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one medical

One Medical: Caring for Signage

One Medical is a primary care practice focusing on delivering high quality accessible healthcare. With 50+ locations in need of a rebrand and 50+ more comprised of new construction, One Medical was searching for a sign company with a proven track record of on-time deliverables and quality assurance within their brand guidelines.



The Challenge

One Medical's new modern and established branding introduced a problem that Identiti had become efficient at dealing with over the years. In most cases, brand standards and design conceptions are bound to few mediums, without taking into account the technical aspect of designing for signage. Identiti worked with One Medical to produce a sign family that stayed consistent to their brand standards and introduced a variety of custom interior evacuation maps.



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From Screen to Signage

When it comes to signage, color matches are incredibly important in maintaining a brand's consistency and often are switched from the parent color to a matching pantone or paint swatch. Most of the times you can't even tell the difference.



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Services

- Exterior Signage
- Interior Wayfinding Signage
- ADA Signage
- Compliance Signage
- Window Vinyl



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Their ability to provide accurate and timely code reviews have saved us time and money on projects. They get the urgency that projects require. As an example, when I was doing a branding change we left off one location from the list. We did not discovery this until right before the deadline. Identiti came up with a temporary sign and was able to get it installed by the deadline. The temporary sign looked great and was a major improvement from the sign it replaced.

Jamie Goldberg
Vice President of Real Estate & Development

Interior Signage

With so many interior changes, Identiti’s role in administering new custom evac maps, ADA signage, and wayfinding played a huge part in our success with One Medical, as timelines and milestones were met on time and on budget, with some even finishing early.





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ADA & Directional Signage

As part of the projects scope, ADA and Directional Signage played an integral role and helped lay the foundation for creating site plans and going outside of the normal signage offerings. In most cases, ADA Signage differed from state to state pending regulations, showcasing how vital communication was between various parties in order to execute consistent and correct work throughout the many projects.



Wall Restorations



Window Graphics

