



November 10, 2020

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 8:00AM on Wednesday November 17, 2020, at the Kaweah Delta Lifestyle's Center, in Conference Rooms A, B, and C; 5105 W. Cypress Avenue, or via GoTo Meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/329725221> or call (786) 535-3211 Access Code: 329-725-221.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

Due to COVID 19 visitor restrictions to the Medical Center - the disclosable public records related to agendas can be obtained by contacting the Board Clerk at Kaweah Delta Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA via email: cmoccio@kdhcd.org, via phone: 559-624-2330 or on the Kaweah Delta Health Care District web page <http://www.kaweahdelta.org>.

KAWEAH DELTA HEALTH CARE DISTRICT

Dave Francis, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:

Governing Board, Legal Counsel, Executive Team, Chief of Staff
<http://www.kaweahdelta.org>

**KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS
MARKETING & COMMUNITY RELATIONS COMMITTEE**

Tuesday, November 17, 2020
The Lifestyles Center Conference Room
5105 W. Cypress Avenue, Visalia California 93277
Call in option: 1-786-535-3211 Access Code: 329-725-221

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Interim Director of Marketing and Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Senior Communications Specialist; Melissa Withnell, Senior Communications Specialist; Jennifer Manduffie, Senior Graphic Designer; Yolanda Chavez, Senior Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; and Kelsie Davis, Recording

OPEN MEETING – 8:00 AM

- 1. Call to order** – *Nevin House, Chair*
- 2. Public / Medical Staff participation** – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.
- 3. Marketing** – *Discussion of potential rebranding initiative and implementation considerations; Marc Mertz, Chief Strategy Officer & Karen Tellalian, Director of Marketing*
- 4. Adjourn** – *Nevin House, Chair*

In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.



Rebranding November 2020

Our Current Branding

Feedback from Focus Groups









- In the Fall of 2018, a series of focus groups were formed to review Kaweah Delta's Mission and Vision Statements and to update the annual strategic plan. Participants included staff, leaders, medical staff, Board members, and the community.
- In addition to providing input on our Mission, Vision, and Strategic Plan, the participants (unsolicited) urged us to consider changing our name and branding/logo.
- So we formed new focus groups to consider our branding
 - The focus groups came up with top three aspirational words they wanted to describe Kaweah Delta: **Innovative**, **Compassionate**, and **Renowned**
 - We then showed the groups our current name and logo, and the groups felt that they did not reflect these words
 - We tested three new logo/branding ideas, and the groups did not like those, either

Design of the New Branding

- Our Marketing Department then worked with an outside firm, Creative Butter, to develop new branding ideas.
- For inspiration, the team considered the Native American origin of the word Kaweah. Patterns and colors used by the Yokuts were combined with modern design and colors to develop multiple logo and branding options.
- The inspiration for the new logos is not intended to be communicated to the public as an explanation for the design, it is simply the approach that we took to develop the logos.
- The options were shared with several focus groups and more than 115 people voted on the branding they liked the best.

Results

- The results overwhelmingly favored one design, including the color and font.
- People suggested that the logo reflects warmth, diversity, and a modern feel.
- People see different things in the logo: a delta, our five pillars, three rivers, a mountain, grasped hands, etc. All are correct!

	LOGO	COLOR	FONT	RUNNER UP
	3	13	2	12
	9	12	5	17
	84	60	57	16
	7	10	9	12
	1	1	7	2
	19	14	26	37

Examples



Emblem

Kaweah HealthTM
Medical Center

Service line name

Primary Brand



Kaweah HealthTM

Primary with service line
- building wayfinding

Primary with tagline

Primary with descriptor



Retail with independent trademark
system font and color guide

FQHC with independent trademark
system font and color

Partnership with independent trademark
system font and color



Why Now?

- Financially, it is a challenging time to commit to a rebranding.
- However, the current name and brand has been in use since the 1960s and is in need of modernization to better reflect the values of our organization.
- Kaweah Delta is not the same organization we were 50 years ago, or even 15 years ago. We offer a significantly broader scope of services and significantly higher quality of care and patient experience.
- Our current branding and naming is inconsistent and does not adequately convey our scope of services or locations to the community
- Many of our current signs are in need of replacement
- Improving our branding and the consistency of our naming will increase awareness and, most likely, volumes.
- Perhaps most importantly, in 2020 Kaweah Delta has demonstrated that it truly is dedicated to the health of our community. Health is our Passion. The name Kaweah Health better reflects who we are and what we aspire to be.

What are Others Doing?

Many other healthcare organizations are updating their name and logo. Many choose to incorporate “health” into their name, including CVS.

BRAND REFRESH SAMPLES

BEFORE	AFTER
	
	
	
	
	

Signage Changes

- The most significant expense associated with the proposed rebranding is related to signage.
- Kaweah Delta has more than 50 buildings, most of which have Kaweah Delta signs. Many of these signs are quite old and in need of repair. The style of these signs is not consistent.
- Kaweah Delta's campuses can be confusing for visitors, and we lack adequate wayfinding signs for both vehicles and visitors in our facilities.
- Many prominent buildings have no signage, including the Support Services Building and the Willow building. Adding signs to these buildings will improve visibility from 198, and properly convey the scope of the Kaweah Delta campus.

Sign Examples

- The Marketing and Facilities Departments worked with A-Plus Signs to assess every one of our facilities and the signage. Together, we have developed recommendations for improved and additional signage.



Existing

Proposed

Monument Wayfinding sign Example



Proposed
Monument Wayfinding Sign
Internally-illuminated
6' - 4" W x 5'-0" H



Existing

Example of Campus Monument Signs

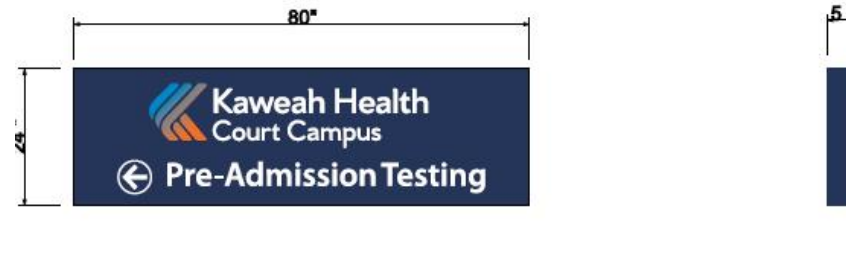


Proposed

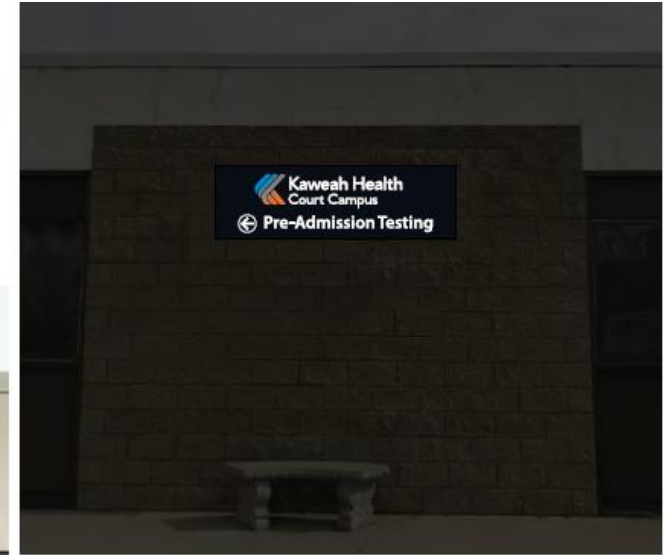


Existing

Example of Campus Monument Signs



Proposed



Existing

KDMF becomes Kaweah Health Medical Group



Proposed



Existing



Proposed



Existing

Example of Urgent Care Signage



Proposed



Existing

Signage Changes

To lessen the financial impact on FY2021, we are recommending that signage be addressed in two phases:

Phase One	Phase Two
Replace current Kaweah Delta signs with consistently styled Kaweah Health signs	Add new signs on SSB, Willow, and other prominent locations
Update naming to increase consistency and public awareness (e.g. VMC becomes Kaweah Health Medical Group)	Install new monument signs to mark the boundaries of all of our campuses
Add one large sign on SSB facing highway 198	Replace old sign infrastructure
	Add wayfinding signage on all campuses
Estimated Cost: \$575,000 (\$463,000 is in the FY21 capital budget)	Estimated Cost: \$600,000

All costs include signage, design, installation, OSHPD fees (when required), and contingency.

Operating Expenses

One-time Costs

- In addition to the capital costs for the signage, there will be operational expenses for communication (internal and external), advertising, supplies (e.g. forms, stationary, badges, etc.), tents, banners, uniforms, and other branded items.
 - Examples of internal and external communications are included in the appendix of this document.
- The Kaweah Delta FY2021 operational budget includes \$164,779 for these items. In addition, due to COVID-19, the Marketing budget has additional funds available, if necessary.

Communication Plan

Internal Communication to Employees

- Messaging topics
 - We understand the concern about the timing- we would question it, too
 - Modernization is necessary and common in the healthcare industry
 - The new brand better reflects the great work we all do/ scope of services
 - New brand will help us grow public awareness and to increase volumes- which will improve our financial performance
 - The FY21 costs are approximately 4% of our annual capital budget and 0.02% of our annual operating budget
 - First comprehensive rebrand in our history- this one will last for decades
 - We solicited public donations and support to offset the expenses
- Examples of communications are provided in the Appendix

Communication Plan

External Communications The Public

- We will want to communicate with patients, the general public, physicians, other public entities, and the media
- Message topics include:
 - We are committed to the health of our community
 - We have greatly expanded and enhanced our services, and the new branding reflects our commitment to remaining modern
 - Our naming of services was inconsistent
 - The FY21 costs are approximately 4% of our annual capital budget and 0.02% of our annual operating budget
 - First comprehensive rebrand in our history- this one will last for decades

Potential Fundraising Campaign

Community Support for the Effort

- This campaign has not been presented to the Hospital Foundation Board for consideration and is shared only as an example of a potential campaign
- Campaign overview
 - As we approach a new year, KDHCD has survived a historic moment in time by handling the COVID-19 pandemic. While our resources were directed toward modifying our facility and treating our seriously ill pandemic patients, our district continues to deliver babies (4,500 per year), treat cardiac patients, and treat other illnesses on a daily basis in our large service area. As 2021 approaches, the pandemic will continue to impact our daily lives and strain healthcare resources across our nation. We must move toward the future to continue our quest for World-Class Healthcare. As such the Foundation is proposing a “modernization” themed capital campaign for the 2021 -2022 fiscal year.

“Enhancing Health: Excellence in Care”

Possible 1 Year Campaign vs. 2 Year Campaign

1 Year	2 Years
<p>Halo Bassinet: A new bassinet system to replace our well-worn bassinets in the mother-baby unit. This will be a key talking point for the campaign.</p>	
<p>Ambrosia Remodel: The success of the Siren Grill during the remodel of the Emergency Department indicates there is a need for a full grill when the Ambrosia Café reopens in 2021. In addition, much of the equipment is in need of upgrade to serve the visitors and staff as volumes increase and we open the new Emergency Department.</p>	
<p>Signage: A portion of the campaign will be directed toward offsetting the cost of new signage throughout the organization. This will include signage for our Kaweah Health rebranding, and (if approved) a new donor recognition wall in the Acequia Wing and Emergency Department</p>	
	<p>Rosa Robotic System: Our orthopedic surgeons are using more and more robotic techniques to improve patient outcomes and speed recovery from routine orthopedic procedures</p>
<p>Potential additional equipment to be fully or partially funded by this campaign: Pediatric friendly furnishings and décor for the new emergency department, ventilators for subacute unit, upgrade our aging endoscopy ultrasound, replacement of walk-in refrigerator for food services, replacement of bladder scanners throughout the medical center</p>	
<p>Total Campaign Goal: \$1,400,000</p>	<p>Total Campaign Goal: \$2,400,000</p>

Recommended Timeframe

- Construction of the ED expansion and the Tulare Clinic will both be completed in January. Both will likely open in March/April, depending on licensing
- OSHPD must approve any sign that is attached to the acute Medical Center or our licensed facilities on the Court Street and Akers campuses. Approval will likely require 30 to 45 days.
- Construction and installation of the new signs will require 3 to 4 months.
- If we want to proceed with the rebrand, the recommendation is to start the process as soon as possible to coincide the launch with the opening of the ED and Tulare Clinic.

