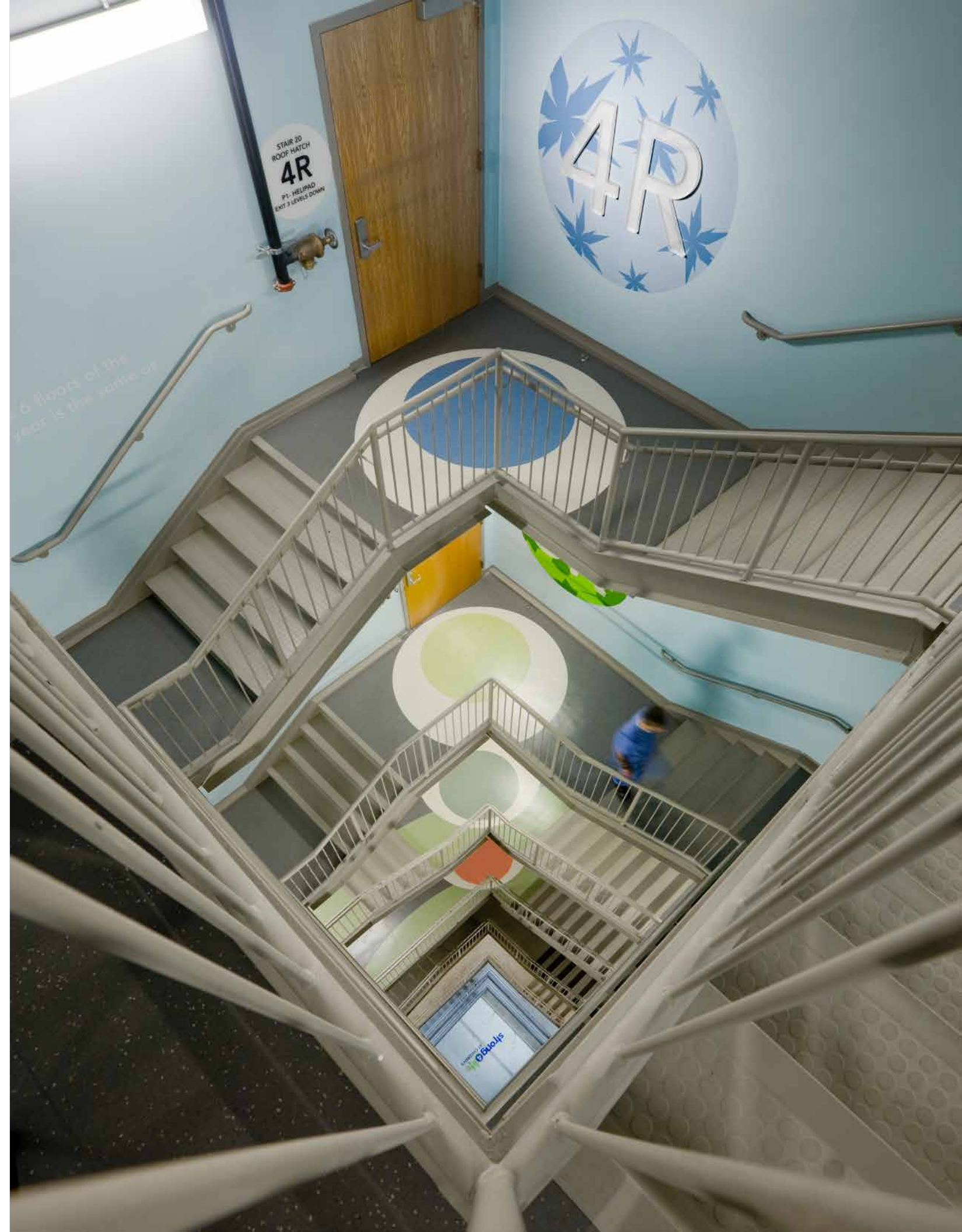
## Peak Performance

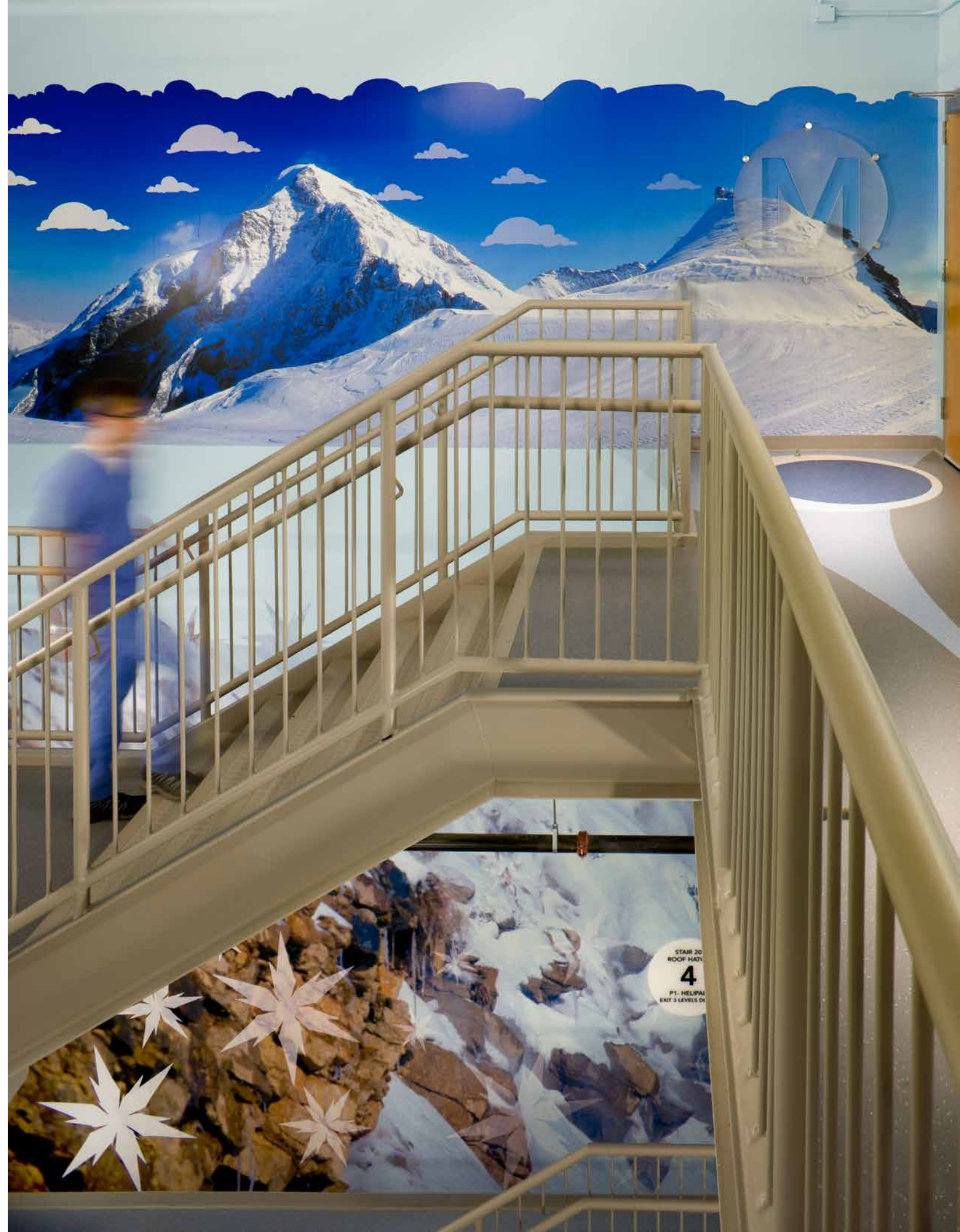
Changing the way employees think about fitness helps foster healthy habits. *Children's Healthcare of Atlanta, Atlanta, GA*



