Sanford's cohesive dedication, courage, passion, adherence to excellence, and family centered care unfold to raise the bar across the boards. The elements of nature reflect the brand of Sanford - a soothing and secure environment that encourages discovery and evokes passion from both the families and staff. The concept Unfolding the pivotal vibrance of Sanford through the five elements of nature - projects an accessible, secure, interesting and sustainable facility for diverse pregnant women and families in Sioux Falls, SD, and surrounding areas.

A triangular form was chosen to manipulate throughout the space as a two dimensional application or three dimensional sculptural element that would serve as wayfinding tools and points of interest. An achromatic color palette with the orange hue that represents women's care at Sanford was chosen to establish a brand that could be utilized throughout the longevity of the building.