



# **‘Cure Malawi’ Wayfinding Project**

By: Suly Siet, Tanner Sula, Keira Hickey

# Project Objective

Our goal with this wayfinding project is to turn this space into one that represents **hope and healing**. We plan to do this through **cultural pieces** that use a **color palette of earthy and vibrant colors**. We also looked at many of the patterns used to give this space a unique look compared to other surgical centers. The goal is to **improve** the **orientation** that hopefully supports and **reduces** any **anxiety** held by the patients and staff.

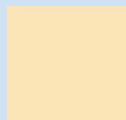
# Moodboard - Styles



**Chocolate Cosmos**

Hex: #561217

RGB: (86, 18, 23)  
CMYK: (0, 79, 73, 66)  
Pantone: 4625 C



**Banana Mania**

Hex: #FBE5B6

RGB: (251, 229, 182)  
CMYK: (0, 9, 28, 2)  
Pantone: 7499 C



**Saffron**

Hex: #F8B735

RGB: (248, 183, 53)  
CMYK: (0, 26, 79, 3)  
Pantone: 143 C



**Ochre**

Hex: #CC7722

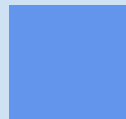
RGB: (204, 119, 34)  
CMYK: (0, 42, 83, 20)  
Pantone: 16-1253 TCX



**Myrtle Green**

Hex: #2C6E63

RGB: (44, 110, 99)  
CMYK: (60, 0, 10, 57)  
Pantone: 555 C



**Cornflower Blue**

Hex: #6495ED

RGB: (100, 149, 237)  
CMYK: (58, 37, 0, 7)  
Pantone: 2718 C

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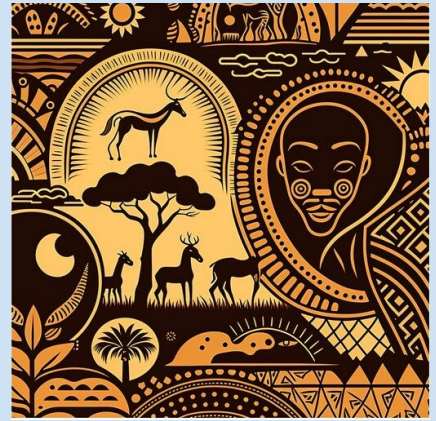
## Typography