Appendix



Examples of Communication Talking Points

Modernization is necessary and common in the healthcare industry

INTERNAL: People and communities evolve, and so must we. Kaweah Health brings us closer to the world-class healthcare organization we strive to be.

EXTERNAL: People and communities evolve, and so must we to meet the needs of you, your family, and our growing community. Kaweah Health brings us closer to the world-class healthcare organization we strive to be – your world-class healthcare choice, for life.

We understand the concern about the timing- we would question it, too

INTERNAL: No matter what time we're living in or situation we're facing, there will always be reasons to pause – but life only moves forward. Kaweah Health is our future, and there is no better time than the present to be all that we can be.

EXTERNAL: No matter what time we're living in or situation we're facing, there will always be reasons to pause – but life only moves forward. The pandemic has revived a passion for health in our world. Now is the time to breathe life into Kaweah Health – the future of healthcare in the Central Valley.

The new brand better reflects the great work we all do/ scope of services

INTERNAL: We are not the same organization we were 60, 30, or even 10 years ago. The new brand reflects who we are today and brings attention to the advances we've made along the way (Acequia Wing, ED Expansion, Cleveland Clinic and USC affiliations, SHWC, etc.)

EXTERNAL: We are not the same organization we were 60, 30, or even 10 years ago. Kaweah Health reflects who we are today and the strides we've made on our journey to providing you with the world-class care you deserve (Acequia Wing, ED Expansion, Cleveland Clinic and USC affiliations, SHWC, etc.).

Examples of Communication Talking Points

First rebrand in our history- this one will last for decades

INTERNAL: We have been a place of healing for nearly 60 years, caring for the entire community including you and the family and friends you love. Your history is written here. Kaweah Health is our next chapter and you get to be part of the story.

INTERNAL: We have been a place of healing for nearly 60 years, caring for the entire community including you and the family and friends you love. Your history is written here. Kaweah Health is the next chapter and generations of your family will be part of the story. This is your hospital, your health, your home. This is your story

New brand will help us grow public awareness and to increase volumes- which will improve our financial performance / The FY21 costs are approximately 4% of our annual capital budget and 0.02% of our annual operating budget

INTERNAL: Excellence is what we do, and experts is who we are. We are the Central Valley's most awarded hospital and it's time to shed our old identity and take a giant step closer to world-class care. What we spend on the new brand is less than the price we pay for poor memories of who we used to be. Investing in Kaweah Health is an investment in our future.

EXTERNAL: Excellence is what we do, and experts is who we are. We are the Central Valley's most awarded hospital, not the hospital of years long past. Investing in Kaweah Health is an investment in our community's future. The small percentage we spend on the new brand will help us take a giant step closer towards world-class care.

We solicited public donations and support to offset the expenses

INTERNAL: We are responsible stewards of the community's investment and have harnessed the power of the spirit of giving. Kaweah Health belongs to the community and we have invited them to join us on this journey.

EXTERNAL: We are responsible stewards of your investment and immensely grateful for your generous spirit of giving. Kaweah Health belongs to you, and your support on this history-making journey is priceless.

An NRC Health On Demand Research Study

Kaweah Delta Naming Study

November 2020



Research Objectives

- Determine awareness of Kaweah Delta, their services, and their affiliation with Cleveland Clinic.
- Learn about patients' perceptions of Kaweah Delta's current logo and their potential new logo.
- Gauge overall reactions to Kaweah Delta's potential logo and name changes.

Study Design

Background

- NRC Health conducted an online survey of general consumers, age 18+, living within the Kaweah Delta PSA and SSA
- Invitations sent to recipients meeting these criteria through NRC Health’s consumer panel provider
- Fielded September 23 – November 8, 2020
- All recipients were given the option to opt out of the study

Methodology

- 102 respondents completed the survey
- Standard error range $\pm 9.7\%$ at 95% confidence level

	N-Size	Error Range
PSA	71	$\pm 11.6\%$
SSA	31	$\pm 17.6\%$

Executive Summary

Awareness of Kaweah Delta

- When asked (unaided) which hospital or health system in their area came to mind first, 51% of respondents mentioned Kaweah Delta Hospital or Kaweah Delta Health Care District, 9% mentioned Adventist Health, and 5% mentioned Sierra View Medical Center.
- 70% of respondents stated that they, or someone they provide care for, have used Kaweah Delta in the last two years; 26% stated they have used Adventist Health.
- When asked which healthcare services Kaweah Delta offered, respondents' top three responses were emergency care (68%), maternity/OB care (52%) and urgent care (51%). However, 13% of respondents stated they did not know which healthcare services Kaweah Delta offers.

Perceptions of Logo Change

- 79% of respondents stated they have previously seen Kaweah Delta's current logo.
- The words and phrases respondents most associated with Kaweah Delta's current logo were 'familiar' (46%), 'compassionate' (33%) and 'trustworthy' (31%).
- The words and phrases respondents most associated with Kaweah Delta's new logo were 'modern' (39%), 'high-quality' (26%) and 'innovative' (26%)
- 56% of respondents preferred Kaweah Delta's current logo over Kaweah Delta's new logo.
- 40% of respondents stated that when thinking about Kaweah Delta potentially changing its logo, their perception of Kaweah Delta was impacted either somewhat or very positively. Only 7% of respondents stated their perception of Kaweah Delta was impacted somewhat or very negatively.

Perceptions of Name Change

- The words and phrases respondents most associated with the name Kaweah Delta were familiar (49%), reliable (34%), trustworthy (30%) and traditional (30%). The words and phrases respondents most associated with the name Kaweah Health were modern (36%), high-quality (28%) and reliable (27%).
- 66% of respondents preferred the name 'Kaweah Delta' over 'Kaweah Health'.
- When asked (unaided) why they preferred the name Kaweah Delta, respondents who did stated that the name was familiar, trustworthy, and sounded nicer than Kaweah Health.
- When asked (unaided) why they preferred the name Kaweah Health, respondents who did stated that the word 'health' will help people know what services Kaweah offers and that it sounded more modern.
- 30% of respondents stated that Kaweah Delta probably or definitely *should* change its name; 39% of respondents stated that Kaweah Delta probably or definitely *should not* change its name.
- After learning of the cost associated with Kaweah Delta's name change, 36% of respondents stated that it probably or definitely *should* change its name; 37% stated that it probably or definitely *should not* change its name.

Awareness of Kaweah Delta

Top-of-Mind Hospitals and Health Systems

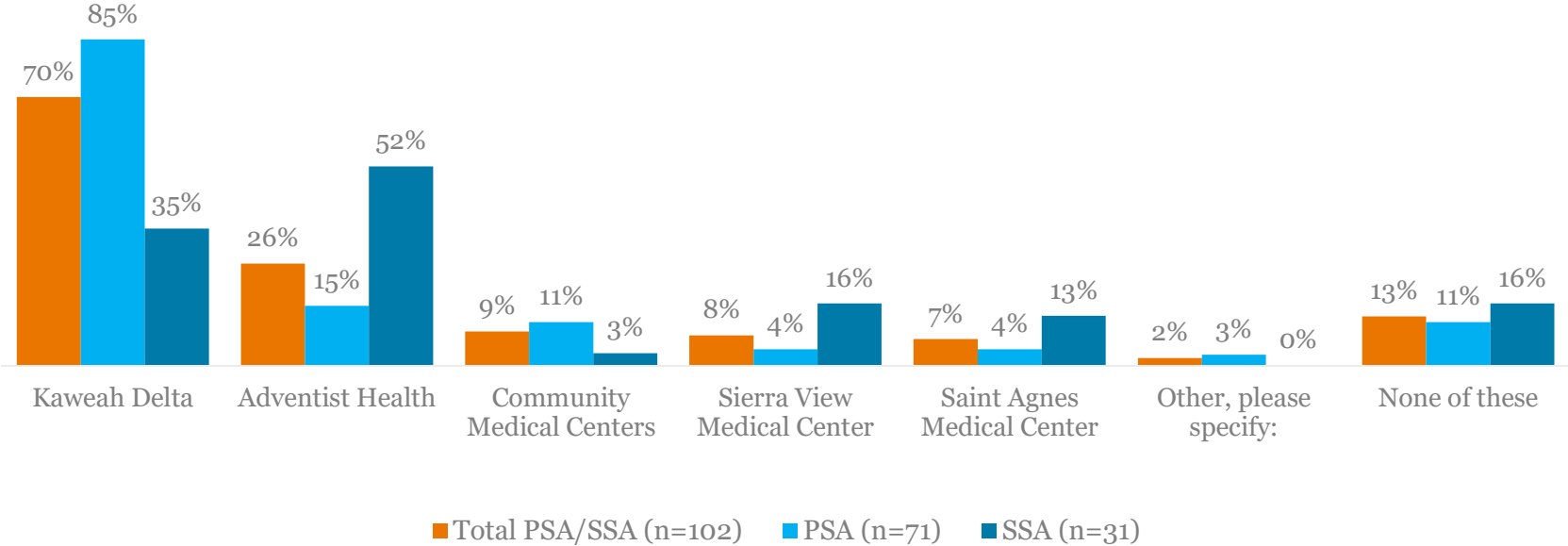
When asked (unaided) which hospital or health system in their area came to mind first, 51% of respondents mentioned Kaweah Delta Hospital or Kaweah Delta Health Care District.

Mention	Number of Mentions	Percentages
Kaweah Hospital/Kaweah Delta/Kaweah Delta Healthcare District	52	51%
Adventist Health	9	9%
Sierra View Medical Center	5	5%
Kaiser Permanente	4	4%
Visalia Hospital	2	2%
Sick People	2	2%
I Don't Know/No/None	5	5%

n = 102

Hospital and Health System Utilization

70% of respondents stated that they, or someone they provide care for, have used Kaweah Delta in the last two years.



Services Offered (Totals)

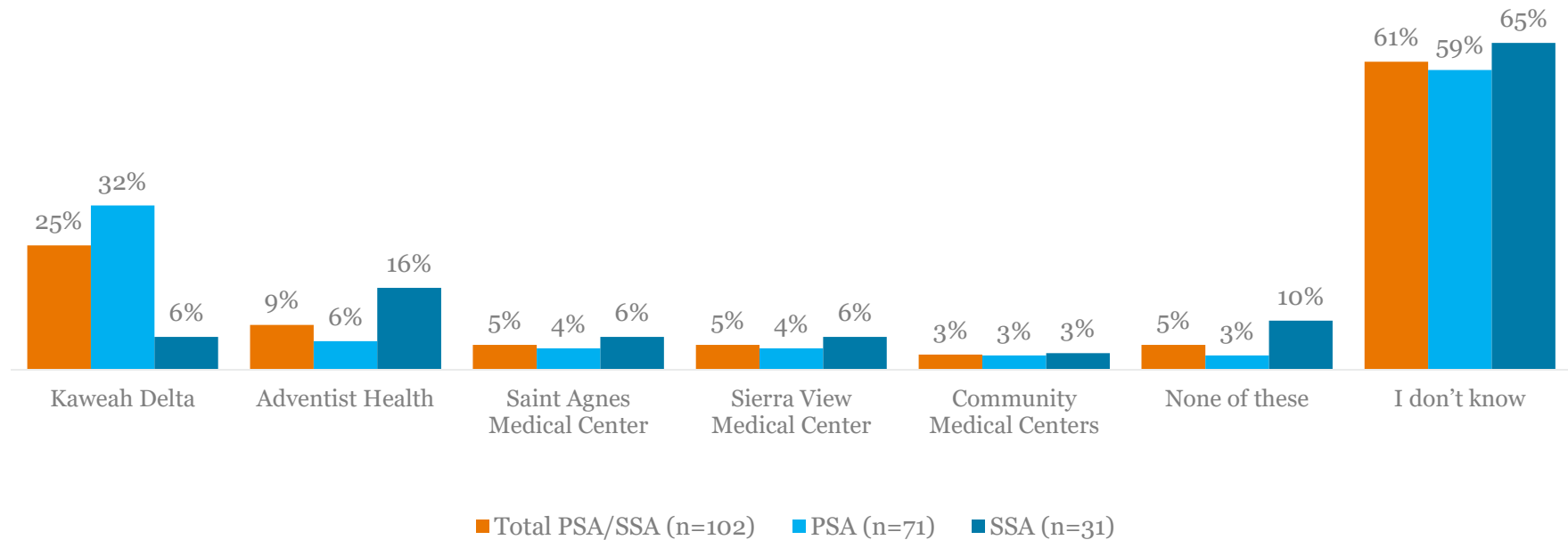
(n=102)	Kaweah Delta	Saint Agnes Medical Center	Adventist Health	Sierra View Medical Center	Community Medical Centers
Emergency care	68%	24%	32%	25%	30%
Maternity/OB care	52%	23%	27%	25%	23%
Urgent care	51%	19%	29%	24%	25%
Cardiology (heart care)	47%	21%	19%	11%	23%
Trauma services (care for traumatic injuries such those obtained through falls or motor vehicle accidents)	46%	16%	24%	17%	19%
Women's Health/GYN care	38%	20%	31%	13%	23%
Pediatric care (care for children)	37%	19%	24%	13%	18%
Open-heart surgery	37%	14%	10%	9%	17%
Neonatal intensive care (NICU) (e.g. advanced/intensive care for newborns)	37%	17%	14%	13%	19%
Orthopedic care	35%	15%	21%	8%	18%
Oncology (cancer care)	34%	17%	15%	16%	22%
Neurosurgery (surgery for the brain or spine)	32%	15%	14%	8%	14%
Neurology (care for the brain or spine)	31%	19%	10%	13%	18%
Behavioral health/mental health care	30%	13%	17%	11%	14%
Advanced stroke care	25%	14%	10%	10%	15%
None of these	6%	7%	6%	5%	8%
I don't know	13%	50%	37%	50%	45%