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

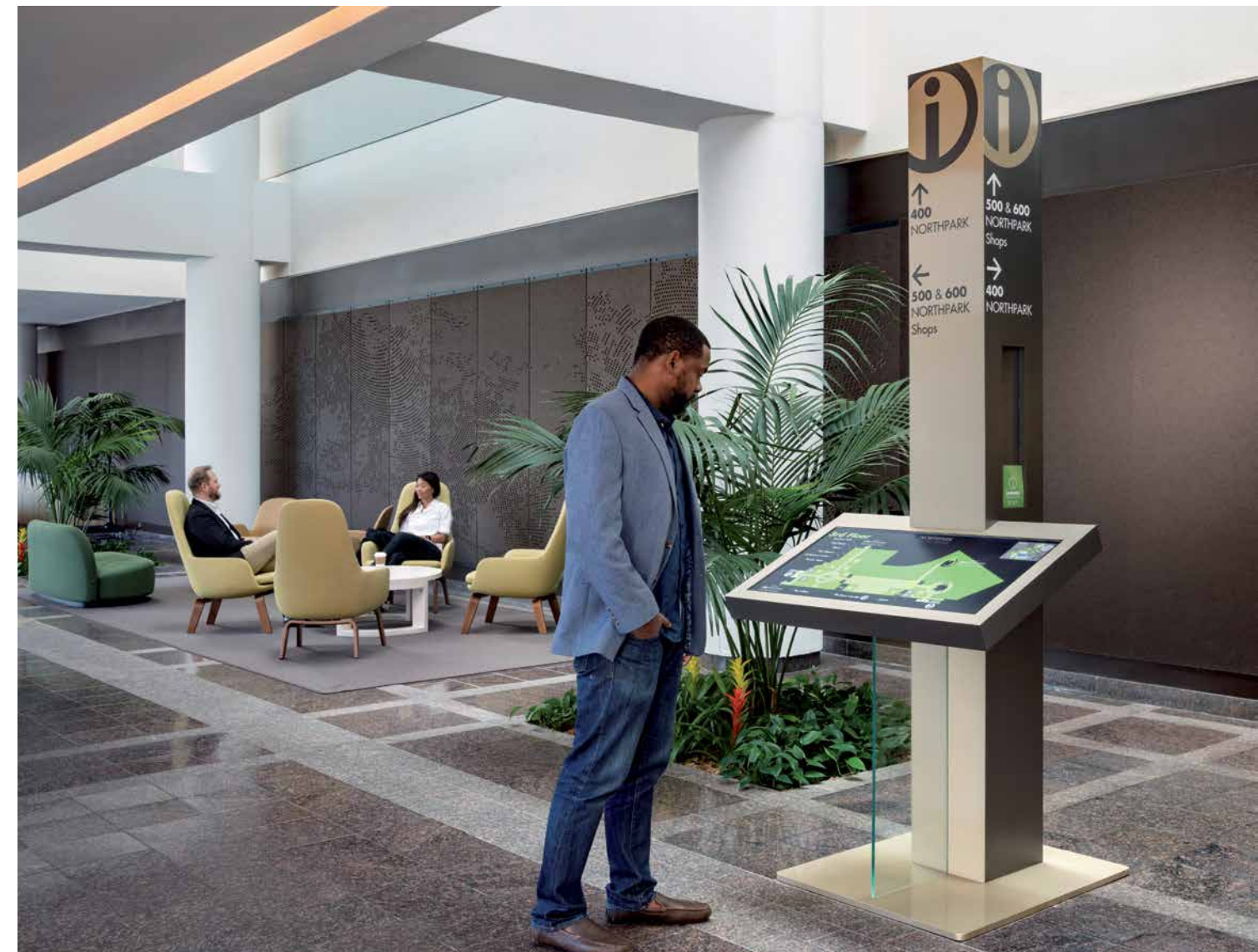
