



TEXAS CHILDREN'S HOSPITAL | MATERNITY BARRICADES

For the first visual expression of their NEW Maternity Center, Texas Children's Hospital looked to Principle to concept and design barricade graphics which would generate buzz for this significant expansion. Construction on the Maternity Center will ensue for the next two years in the heart of Houston's Medical Center, an area with heavy pedestrian and vehicular traffic. Because the TCH logomark needed to be featured prominently on the barricade panels, we stepped back and closely evaluated the mark as a separate entity. We found that its simplistic, graphic style was suggestive of a universal symbol. Universal symbols, which cross language + cultural barriers by communicating visually through simple iconography, were the perfect complement to the TCH identity. These symbols allowed us to express the global concepts of pregnancy, delivery, and motherhood to a culturally-diverse audience AND design with a fresh, modern aesthetic. Combined with Texas Children's signature RED, these barricades can not be missed. Nor can the tongue-and-cheek copy (*also crafted by Principle*) which mixes construction references with maternity-speak.