Services Offered (PSA & SSA)

	PSA (n=71)					SSA (n=31)				
	Kaweah Delta	Saint Agnes Medical Center	Adventist Health	Sierra View Medical Center	Community Medical Centers	Kaweah Delta	Saint Agnes Medical Center	Adventist Health	Sierra View Medical Center	Community Medical Centers
Emergency care	77%	24%	30%	24%	30%	45%	23%	39%	29%	32%
Maternity/OB care	59%	23%	25%	24%	23%	35%	23%	32%	29%	23%
Urgent care	56%	18%	30%	24%	25%	39%	19%	29%	23%	23%
Cardiology (heart care)	54%	20%	17%	10%	25%	32%	23%	23%	13%	16%
Trauma services (care for traumatic injuries such those obtained through falls or motor vehicle accidents)	52%	14%	24%	14%	18%	32%	19%	23%	23%	19%
Open-heart surgery	44%	13%	11%	8%	18%	23%	16%	6%	10%	13%
Pediatric care (care for children)	42%	18%	23%	13%	15%	26%	19%	26%	13%	23%
Neonatal intensive care (NICU) (e.g. advanced/intensive care for newborns)	42%	14%	11%	11%	21%	26%	23%	19%	16%	13%
Orthopedic care	39%	14%	20%	6%	17%	26%	16%	23%	13%	19%
Women's Health/GYN care	39%	17%	31%	10%	23%	35%	26%	32%	19%	23%
Oncology (cancer care)	37%	15%	14%	13%	23%	29%	19%	16%	23%	19%
Neurosurgery (surgery for the brain or spine)	37%	13%	10%	4%	17%	23%	19%	23%	16%	6%
Neurology (care for the brain or spine)	32%	18%	10%	10%	20%	29%	19%	10%	19%	13%
Behavioral health/mental health care	31%	11%	14%	7%	11%	29%	16%	23%	19%	19%
Advanced stroke care	25%	13%	10%	7%	14%	23%	16%	10%	16%	16%
None of these	4%	6%	4%	4%	7%	10%	10%	10%	6%	10%
I don't know	4%	52%	42%	52%	46%	32%	45%	26%	45%	42%

Affiliation with Cleveland Clinic

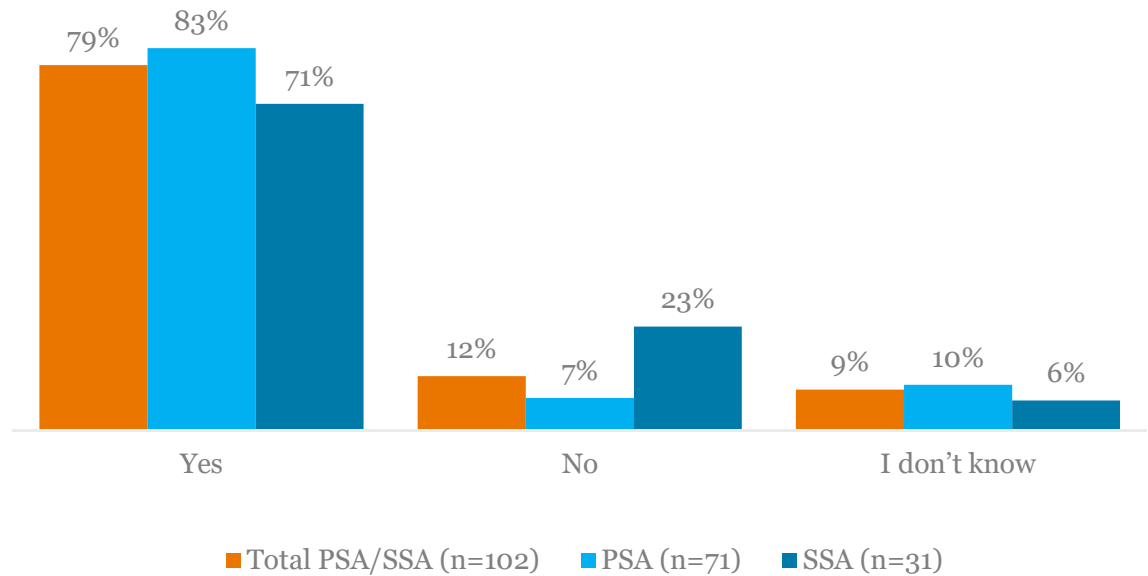
25% of respondents stated that Kaweah Delta is affiliated with Cleveland Clinic; 61% stated they did not know which health organizations were affiliated with Cleveland Clinic.



Perceptions of Logo Change

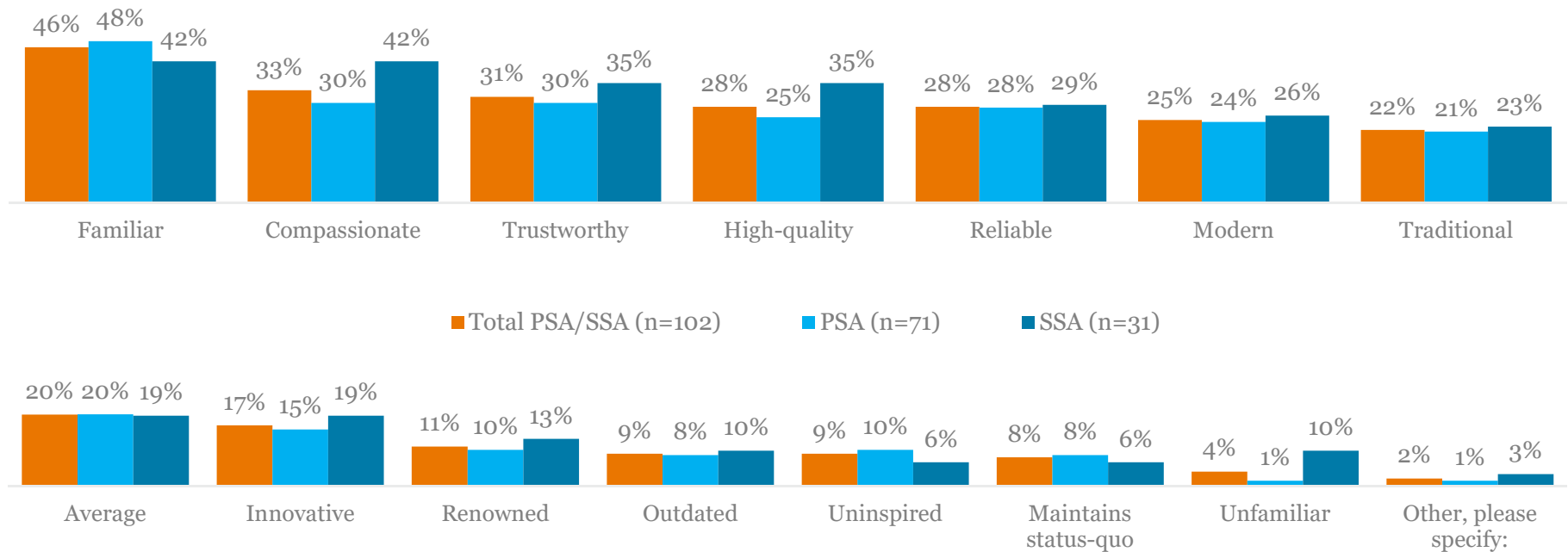
Logo Recall

79% of respondents stated they have previously seen Kaweah Delta's current logo.



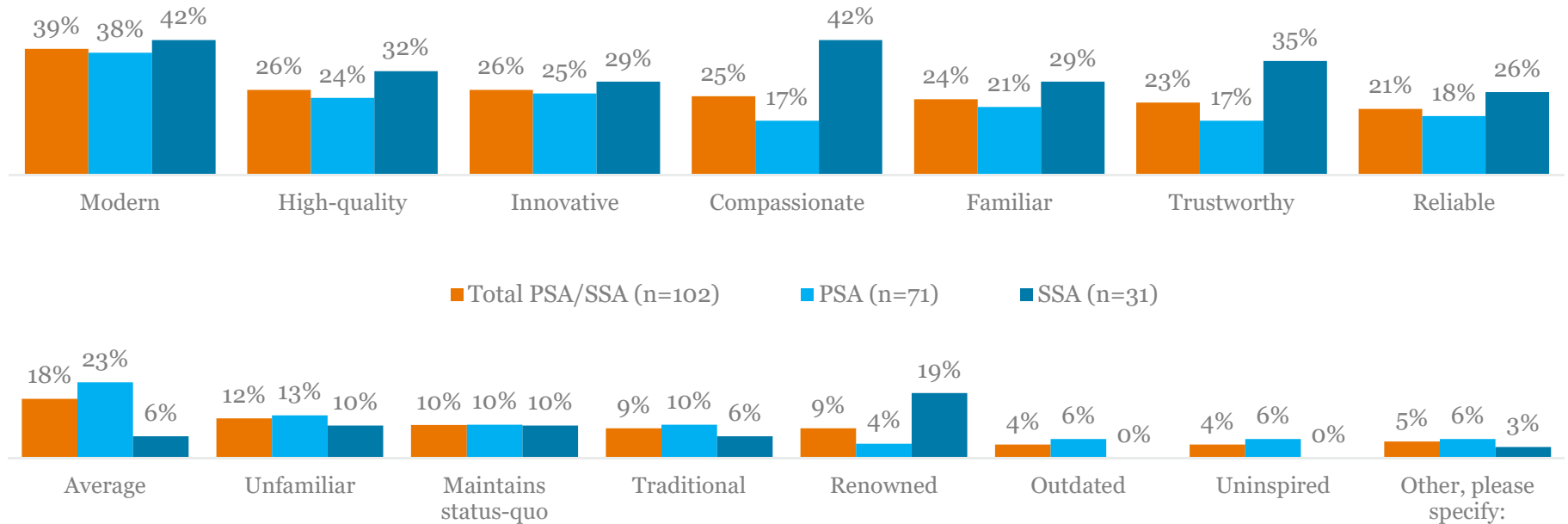
Kaweah Current Logo

Respondents most associate the words 'familiar' (46%), 'compassionate' (33%) and 'trustworthy' (31%) with Kaweah Delta's current logo.



Kaweah Name Change Logo

Respondents most associate the words 'modern' (39%), 'high-quality' (26%) and 'innovative' (26%) with the logo and name change Kaweah Delta is considering.