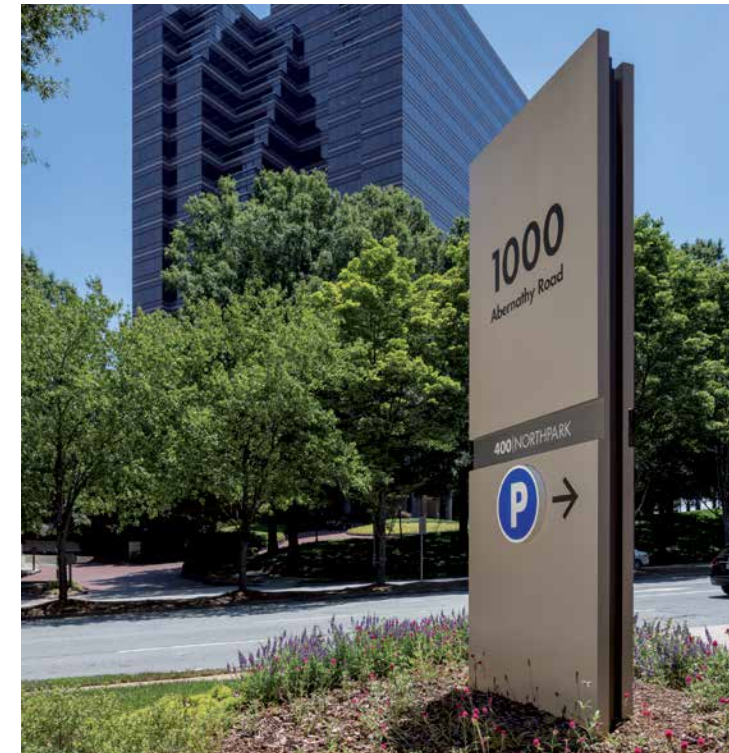
Natural elements make wayfinding a walk in the park.

