

Rockdale contacted CS&G in 2006 to refine and update a signage program introduced by a well known national architectural sign company, that was costly and not easy to maintain.

CS&G continues to meet Rockdale at their level of need as various projects arise.



» Road. Turn right onto Salem Road. Proceed North approximately 4 miles. Turn left approximately five miles, turn left onto Mistead Avenue. Rockdale Medical Center East Entrance: turn left immediately upon entering Medical Center drive; North Entrance: turn right; South Entrance: Emergency Room; follow entrance to the right past North

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**Project Name/Location:**  
Rockdale Medical Center  
Conyers, GA

**Consists of:**  
A 154 Bed Hospital  
484,000 sq. ft.

### DIFFERENTIATED STRATEGIES ORCHESTRATED BY CS&G:

- Diagnostic Tools**
  - Online Stakeholders Survey
  - Subjective Survey
  - Review Construction Plans
  - Industry Data Comparison
- Wayfinding/Carefinding™**
  - Design Consultation
  - Collaborate With:
    - Facility Staff/Thoughtleaders
- Incorporated Emerging Technologies**
  - At Home & At Site Interactive
- Terminology/Pathway**
  - Simplification/Unification
- Collateral Aids**
  - Pre Site Visit Information Enhancement
- Visitor Maps/Guides**
  - Artwork For All Media
- Sign System Implementation**
  - Comprehensive Graphic Standards
  - Ongoing Exterior & Interior Signage Design, Fabricate & Install