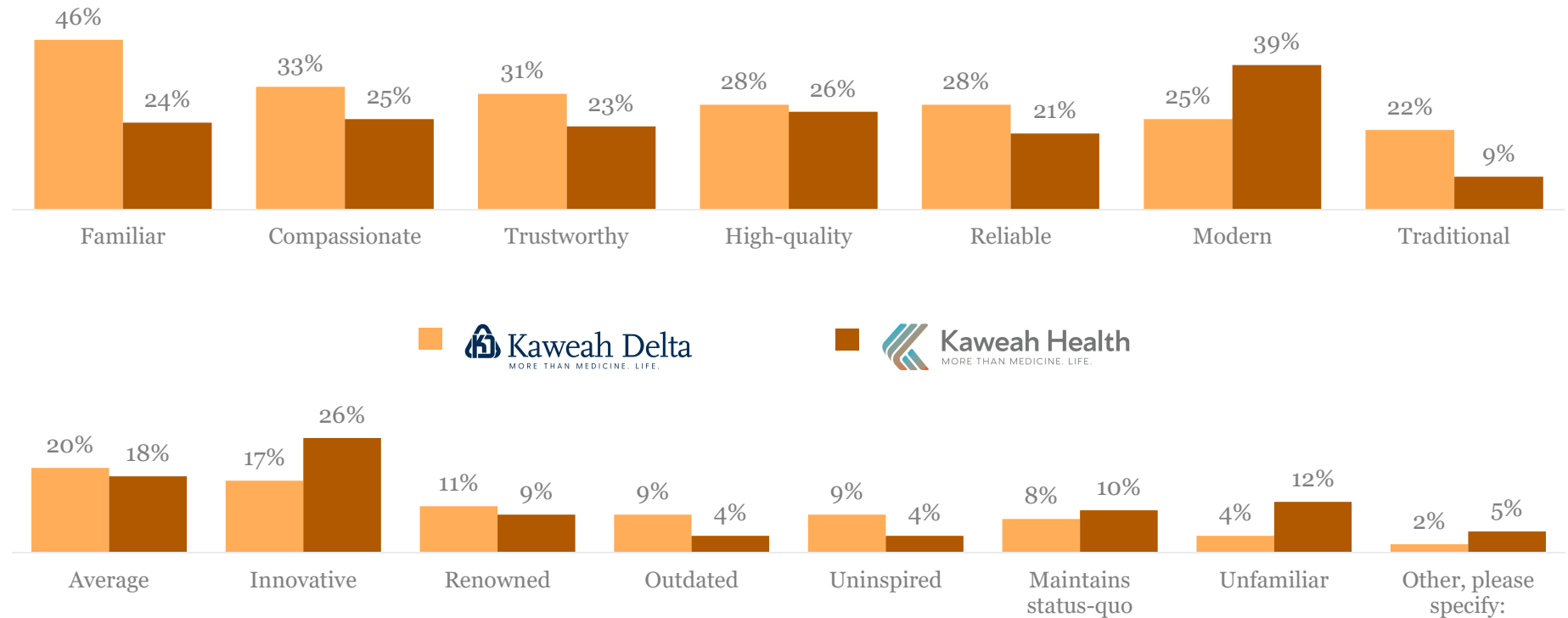


Q8) As you may or may not know, Kaweah Delta is considering changing its name to Kaweah Health. Above is a logo Kaweah Delta is considering using after its name change. Based on this logo, which words or phrases do you most associate with Kaweah Delta?

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14

Comparing Logos (Totals)



n = 102



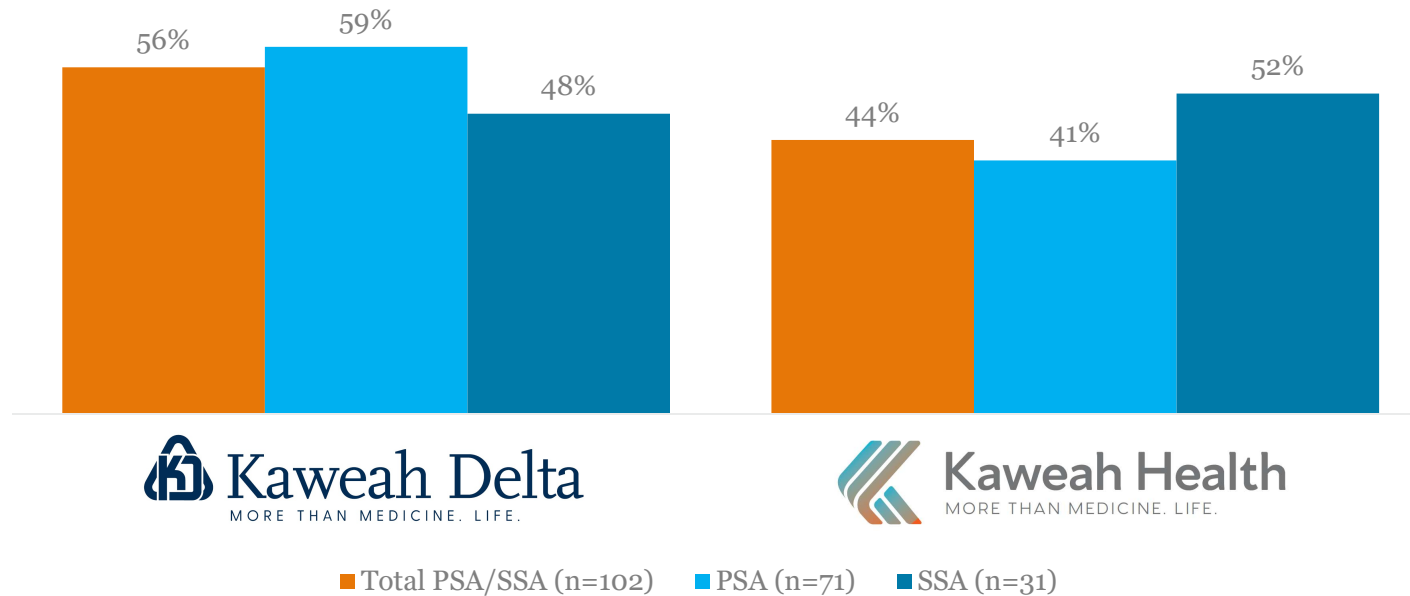
Q7) Above is Kaweah Delta's current logo. Based on this logo, which words or phrases do you most associate with Kaweah Delta?
 Q8) Above is a logo Kaweah Delta is considering using after its name change. Based on this logo, which words or phrases do you most associate with Kaweah Delta?

November 13, 2020

15

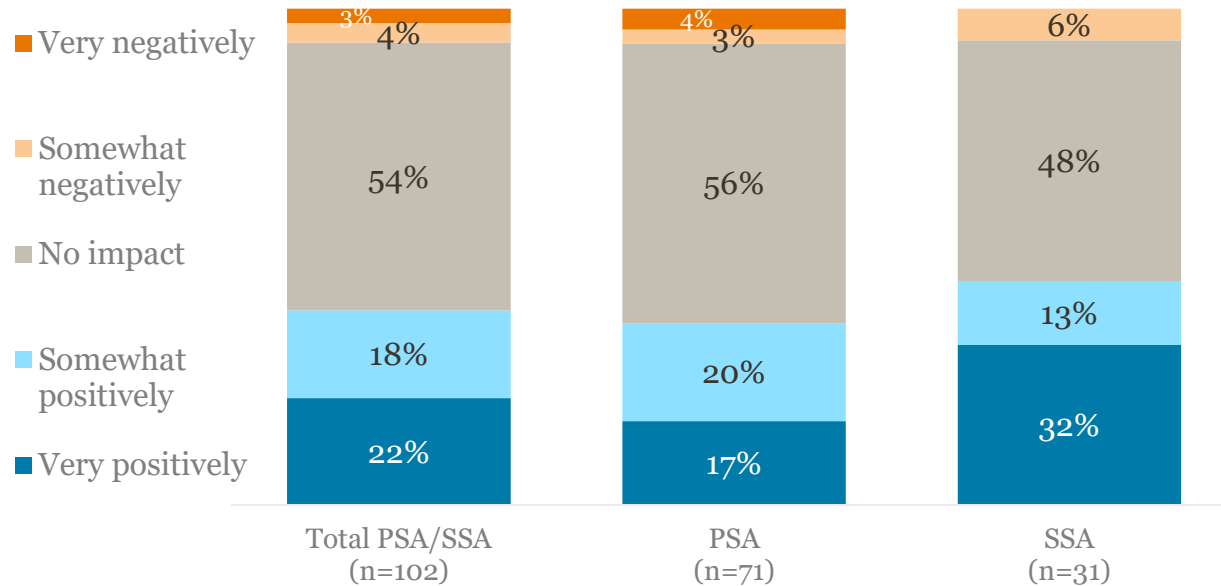
Preferred Logo

56% of respondents preferred Kaweah Delta's current logo over Kaweah Delta's new logo.



The Impact of Changing Kaweah Delta's Logo

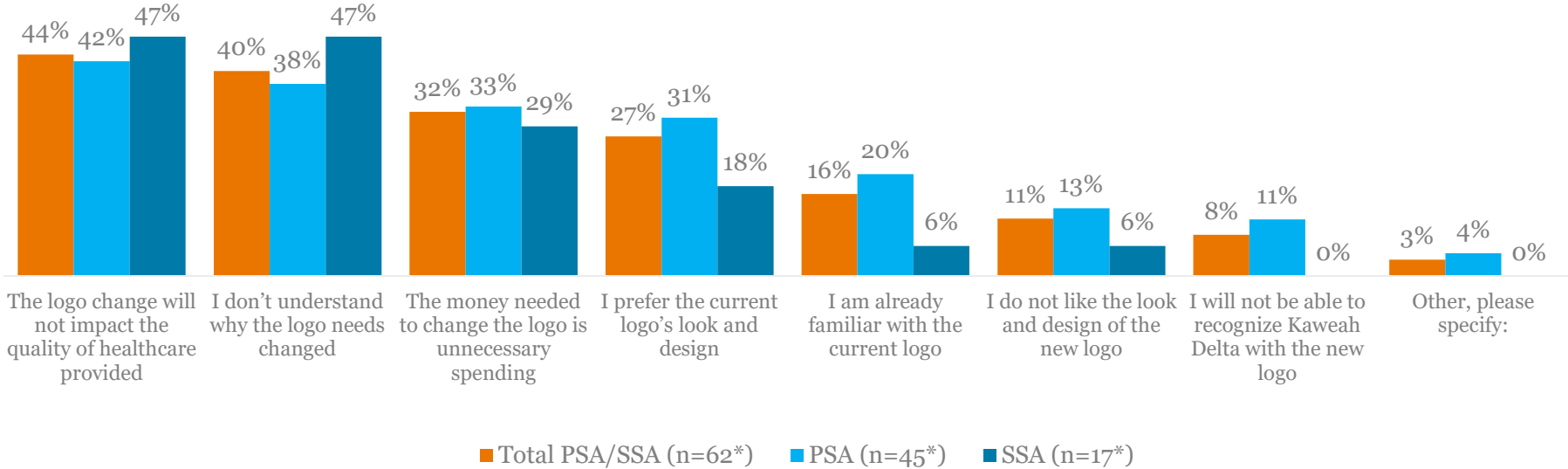
40% of respondents stated that when thinking about Kaweah Delta potentially changing its logo, their perception of Kaweah Delta was impacted either somewhat or very positively. Only 7% of respondents stated their perception of Kaweah Delta was impacted somewhat or very negatively.



*Label of 0% removed from graph

Concerns with Kaweah Delta's Logo Change

Of respondents who stated Kaweah Delta's logo change would have a negative impact or no impact on their perception of Kaweah Delta, 44% stated the logo change will not impact the quality of care Kaweah Delta provides and 40% stated that they do not understand why they logo needs changed.

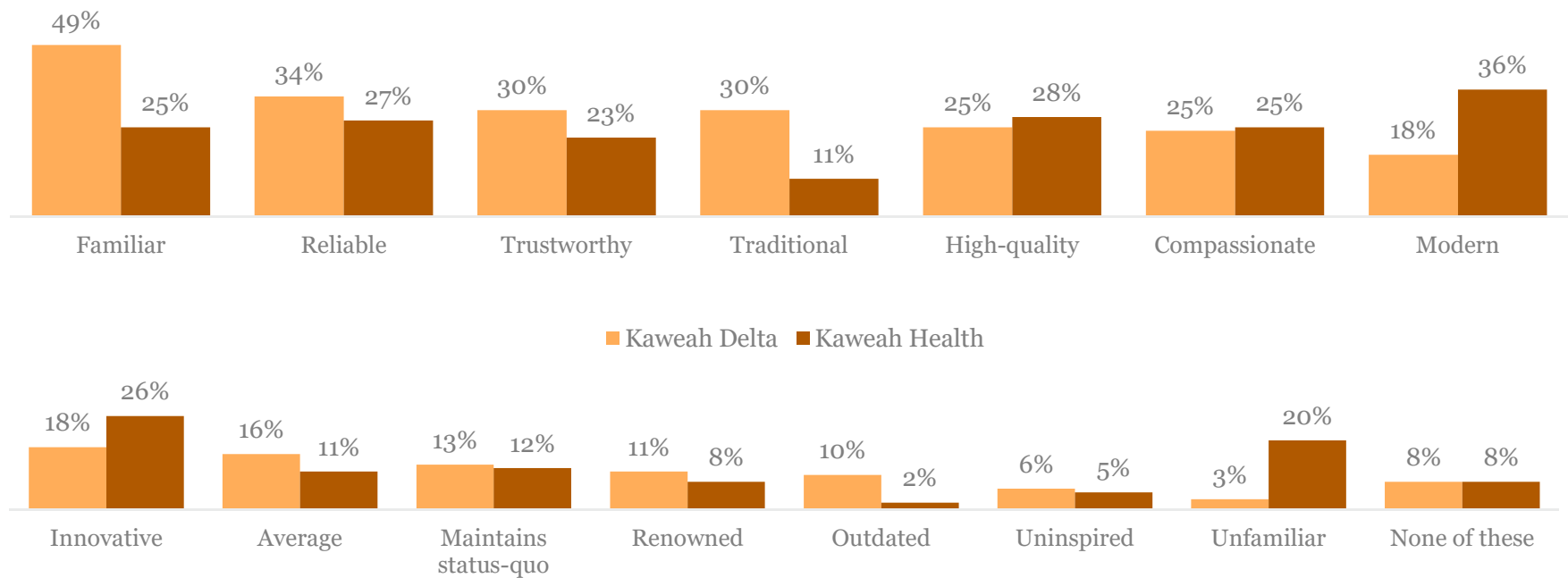


*This question was only presented to respondents who stated that Kaweah Delta's logo change would have a negative impact or no impact on their perception of Kaweah Delta.