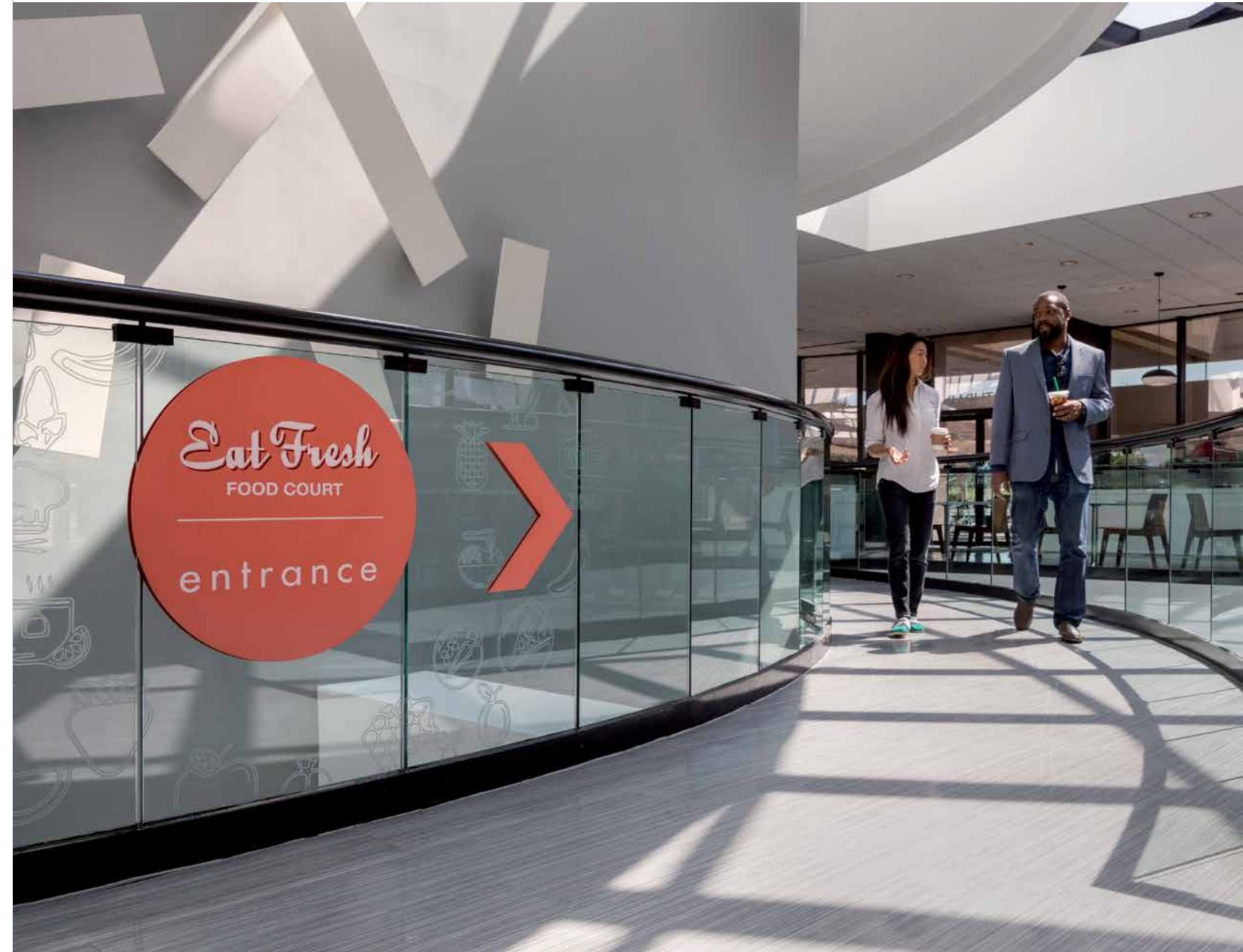
*Northpark Town Center, Atlanta, GA*



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

