



MORSE LIFE

West Plam Beach, FL

Market:

Healthcare

Products Provided:

Interior Wayfinding

Room I.D.
Directional & Directory Signs
Department Signs

Exterior Wayfinding

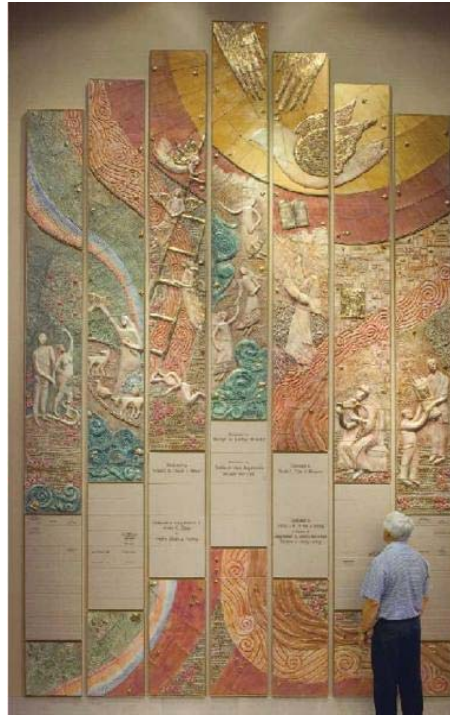
Site Identification
Directional Signs
Informational Signs

Donor Recognition

Donor Walls
Named Gift Signs
Employee Recognition

Services Provided:

Budget Development
Design Collaboration
Prototypes
Custom Fabrication
Project Management
Installation



Morse Life is a nationally recognized provider of health care, housing and support services for seniors and their families in Palm Beach County, Florida. Their mission is directed to enhancing the lives of seniors with a deep respect to Jewish values and traditions. Services include independent and assisted living, long term care, memory care, short term rehab and adult day care.

Welch Sign has worked extensively within the senior living communities, and has been a key provider of sign systems for over a dozen Jewish Living campuses. Integrating effective wayfinding and donor recognition with cultural messages has been a key to success. We worked

collaboratively with staff, architects, contractor and volunteers to develop and implement an interior and exterior wayfinding and a donor recognition system at The Tradition campus in 2004, while simultaneously updating the exterior site and wayfinding at their Morse Campus. Our team developed the entire project from concept through fabrication and installation; working closely with the architectural team to implement the sign program throughout the campus. Recently, we designed, fabricated and installed signage in their new Short Term Rehabilitation facility, Adult Day Care and renovated Skilled Care. Planning is currently underway for signage at their new Assisted Living campus expected to open in 2016.