Perceptions of Name Change

Words Associated with Naming Options (Totals)

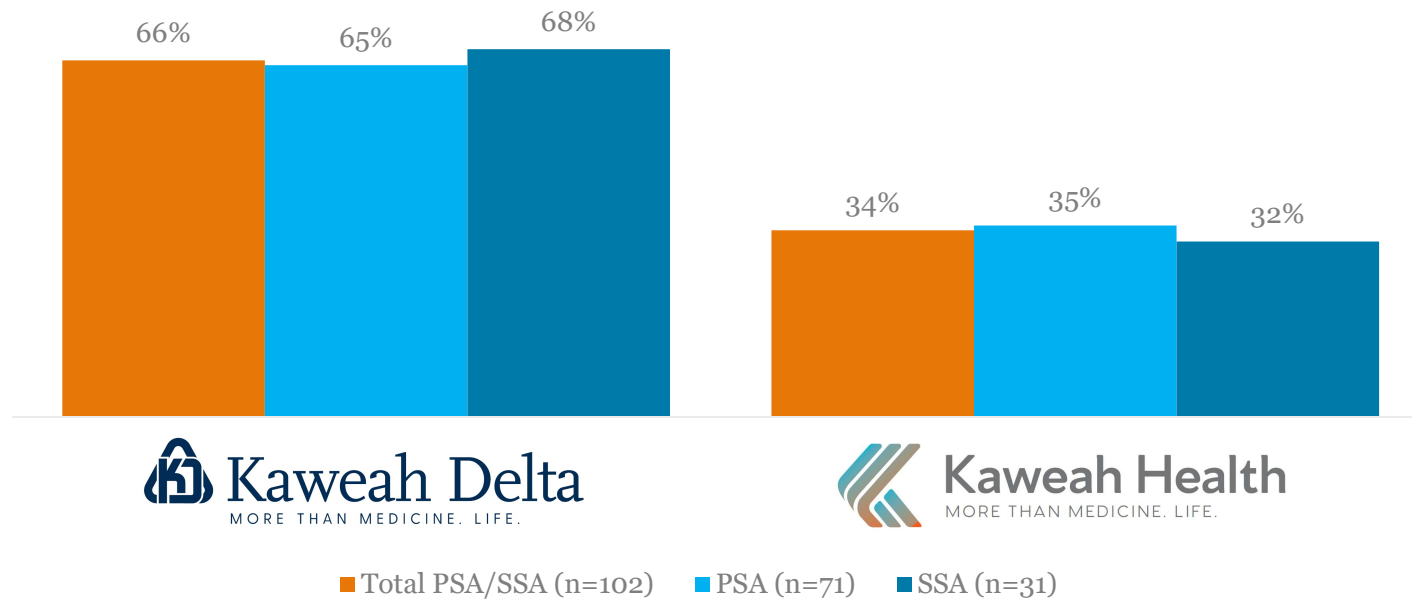
The words and phrases respondents most associated with the name Kaweah Delta were familiar (49%), reliable (34%), trustworthy (30%) and traditional (30%). The words and phrases respondents most associated with the name Kaweah Health were modern (36%), high-quality (28%), reliable (27%) and innovative (26%).



n = 102

Preferred Name

66% of respondents preferred the name 'Kaweah Delta' over 'Kaweah Health'.



Reasons for Name Preference

Kaweah Delta

66%

Familiar, Trustworthy, Sounds Nicer

- ✓ “Because it is familiar and trustworthy”
- ✓ “Because of familiarity and its a trustworthy name I would drive 30 min out of my way to take my child here”
- ✓ “Because it’s been the name for years and that’s what I’m used to as well as the locals”
- ✓ “This has been the name for over 20 years and people relate to this name all over the valley. Why change?”
- ✓ “i prefer kaweah delta when referring specifically to the hospital. kaweah health is very generic. Sounds like can be an IPA/Physician Provider Network .”
- ✓ “Because I have lived by this hospital most of my life and I've gotten use to the name.”
- ✓ “Kaweah Delta sounds and flows better than Kaweah Health, and it would be hard to have people change from Delta to Health since people would naturally keep using Delta.”
- ✓ “Its familiar. Most all other hospitals have the word health in the company name and Kaweah delta doesn't making the name more inviting and not the same as other clinics.”
- ✓ “I like tradition and I don’t like change much. This name sounds like a hospital. Kaweah Health sounds like a over priced, cheap walk in clinic.”

Kaweah Health

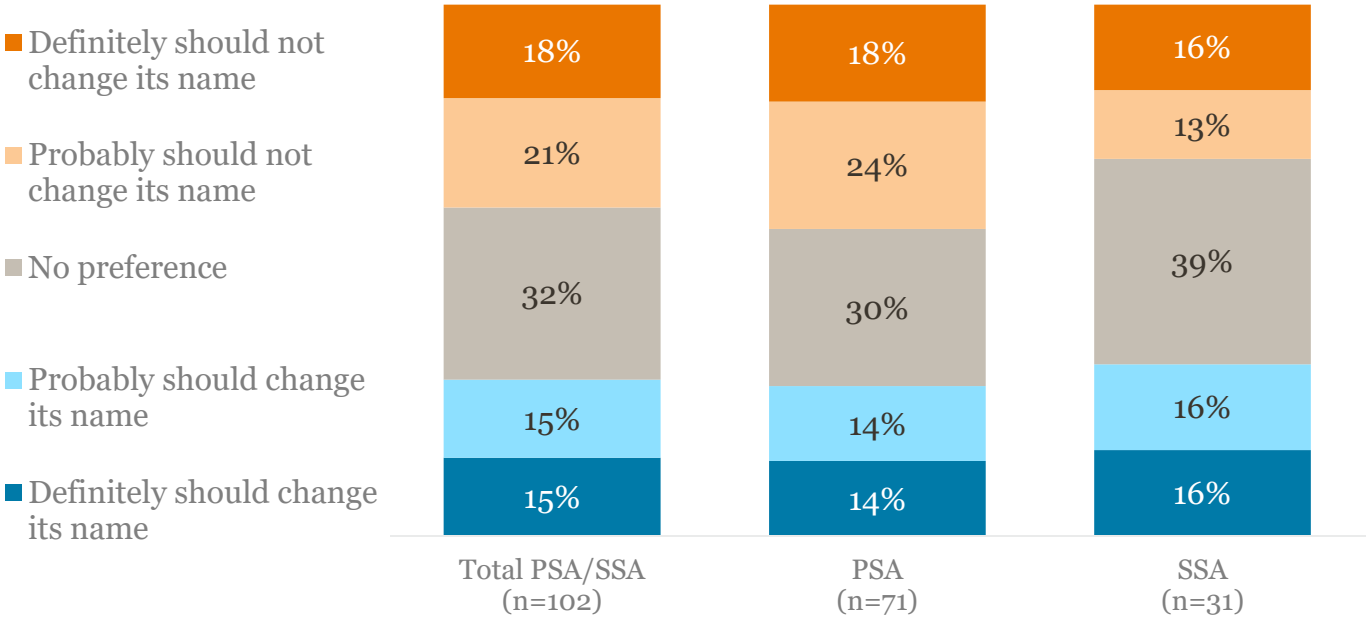
34%

Provides Description of Services, Modern

- ✓ “Health has a better relationship to their function than the word Delta”
- ✓ “It show that they want to start a new image and reputation!”
- ✓ “Because it implies that they take care of all aspects of your health, and it shows they ate trying to modernize and update their business”
- ✓ “I never understood what the 'Delta' in 'Kaweah Delta' was about. Kaweah Health seems more simple and easier to understand.”
- ✓ “The word Health in the name makes it seem more familiar and like a Hospital”
- ✓ “It associates them to healthcare and what they do. Something new and familiar at the same time.”
- ✓ “It tells me that it is in the medicinal industry.”
- ✓ “I feel like it's updating to keep up with current trends. It seems fresh.”
- ✓ “Would give kaweah Delta a shift in their reputation for consistent incidences of medical mishandling and or negligence. A fresh start.”
- ✓ “Because that’s what you are. You provide health and wellness. Where does “delta” come from anyway?”
- ✓ “The fact that health is in the name is a big indicator that you’re in the health business.”
- ✓ “They are bringing us back to health!”

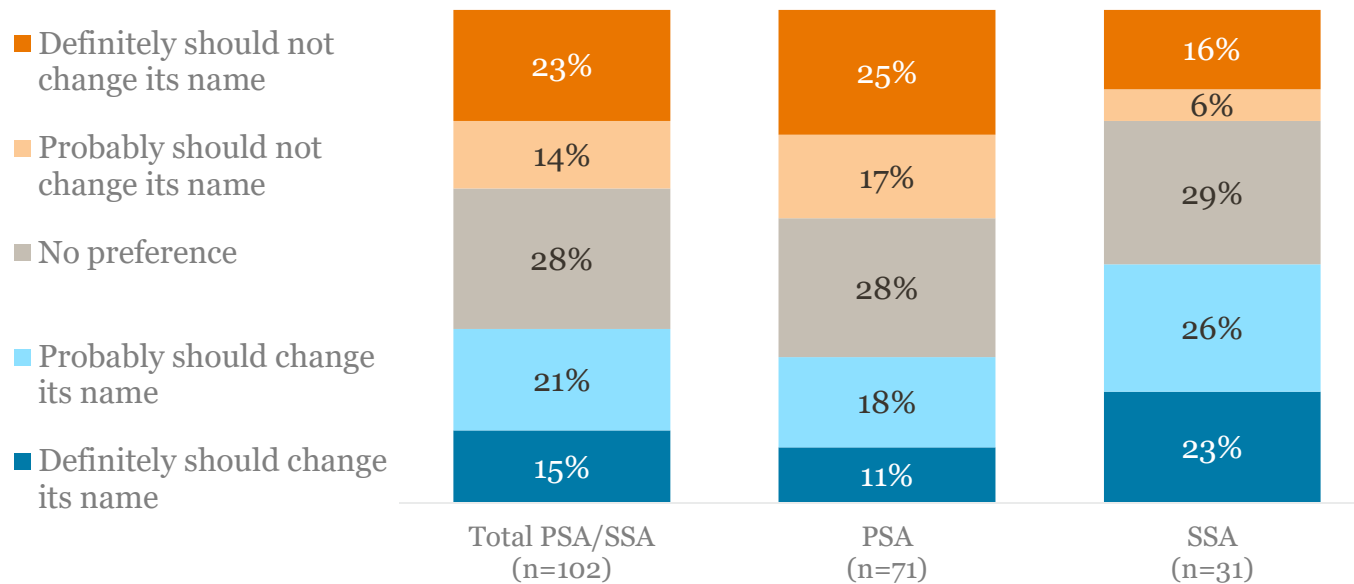
Should Kaweah Delta Change Names?

30% of respondents stated that Kaweah Delta probably or definitely *should* change its name; 39% of respondents stated that Kaweah Delta probably or definitely *should not* change its name.



