



Care Homes

Wayfinding

Signage

Graphic Solutions

Wayfinders

Designed for guest and visitor wellbeing

It's true, we are all getting older with expectations for the number of people over 60 to double by 2050.

With many staying fit and active for much longer they often like to live in well designed spaces which reflect their personalities, lifestyle, tastes and specific needs. At the same time we are all acutely aware of the increasing number of people with dementia, with 70% of people in care homes having dementia or severe memory problems.

Well designed spaces should, of course, meet physical needs yet at the same time contribute towards health and wellbeing. We are now seeing increasing numbers of developments designed for the over 55's which could easily be mistaken for 5 star hotels, complete with restaurants, bars and fitness facilities. Equally there has been a huge increase in awareness around the need to design for those with dementia without making the space feel institutionalised.

As we grow older we have to adapt to reduced mobility and vision and in some cases the capacity to understand day to day visual communication. By understanding this and designing for it as part of the architecture and interior design we can contribute to the improvement of Care Homes for all users.





About Wayfinders

Creating interior spaces for care homes which satisfy the needs of the guests can be uniquely challenging. By definition guests are at a stage of their lives when special care is required, but simple, small design adaptations can make a surprising difference.

Paying special attention to colour contrasts and carefully choosing typefaces are simple changes which can positively impact the guests of the care home. Photos and familiar symbols provide a quick recognisable reminder to guests, thus avoiding stress and frustration. Raised or braille letter can also be used where legislation, or a specific need, requires it.

Clear and flexible sign systems, which can be adapted to change allows operational staff to inform guests and visitors on their daily activities, menus and the names of their key staff. As well as signs, wall and window graphics can be used to create murals which can act as landmarks to help guide and inform in a practical and sympathetic manner.

Selecting the right products and materials can also have a positive impact on the lifecycle costs when durable, easy care materials are chosen. Relaxing and homely spaces can be enhanced with sympathetic yet practical signage systems which can be implemented across single or multiple sites.



Did you know?

Signs can sometimes be a last minute consideration but they can have a significant impact on the wellbeing of guests as well as the efficiency of the building. In our experience getting them right means answering four key questions.



Can I see it?

Tip 1. As many dementia patients tend to look down at the floor, avoid suspended signs and make sure wall signs are placed at a height which is more easily viewed.



Can I read it? Is it clear?

Tip 2. A prime constraint on the legibility of a sign is the viewer's distance from it, and a simple relationship exists between the size of letters and the maximum distance from which they can be read by a user.



Can I understand it?

Tip 3. Combining pictures or photos and words can help dementia patients have a better understanding of the instruction avoiding any frustrations and misunderstandings.



Do I trust the information?

Tip 4. Professional, quality signage and graphics give confidence to residents and their carers, supports the brand or image of the care home and also gives legitimacy to the signs leaving visitors confident that they can trust the information given.





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