Wayfinding: **Dynapuff**

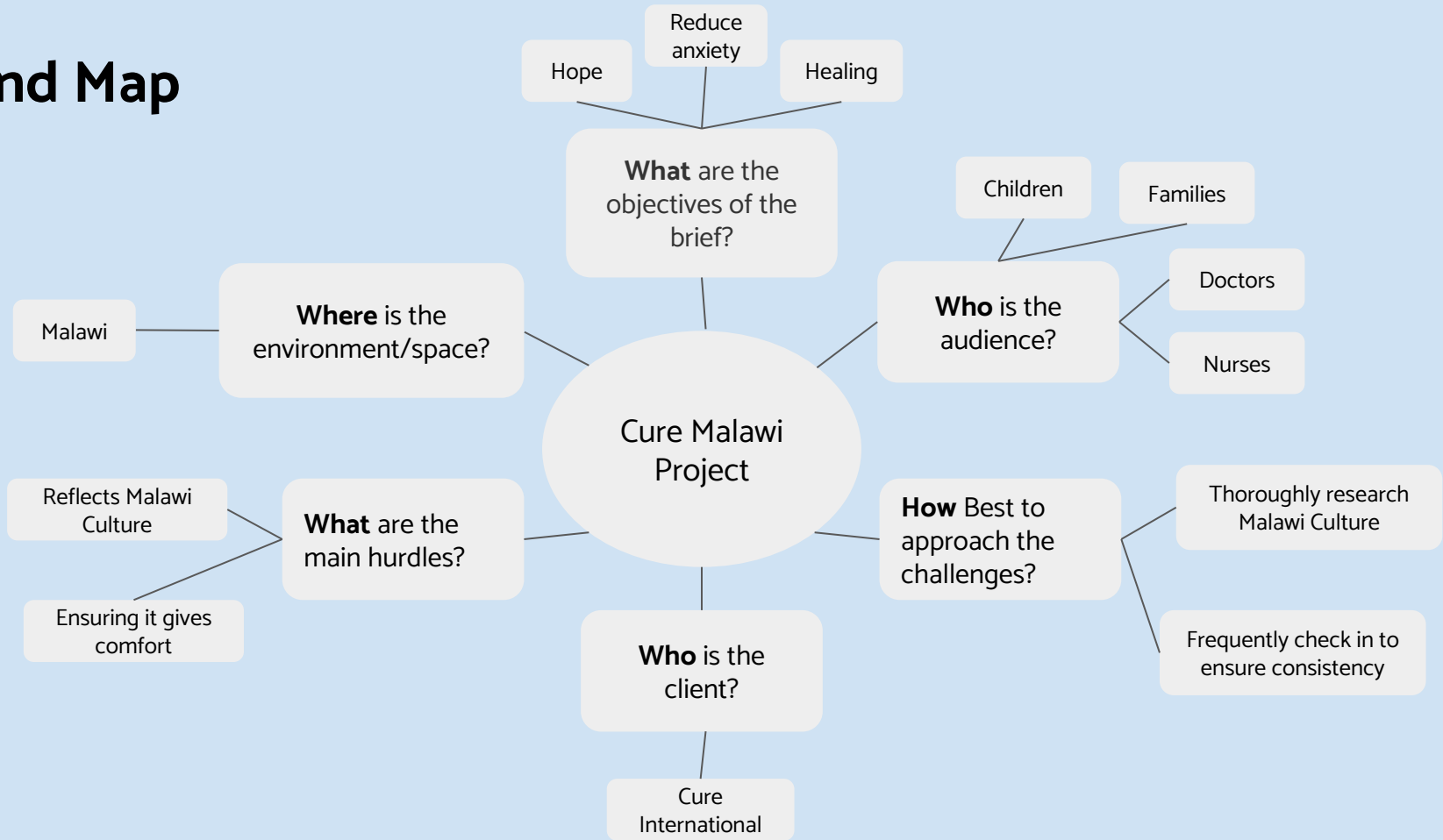
Wall Writing: *Oregano*



# Moodboard - Art



# Mind Map





A photograph of a village scene featuring several traditional huts with conical thatched roofs made of dried grass or straw. The walls of the huts are made of reddish-brown mud. The huts are surrounded by lush greenery, including large banana trees with broad leaves and dense stands of tall green crops, likely corn, in the foreground. The ground is a mix of dirt and patches of grass. The sky is overcast with soft, grey clouds. A white rectangular box with black text is superimposed over the center of the image.

# Wayfinding Signage

# Hospital Map | Wayfinding



# Nursing Station | Wayfinding





# Operation Rooms | Wayfinding



# PACU (Post Anesthesia Care Unit) | Wayfinding



**PACU**  
**Post Anesthesia**  
**Care Unit**



# Surgical Center | Wayfinding





# Entrance | Wayfinding



# Door Decals | Wayfinding



**Nursing Station**



**Operating Rooms**



**Surgical Center**



**PACU**



**Entrance**

# Wall Borders





# Wayfinding | Mockups



# Wayfinding | Mockups



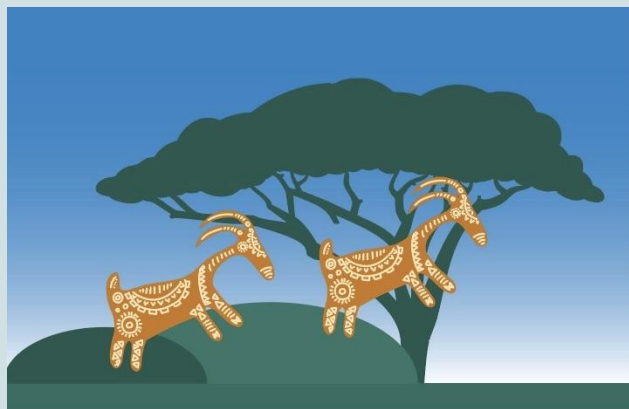
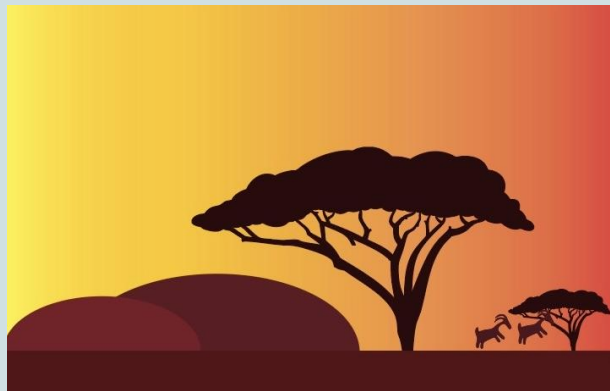


A photograph of a traditional village scene. In the foreground, there are lush green plants, possibly corn. In the middle ground, several huts with conical thatched roofs made of dried grass or straw are visible. The walls of the huts appear to be made of mud or clay. Large banana trees with broad green leaves are scattered around the huts. The background shows more huts and trees under a cloudy sky. A white rectangular box with the text "Wall Graphics" is superimposed over the center of the image.

