



**THE FINLEY  
HOSPITAL**  
IOWA HEALTH SYSTEM

**CS&G joined with  
Finley Hospital in 2005  
to solve years of neglect  
in their signage/wayfinding.**

**This project features three  
unique elements:**

**Major department signage  
incorporate sepia toned historic  
photos as an accent and  
an aid in placemaking**

**Interior Signage has a streetscape  
motif, naming hallways as  
streets/avenues**

**Facility Wide  
numbering sequence keys to  
"street addresses/room numbers"**

**Project Name/Location:  
The Finley Hospital  
Dubuque, IA.**

**Consists of:  
A 158 bed hospital  
Attached Cancer Center  
Attached Medical Building**



Streetscaped Themed  
Directional Signs  
Complete With Street Names And  
Address



Historic photo used in  
ER Department identification sign

**CS&G**  
Cooper Signage  
& Graphics, Inc.

**Recent Projects**



CS&G Wayfinding  
& Signage Solutions  
Are Exclusively Endorsed  
By The American Hospital Association