

Beaumont Hospitals IMAGE = QUALITY + CONSISTENCY



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The Beaumont Hospitals network is growing rapidly. Along with its central Royal Oak campus and another full-scale hospital in Troy, the system includes clinics, specialized care centers, affiliated physicians' offices, and administrative facilities throughout Southeastern Michigan.

With such a far-reaching range of locations, how does Beaumont assure that its many widespread signs consistently convey the organization's high-quality brand image?

The answer, in a word, is SignGraphix. Since 1989, Beaumont has relied on the SignGraphix team to plan, design, and implement practically every variety of sign, both interior and exterior, for both identity and wayfinding. Specialized installations have included directories, donor recognition, banners, displays, and more.

Beaumont especially values SignGraphix' responsiveness and flexibility. Since the Beaumont system is expanding so quickly, last-minute signage requests have not been uncommon. And SignGraphix has performed much of its onsite work during weekends and other off-hours, so as to minimize interruptions to Beaumont staff.