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Helen Hayes Hospital

Page Address: www.donorwall.com/helen-hayes-hospital.html

Project: Create a donor wall to launch a mid-level donor recognition campaign.

Solution: The donor wall designed is both classic and modern simultaneously. The interior space for this installation demanded a particular approach. It had to be wood and it had to have donor plaques. The break out in this design is the large full color metal photo collage that tells the Helen Hayes Hospital story and helps to solidify the hospital's brand. Please note how the donor plaques are engraved metal with the hospital's logo etched into each one. We chose this repetitive use of the logo to further strengthen the hospital brand.

As in all of our work we were very site-sensitive and matched the wood of the donor wall to the wood used throughout the area of installation. The final product looks like it was there from day one.

Photography by Edward W. Morgan

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