



A Practical Guide by ThinkTree

Hospital Signage Planning Guide

Help anxious people find the right place - fast



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Where Ideas Breathe



Hospital Signage Planning Guide

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What you get from this guide

A complete signage map for hospitals and clinics, so patients and attendants move calmly instead of stopping at every corner to ask.

THE BIG IDEA

In hospitals, bad signage doesn't just confuse, it adds stress to people who are already worried.

A hospital is judged in its first two minutes: can a frightened family find the emergency, the right floor, the right department, without asking three people? Good signage answers before anyone has to ask.

Signage you need to plan

- ☐ Emergency / casualty signage (visible from the gate)
- ☐ OPD signage
- ☐ Department signage
- ☐ Floor directory at every lift and stair
- ☐ Fire exit and evacuation signage
- ☐ Patient navigation along the route
- ☐ Reception branding
- ☐ Ambulance entry signage
- ☐ Parking signage
- ☐ Multilingual signage where needed

What makes it work here

- Lead from the entrance: mark the first decision point clearly
 - Use calm, high-contrast colours and large readable type
 - Keep language simple and add a second language where patients need it
 - Use consistent icons so even non-readers can follow
 - Make emergency and exit signage impossible to miss
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YOUR NEXT STEP

Plan your hospital signage end-to-end

For hospitals and large campuses, ThinkTree can plan a complete wayfinding and signage system.

Share your floor plan and we'll map every decision point.

Talk to ThinkTree

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Share your site location, a rough size, and a photo of your current signage and ThinkTree will come back with a practical plan.