Cost of Name Change

After learning of the cost associated with Kaweah Delta's name change, 36% of respondents stated that it probably or definitely *should* change its name; 37% stated that it probably or definitely *should not* change its name.



Changing its name to Kaweah Health would include the expense of replacing signs on more than 50 Kaweah Delta buildings. However, these signs are expected to last for 20 years and replacing them would cost less than 1% of Kaweah Delta's yearly budget

Key Takeaways

1

Currently, Kaweah Delta's brand image appears to be one of familiarity, reliability, compassion and trust. The words most associated with Kaweah Delta's **current logo** were familiar (46%), compassionate (33%) and trustworthy (31%). Similarly, the words most associated with the **name** Kaweah Delta were familiar (49%), reliable (34%), trustworthy (30%) and traditional (30%).

2

The brand image for the name **Kaweah Health** and its associated logo appears to be one of high-quality and innovation while also feeling more modern than Kaweah Delta's name and logo. The words most associated with Kaweah Delta's **new logo** were modern (39%), high-quality (26%) and innovative (26%). Similarly, the words most associated with the name **Kaweah Health** were modern (36%), high-quality (28%) and reliable (27%).

3

56% of respondents preferred **Kaweah Delta's** current logo over **Kaweah Delta's** new logo and 66% of respondents preferred the name **Kaweah Delta** over **Kaweah Health**. When asked why the preference was for Kaweah Delta, respondents (unaided) said because it was familiar, trustworthy and sounds nicer.

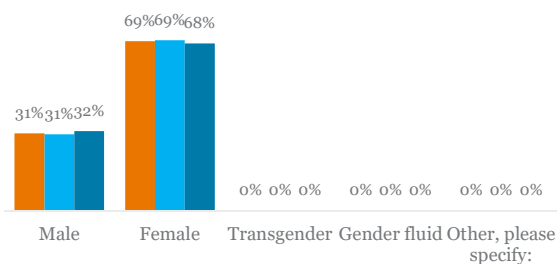
4

Only 7% of respondents stated that Kaweah Delta changing its logo would negatively affect their opinion of Kaweah Delta. Additionally, 30% of respondents stated that Kaweah Delta probably or definitely *should* change its name. After learning how much changing Kaweah Delta's name would cost, the number of respondents who stated that Kaweah Delta *should* probably or definitely change its name increased to 36%.

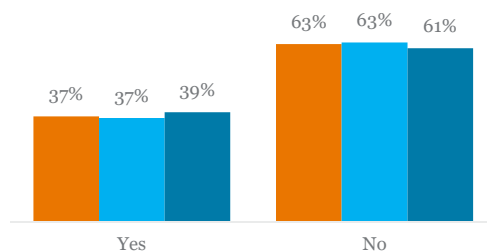
Sample Demographics

Demographics

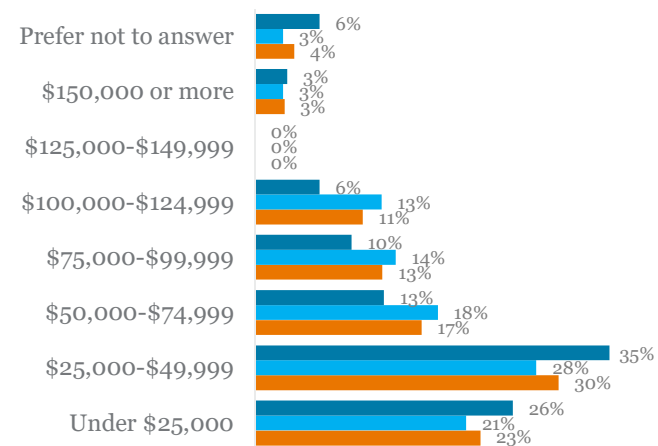
Gender



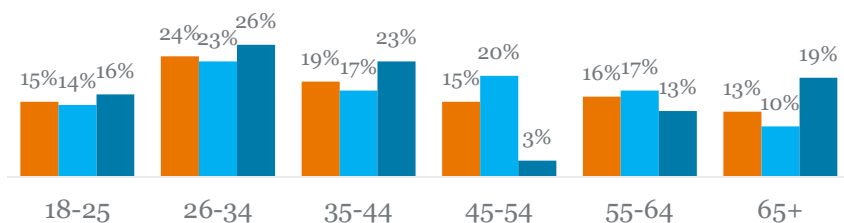
Children Under 18?



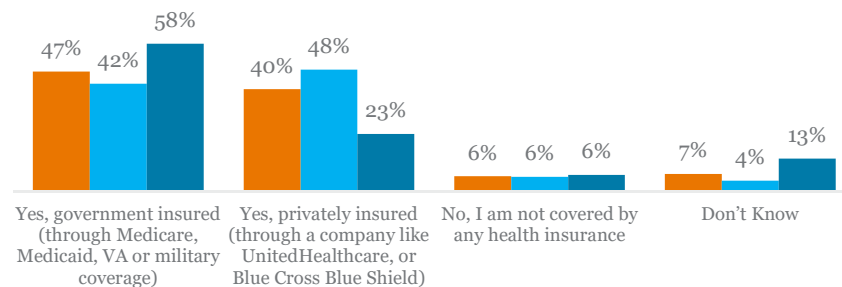
Household Income



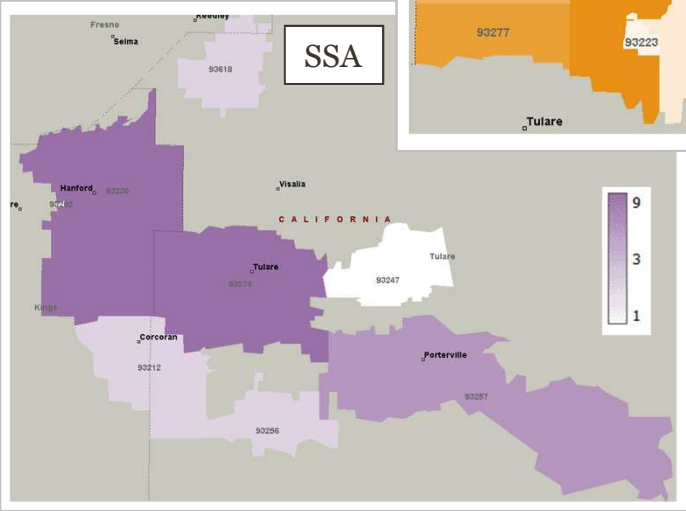
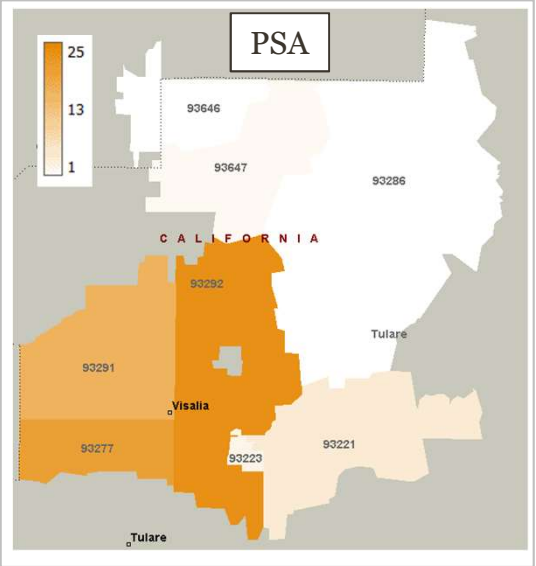
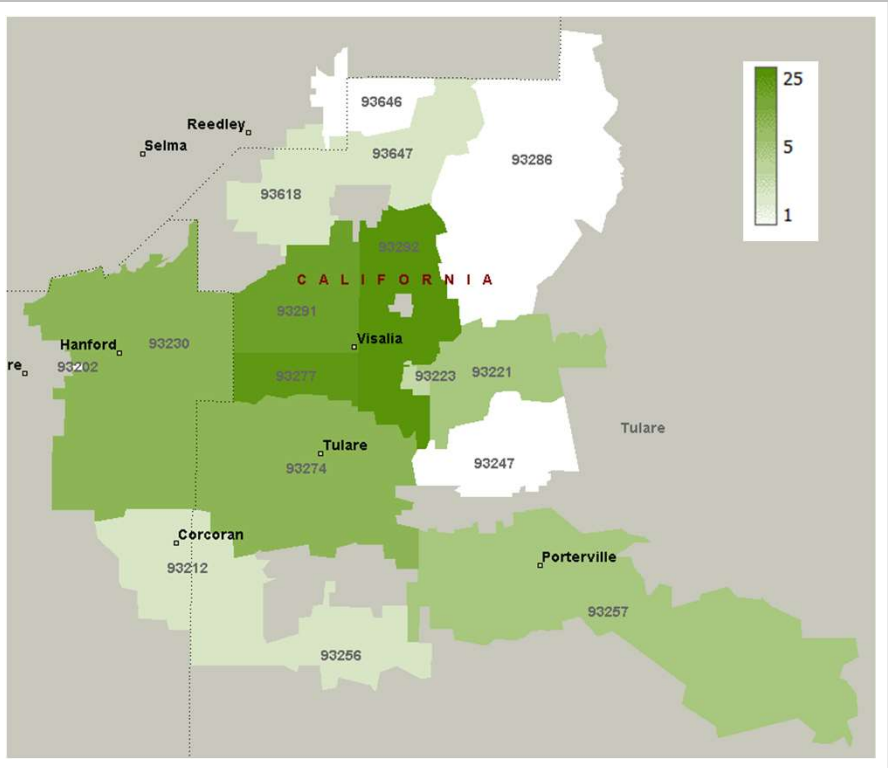
Age



Insurance

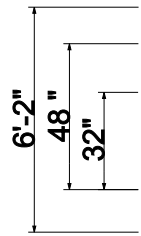


Geography





Corporate Headquarters
1245 Q St. Lincoln, NE 68508
800.388.4264
Local: 402.475.2525



Kaweah Health

43'-4"

5"

B
1



Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Manufacture and install internally illuminated channel letters flush mounted to building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials

.040" aluminum backs
 .040" painted aluminum returns
 3/16" white acrylic faces
 1" painted trim cap
 white LED illumination
 Digital print translucent vinyl

■ MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: The gauge of the wire is dictated by the length of the run and amperage as per NEC Article 300
 - Power to the sign must be done by a licensed contractor or licensed electrician

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- With Changes Noted



Proposed



Existing



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 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Channel Letters
 Kaweah Health
 Medical Center Main Campus

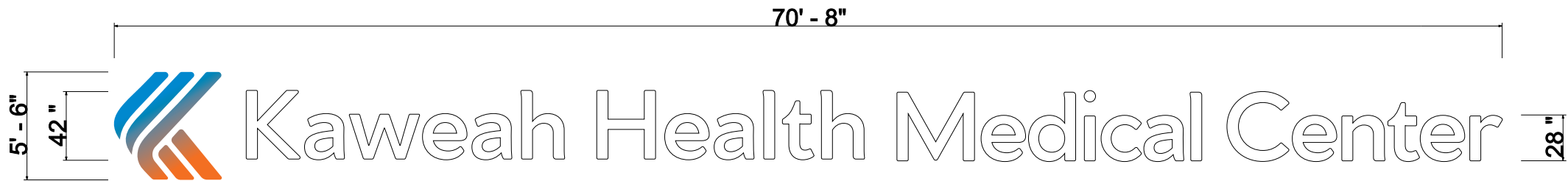
Drawn by
 JTA

Date 11/10/20
 Scale NTS

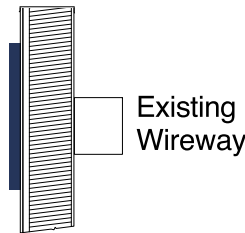
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File
 KH Main Campus B1 South Elevation 2

Rep
 JWA



B
2



Existing Wireway

Client Information
 Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description
 Remove & dispose of existing signage, patch holes & touch-up paint. Manufacture and install internally illuminated channel letters flush mounted to building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials
 .040" aluminum backs
 .040" painted aluminum returns
 3/16" white acrylic faces
 1" painted trim cap
 white LED illumination
 Digital print translucent vinyl

MP13740 Vans Blue Money

Patch color:
 Match Building Color

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Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: The gauge of the wire is dictated by the length of the run and amperage as per NEC Article 300
 - Power to the sign must be done by a licensed contractor or licensed electrician