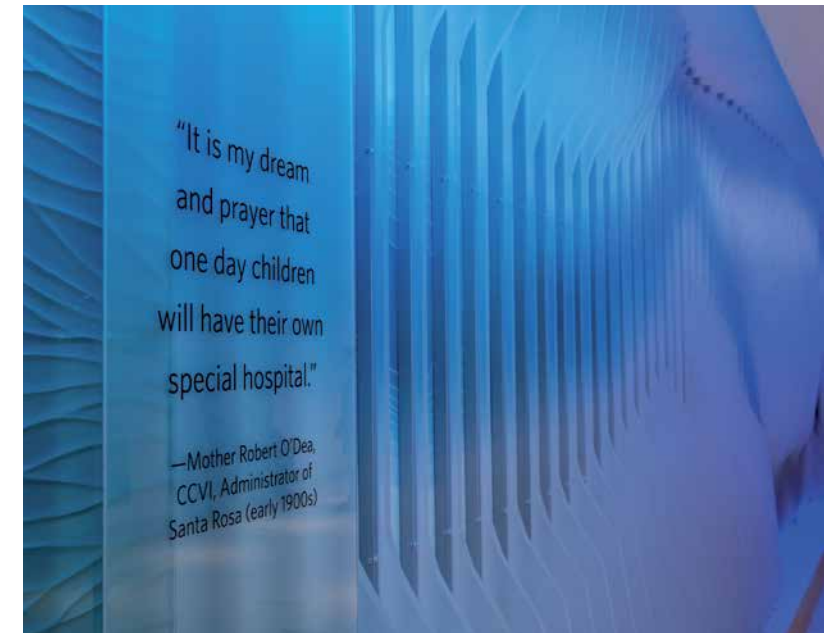
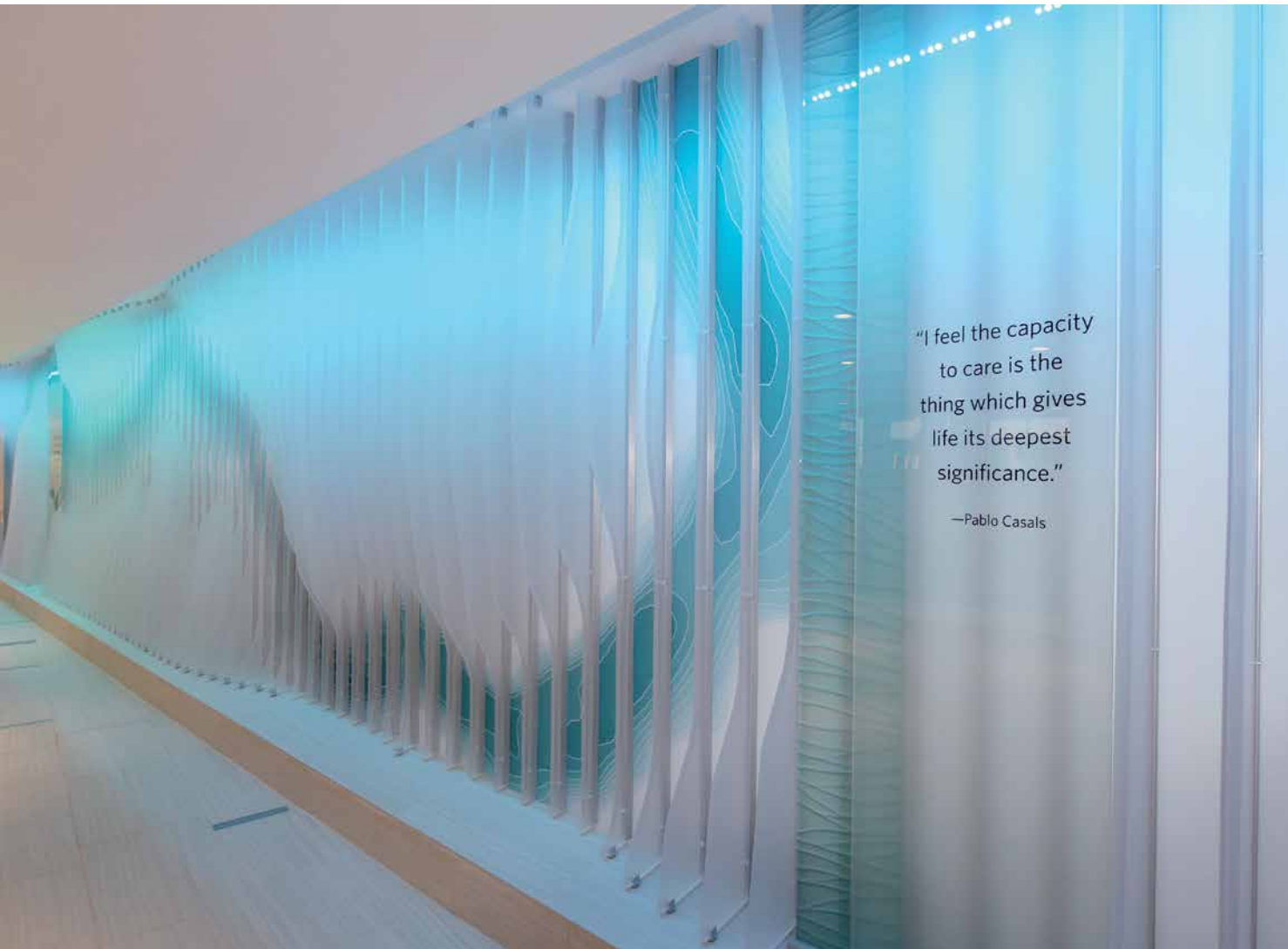






