



## Exterior Rebranding Solutions for Medical Center

Founded in 1956 as a county hospital in Fayetteville, NC, Cape Fear Valley Medical Center has recently become a privately-owned, 426-bed medical center that specializes in heart care, cancer treatment and surgical services. The medical center has a full-service family birth center as well as a Level-III Neonatal Intensive Care Unit (NICU).

Transforming from a public to privately-owned medical center required Cape Fear Valley Medical Center to undergo architectural renovations and update its exterior signage and brand identity. ASI was asked to produce a new exterior signage solution that communicated the center's new brand identity and to update and improve the wayfinding system for the medical center.



**Service Offerings**

- Permit obtainment
- Wayfinding
- Design integration
- Brand identity integration
- Project management
- Fabrication
- Multi-location installation

**Product Applications**

Custom aluminum exterior signage

**Solution Partners**

HDR Architects

**About the Solution**

Using signage designs created by HDR Architects, ASI fabricated durable exterior monuments and a post and panel signage system, all of which utilized the new brand identity and color scheme. In order to communicate updated signage to the client, ASI's design build team provided a custom photo-message schedule that depicted the design and location of the old signage, and a shop drawing of the new, updated replacement signage. This method proved to be a very effective approach to communicating changes and updates in signage at such a large facility.

The signage was installed throughout the main campus and at a handful of satellite facilities to reinforce the rebranding effort. The renovations at Cape Fear Valley Medical Center also required a new parking deck, and ASI provided all directional and identity signage.