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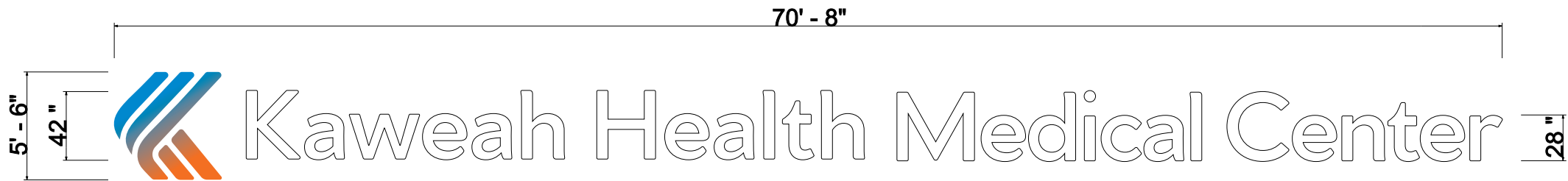
Existing

Proposed

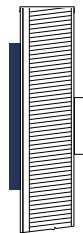
 **A-PLUS SIGNS**
 4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Channel Letters
 Kaweah Health
 Medical Center Main Campus

Drawn by JTA	Date 7/21/20	This drawing is proof of concept only. Due to construction constraints, sizes and/or layouts are subject to change. This original drawing is the exclusive property of A-Plus, Inc., and may not be reproduced, displayed or distributed without express written consent.
File KH Main Campus B2 North East Elevation 5	Scale NTS	
Rep JWA		



Kaweah Health Medical Center



Existing Wireway

B
3

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove & dispose of existing signage, patch holes & touch-up paint. Manufacture and install internally illuminated channel letters flush mounted to building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials

.040" aluminum backs
 .040" painted aluminum returns
 3/16" white acrylic faces
 1" painted trim cap
 white LED illumination
 Digital print translucent vinyl

MP13740 Vans Blue Money

Patch color:

Match Building Color

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:

- A dedicated branch circuit
- Three wires: Line, Ground and Neutral
- Wire Size: Min 12 GA THHN Copper Wire

Note: The gauge of the wire is dictated by the length of the run and amperage as per NEC Article 300
 - Power to the sign must be done by a licensed contractor or licensed electrician

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Approx. 90 ft

Proposed



Existing



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 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@aplusigns.com

Channel Letters
 Kaweah Health
 Medical Center Main Campus

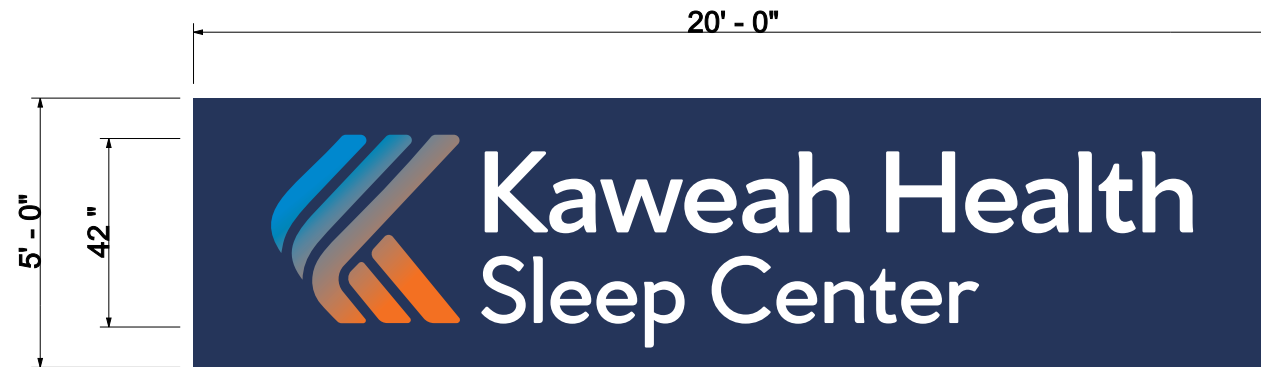
Drawn by
 JTA

Date 11/10/20
 Scale NTS

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File
 KH Main Campus B3 West Elevation 5

Rep
 JWA



B
4



Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove & dispose of existing signage, no patch or paint. Manufacture and install non-illuminated aluminum reverse pan with vinyl graphics, flush mounted to building fascia.

Materials

.2" aluminum reverse pan backer
 3M opaque vinyl
 Digital print opaque vinyl

3M White 7125-10

MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

- Each sign must have:**
- A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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Proposed



Existing



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 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Sleep Center Fascia Sign
 Kaweah Health Sleep Center

Drawn by
 JTA

Date 11/10/20
 Scale NTS

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File
 KH Main Campus B4 Sleep Center 8

Rep
 JWA

M
2



Proposed
Monument Wayfinding Sign
Internally-illuminated
6' - 4" W x 5'-0" H



Existing

Client Information




Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Cell 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing monument sign. Re-use existing pole and concrete footing. Manufacture and install new internally illuminated double-sided monument sign with push-thru logo and changeable cut-thru aluminum panels.

Materials

.125" aluminum cabinet
 1/2" clear acrylic push-thrus
 3/16" white acrylic
 white LED illumination
 3M opaque vinyl
 Digital print translucent vinyl
 orange LED illumination

-  3M Indigo 7125-27
-  MP13740 Vans Blue Money
-  PMS 165 C

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
 The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@aplusigns.com

Monument Sign - Option A
 Kaweah Health
 400 W. Mineral King, Visalia, CA

Drawn by JTA	Date 11/10/20	This drawing is proof of concept only. Due to construction constraints, sizes and/or layouts are subject to change. This original drawing is the exclusive property of A-Plus, Inc., and may not be reproduced, displayed or distributed without express written consent.
File KH Main Campus M2-A Emergency Vehicles 4	Scale NTS	
Rep JWA		



Proposed



Existing



Night Rendering

M
5

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing monument faces and aluminum sign on back. Repaint cabinet. Manufacture and install five acrylic faces with vinyl graphics for existing single-sided monument sign.

Materials

3/16" white acrylic
 3M opaque vinyl
 3M translucent vinyl
 Digital print translucent vinyl

3M Indigo 7125-27
 3M Red 3630-33

MP13740 Vans Blue Money

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Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
 The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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 Fresno, CA 93722
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 Fax: (559) 275-7482
 design@a-plussigns.com

Monument Sign - Option B
 Kaweah Health
 400 W. Mineral King, Visalia, CA

Drawn by
 JTA

Date 11/6/20
 Scale NTS

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File
 KH Main Campus M5-B Locust Entrance 2

Rep
 JWA

M7

Client Information

Contact Dieter Reichmann
Company Kaweah Health
Address 400 W. Mineral King
Visalia, CA 93291
Phone 559-624-2840
Fax 559-747-9354
email dreichma@kdhcd.org

Description

Remove and dispose of existing monument faces (jigsaw required). Repaint monument. Manufacture and install two (2) new aluminum reverse pan faces with cut-thru graphics for existing double-sided monument sign.

Materials

.125" aluminum face
1" returns (top and sides only)
3/16" white acrylic
Digital print translucent vinyl

- MP13740 Vans Blue Money
- PMS 165 C

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:

- A dedicated branch circuit
- Three wires: Line, Ground and Neutral
- Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
- Power to the sign must be done by a licensed contractor or licensed electrician

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Proposed



Existing



Night Rendering



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4270 N. Brawley Ave.
Fresno, CA 93722
Ph: (559) 275-0700
Fax: (559) 275-7482
design@a-plussigns.com

Wayfinding Monument Sign
Kaweah Health
840 S. Akers St., Visalia, CA 93277

Drawn by JTA	Date 11/11/20 Scale NTS	This drawing is proof of concept only. Due to construction constraints, sizes and/or layouts are subject to change. This original drawing is the exclusive property of A-Plus, Inc., and may not be reproduced, displayed or distributed without express written consent.
File KH Akers Campus M7 Small Monument 3	Rep JWA	



Proposed



Existing

M10

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing monument faces. Repaint cabinet. Manufacture and install new masked & painted acrylic faces for existing double-sided monument sign.

Materials

3/16" white acrylic
 3M opaque vinyl
 Digital print translucent vinyl

3M Indigo 7125-27

MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:

- A dedicated branch circuit
- Three wires: Line, Ground and Neutral
- Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Wayfinding Monument Sign

Kaweah Health
 840 S. Akers St., Visalia, CA 93277

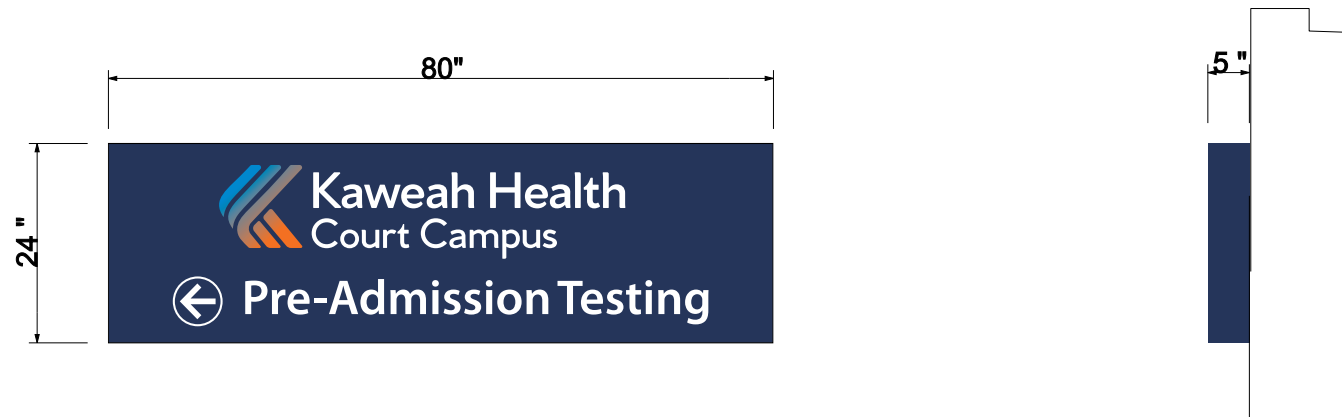
Drawn by
 JTA

Date 11/11/20
 Scale NTS

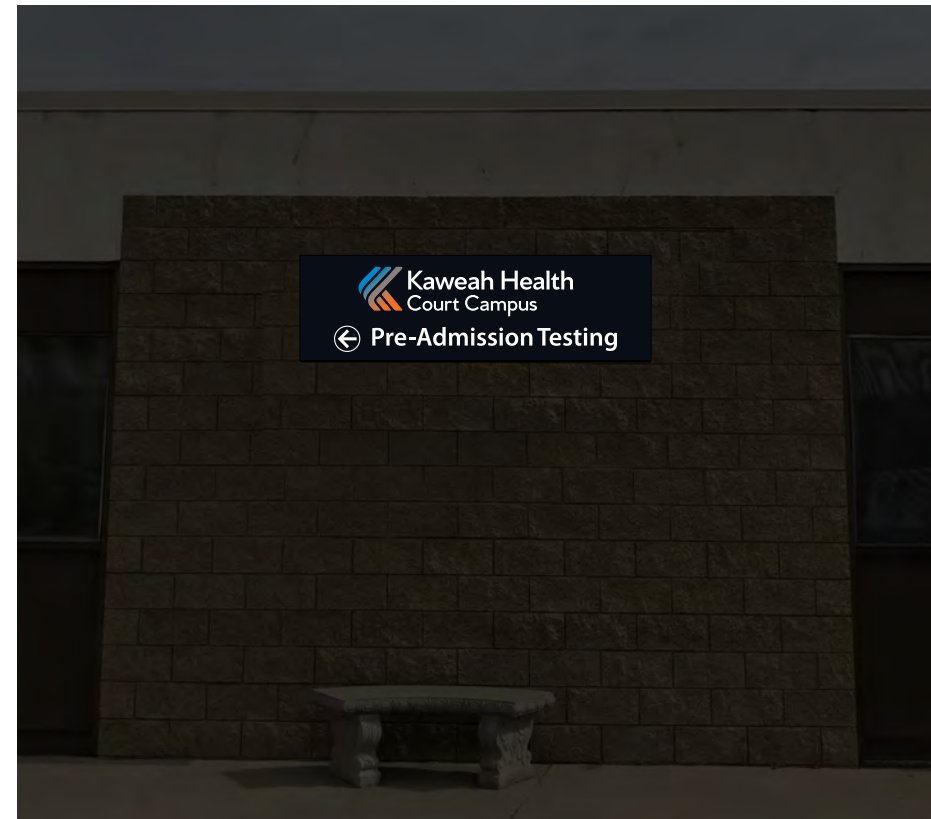
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File
 KH Akers Campus M10 Small Monument 4

Rep
 JWA



Proposed



Existing

B2

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing cabinet. Manufacture and install internally illuminated aluminum panel with cut-thru graphics, flush mounted to building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials

aluminum tube frame
 .125" aluminum face
 3/16" white acrylic
 white LED illumination
 3M translucent vinyl
 Digital print vinyl

MP13740 Vans Blue Money

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Each sign must have:

- A dedicated branch circuit
- Three wires: Line, Ground and Neutral
- Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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X _____ date
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- As Is Without Change
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 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Illuminated Cabinet
 Kaweah Health
 1633 S. Court St. Visalia, CA

Drawn by
 JTA

Date 11/6/20
 Scale NTS

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File
 KH Court Campus B2 Fascia Cabinet 4

Rep
 JWA

M1

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Repaint existing post and panel sign.
 Manufacture and install new aluminum
 face with vinyl graphics for existing
 non-illuminated single-sided post &
 panel sign.