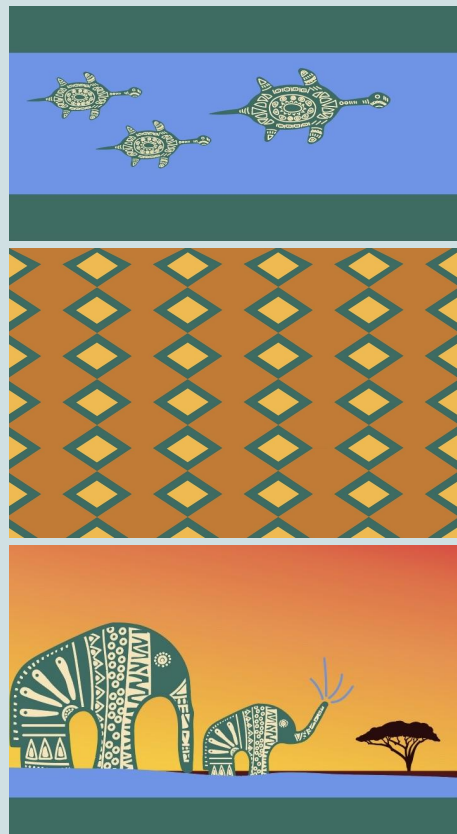
# Wall Graphics



## Preoperative Area (Walls 20 and 22)



# Nursing Station (Walls 27-34)

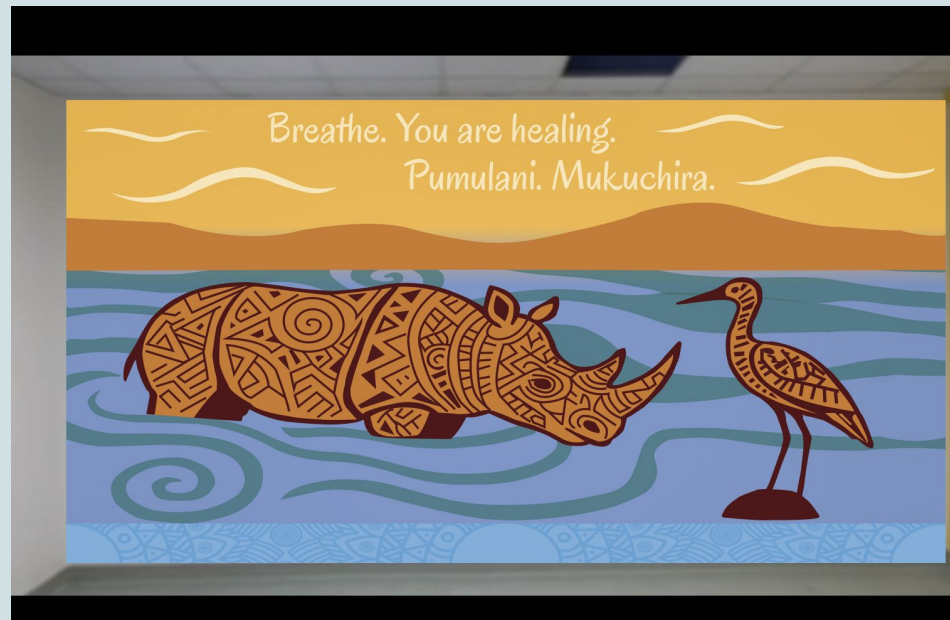


# Outside Operating Rooms





# PACU (Recovery Area)



# Entranceway

**WELCOME**  
Takulandirani



# Conclusion

Our goal was to create graphics and a navigation system for the hospital that felt kid-friendly while also incorporating the wonderful culture and style of the people of Malawi. We developed a set of graphics that evoke a sense of calm and friendliness to liven up the hospital's blank walls. Our wayfinding signs and wall graphics are designed to create a calming environment that helps ease the anxiety of any patients who see them.

# Sources

- <https://www.malawiembassycairo.org/about-malawi#:~:text=The%20Malawi%20flag%20features%20a,hope%20on%20the%20African%20continent.>
- <https://malawi.cure.org/hospital/>
- [https://rippleafrica.org/malawi-facts-and-figures/?gad\\_source=1&gad\\_campaignid=20530218137&gbraid=OAAA3oVo8jInaYJQxrTHi3h\\_i8v\\_WgE&gclid=Cj0KCQjwgpzIBhCOARIsABZm7vEyjaqwnR-3hBAjOixMBoXEL7buAoXEIf\\_JIXULNTQq8o4rC9hcQxwaAuSHEALw\\_wcB](https://rippleafrica.org/malawi-facts-and-figures/?gad_source=1&gad_campaignid=20530218137&gbraid=OAAA3oVo8jInaYJQxrTHi3h_i8v_WgE&gclid=Cj0KCQjwgpzIBhCOARIsABZm7vEyjaqwnR-3hBAjOixMBoXEL7buAoXEIf_JIXULNTQq8o4rC9hcQxwaAuSHEALw_wcB)