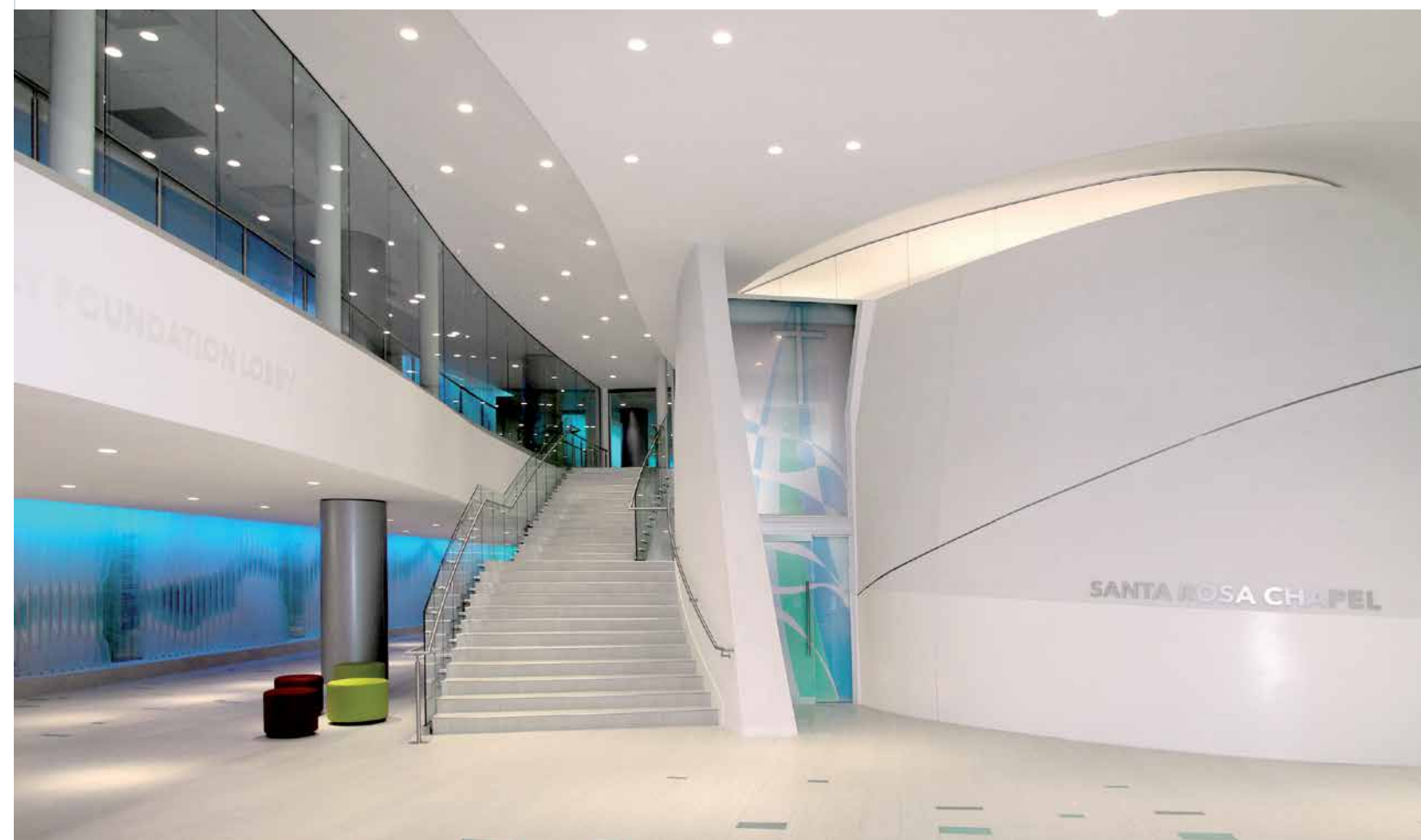
## The Spirit of the River

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





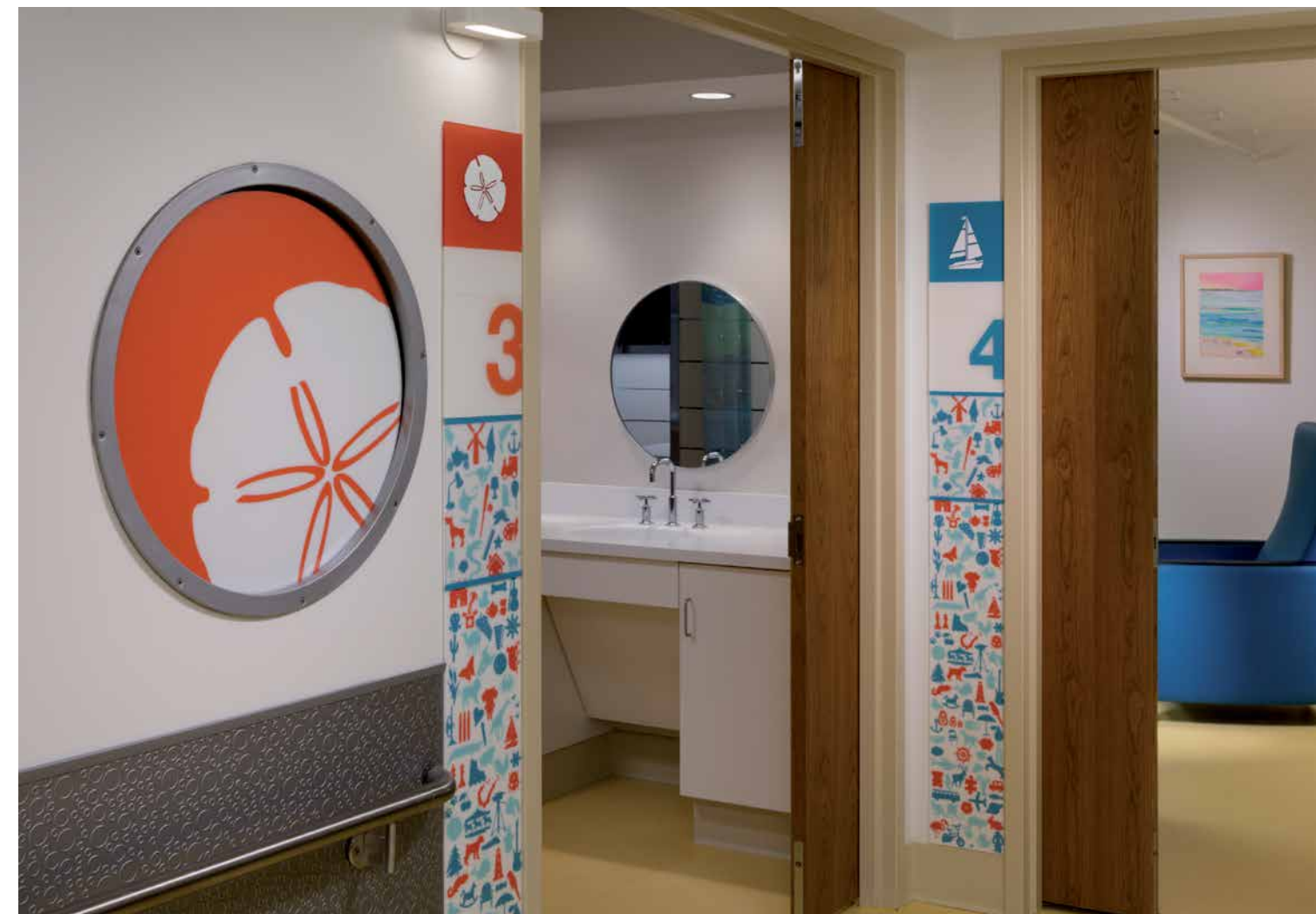
## Seaside Play

Nautical motifs playfully celebrate the Stamford's pride of place on the Long Island Sound. *Stamford Hospital, Stamford, CT*



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



## 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 “birds 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

Architecture, Engineering, Energy, Environmental Graphic Design, Interior Design, Master Planning

### 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  
Mercer 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  
Wellsley College  
Wellstar Health System  
West Georgia Technical College  
West Virginia University  
Westminster School  
Yellow Bird Project Management

EYP/

---

[eypae.com](http://eypae.com)  
*people, purpose, planet*

© 2018 EYP Inc. All rights reserved.