Materials

.125" aluminum panels
 3M opaque vinyl
 Digital print opaque vinyl

3M White 7125-10

MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

- Each sign must have:**
- A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

ATTENTION: Before signing please review all details of this drawing, including (but not limited to) spelling, colors, and placement. By signing you confirm that you have reviewed and agree to all specifics shown in this drawing.

X _____ date
 approved

As Is Without Change
 With Changes Noted



Proposed



Existing



A-PLUS SIGNS

4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@aplusigns.com

Post & Panel Sign

Kaweah Health
 1014 San Juan Ave. Exeter, CA 93221

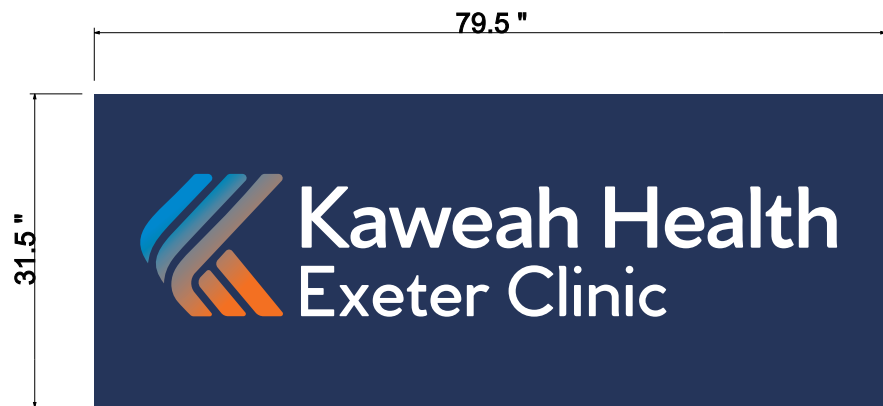
Drawn by
 JTA

Date 11/11/20
 Scale NTS

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File
 KH Exeter Campus M1 Main Clinic 2

Rep
 JWA



Qty: 2



Existing

M3

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing monument faces. Repaint cabinet retainers. Manufacture and install two (2) new acrylic faces with vinyl graphics for existing internally illuminated double-sided monument sign.

Materials

3/16" white acrylic
 Digital print translucent vinyl
 3M opaque vinyl

■ 3M Indigo 7125-27

Repaint cabinet retainers:
 ■ MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

- Each sign must have:**
- A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

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Proposed



Night Rendering



A-PLUS SIGNS

4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Monument Reface

Kaweah Health
 1014 San Juan Ave. Exeter, CA 93221

Drawn by
 JTA

Date 11/11/20
 Scale NTS

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File
 KH Exeter Campus M3 Monument Reface 3

Rep
 JWA



B1

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove & dispose of existing signage, patch holes & touch-up paint. Manufacture and install internally illuminated channel letters with aluminum backer flush mounted to building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials

.2" aluminum reverse pan backer
 .040" aluminum backs
 .040" black aluminum returns
 3/16" white acrylic faces
 1" black trim cap
 white LED illumination
 Digital print translucent vinyl

■ MP13740 Vans Blue Money

Patch color:

■ Match Building Color

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Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

ATTENTION: Before signing please review all details of this drawing, including (but not limited to) spelling, colors, and placement. By signing you confirm that you have reviewed and agree to all specifics shown in this drawing date

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Proposed



Existing

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 4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Fascia Sign
 Kaweah Health Medical Group
 5400 W. Hillsdale

Drawn by JTA	Date 11/11/20 Scale NTS	This drawing is proof of concept only. Due to construction constraints, sizes and/or layouts are subject to change. This original drawing is the exclusive property of A-Plus, Inc., and may not be reproduced, displayed or distributed without express written consent.
File KH Medical Group B1 Fascia 2	Rep JWA	

M1

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove and dispose of existing monument sign. Re-use existing pole and concrete footing. Manufacture and install new internally illuminated double-sided monument sign with push-thru logo and changeable cut-thru aluminum panels.

Materials

.125" aluminum cabinet
 1/2" clear acrylic push-thrus
 3/16" white acrylic
 white LED illumination
 3M translucent vinyl
 Digital print translucent vinyl
 orange LED illumination

- MP13740 Vans Blue Money
- PMS 165 C

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
 The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.
 - Power to the sign must be done by a licensed contractor or licensed electrician

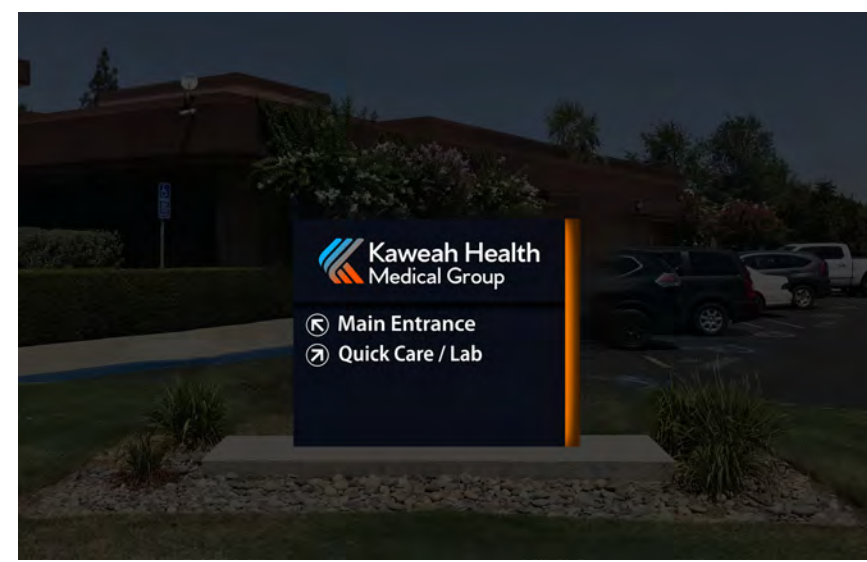
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Proposed



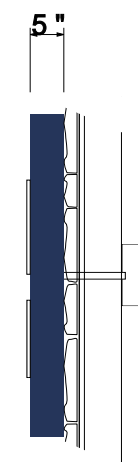
Existing



A-PLUS SIGNS
 4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@a-plussigns.com

Monument Sign
 Kaweah Health Medical Group
 5400 W. Hillsdale

Drawn by JTA	Date 11/11/20	This drawing is proof of concept only. Due to construction constraints, sizes and/or layouts are subject to change. This original drawing is the exclusive property of A-Plus, Inc., and may not be reproduced, displayed or distributed without express written consent.
File KH Medical Group M1 Entry Monument 2	Scale NTS	Rep JWA



B1

Client Information

Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove & dispose of existing signage. No patch or paint. Manufacture and install internally illuminated aluminum reverse pan backer with clear acrylic push-thru letters, flush mounted to rock building fascia. Sign to connect to existing customer supplied 120V power at sign location.

Materials

2" aluminum reverse pan backer
 1/2" clear acrylic push-thrus
 3/16" white acrylic
 white LED illumination
 Digital print translucent vinyl

■ MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:
 - A dedicated branch circuit
 - Three wires: Line, Ground and Neutral
 - Wire Size: Min 12 GA THHN Copper Wire
Note: The gauge of the wire is dictated by the length of the run and amperage as per NEC Article 300
 - Power to the sign must be done by a licensed contractor or licensed electrician

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Proposed



Existing



Night Rendering



4270 N. Brawley Ave.
 Fresno, CA 93722
 Ph: (559) 275-0700
 Fax: (559) 275-7482
 design@aplussigns.com

Building Fascia

Kaweah Health
 3600 W Flagstaff Ave., Visalia, CA 93291

Drawn by
 JTA

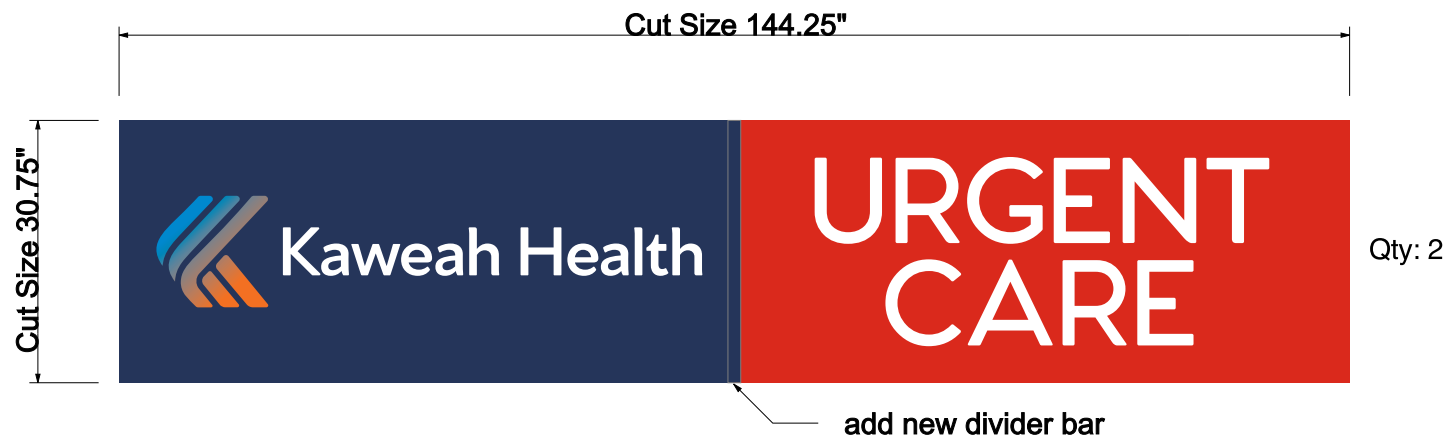
Date 11/11/20
 Scale NTS

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File
 KH Northside Urgent Care B1 Fascia 2

Rep
 JWA

M1



Client Information




Contact Dieter Reichmann
 Company Kaweah Health
 Address 400 W. Mineral King
 Visalia, CA 93291
 Phone 559-624-2840
 Fax 559-747-9354
 email dreichma@kdhcd.org

Description

Remove & dispose of existing double-sided monument faces. Repaint cabinet retainers and add new divider bars. Manufacture and install two (2) new polycarbonate faces for existing double-sided monument sign.

Materials

1.5" divider bar
 .177" white polycarbonate
 3M opaque vinyl
 3M translucent vinyl
 Digital print translucent vinyl

-  3M Indigo 7125-27
-  3M Red 3630-33
- Repaint cabinet retainers:
-  MP13740 Vans Blue Money

* If specific colors have not been provided, colors will be matched to the closest equivalents. By signing you confirm that you have reviewed and agree to the color callouts.

Each sign must have:

- A dedicated branch circuit
- Three wires: Line, Ground and Neutral
- Wire Size: Min 12 GA THHN Copper Wire

Note: The gauge of the wire is dictated by the length of the run and amperage as per NEC Article 300
 - Power to the sign must be done by a licensed contractor or licensed electrician

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Proposed



Existing



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 Fresno, CA 93722
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 Fax: (559) 275-7482
 design@a-plussigns.com

Monument Reface
 Kaweah Health
 3600 W Flagstaff Ave., Visalia, CA 93291

Drawn by
 JTA

Date 11/11/20
 Scale NTS

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File
 KH Northside Urgent Care M1 Monument Reface 2

Rep
 JWA

bodybrow
the campus beauty bar

DUNTON TOWER

LUXURY APARTMENTS

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