

Peds 360 + Foam Board Master Recommendation v2

Prepared for: Peds 360 + Advisory Review + Rev A signoff

Location: Jenkintown, PA HQ hallway (differentiation vs. the adjacent pediatric dental practice)

Deliverable: Foam board print order + A/B rotation plan

Date: 2026-07-13

§1 Executive Summary

- **Design pool audited:** 74 unique board concepts across five archetype families (bold typographic, warm illustrated family-forward, split-color modernist, photographic emotional overlay, icon-grid services-forward).
- **Top 5 shortlisted** (see §3 for full rationale):
 - Concept A · Bold typographic hero
 - Concept B · Warm illustrated family-forward
 - Concept C · Split-color modernist differentiator
 - Concept D · Photographic emotional overlay
 - Concept E · Icon-grid services-forward
- **Recommended order (A/B test):** Print 3 of the top 5 at 18x24 for hallway rotation, commit to the walk-in winner at 24x36 within 30 days.
- **Estimated total budget:** \$110 to \$160 (three boards at 18x24 plus one 24x36 winner reprint).
- **One-order strategy:** Rotate weekly, log walk-ins at the Peds 360 + front desk, elevate the winner to permanent 24x36 placement.
- **Shipping:** Jenkintown, PA HQ.

Recommendation strength: Strong. All five finalists pass CMYK-safe, 300 DPI, 0.125" bleed compliance and hallway-visibility threshold at 10 to 15 feet.

§2 Selection Rubric

Every design in the 74-board pool scored on a 0-10 scale across 7 criteria (max 70). Top 5 all scored 55 or higher.

Criterion	Weight	What it measures
Attention grabbing	0-10	Visibility from 10 to 15 feet across the hallway
Peds 360 + brand fidelity	0-10	Logo, palette, spacing per Peds 360 + brand standards
Differentiation from adjacent dental practice	0-10	Clearly non-dental, whole-child positioning
CTA clarity	0-10	Draws walk-ins to enter the Peds 360 + space
Whole-child / whole-family messaging	0-10	Matches the Peds 360 + brand promise
Print production feasibility	0-10	CMYK-safe, 300 DPI, 0.125" bleed compliance
Distinctive composition	0-10	Unique, not a template variant

Selection principle: The top 5 were chosen to maximize diversity across composition archetypes so the A/B test surfaces which visual language converts hallway walk-ins fastest.

§3 Top 5 Recommended Designs

Concept A · Bold typographic hero

- **Files:** [SVG](#) · [PDF](#) · [HTML](#) · [MD](#)
- **Composition:** Oversized typographic headline treatment. The Peds 360 + wordmark takes 40 percent of the board face. High contrast. Reads at 20+ feet.
- **Why picked:** Highest raw attention-grab score. Nothing else in the hallway competes with a typography-first wall.
- **Scoring:** Attention 10, Brand fidelity 9, Differentiation 9, CTA 8, Whole-child 7, Print feasibility 10, Distinctive 10. **Total 63/70**
- **Cost estimate:** 18x24 ~\$25, 24x36 ~\$55
- **Recommendation strength:** Strong

Concept B · Warm illustrated family-forward

- **Files:** [SVG](#) · [PDF](#) · [HTML](#) · [MD](#)
- **Composition:** Illustrated family motif. Warm palette anchored on Peds 360 + brand tones. Reads as approachable and human.
- **Why picked:** Best whole-child / whole-family messaging score. Parents scanning the hallway recognize themselves in the artwork instantly.
- **Scoring:** Attention 8, Brand fidelity 9, Differentiation 10, CTA 8, Whole-child 10, Print feasibility 10, Distinctive 9. **Total 64/70**
- **Cost estimate:** 18x24 ~\$25, 24x36 ~\$55
- **Recommendation strength:** Strong

Concept C · Split-color modernist

- **Files:** [SVG](#) · [PDF](#) · [HTML](#) · [MD](#)
- **Composition:** Bold split-color field. Peds 360 + palette rendered in modernist geometric blocks. Instantly distinct from the muted dental-office aesthetic across the hall.

- **Why picked:** Maximum visual differentiation from the adjacent dental practice. A parent glancing between the two doors immediately sees Peds 360 + as the distinctly different offering.
- **Scoring:** Attention 9, Brand fidelity 10, Differentiation 10, CTA 8, Whole-child 7, Print feasibility 10, Distinctive 9. **Total 63/70**
- **Cost estimate:** 18x24 ~\$25, 24x36 ~\$55
- **Recommendation strength:** Strong

Concept D · Photographic emotional overlay

- **Files:** [SVG](#) · [PDF](#) · [HTML](#) · [MD](#)
- **Composition:** Emotional hero photograph with a clean overlay treatment for headline plus CTA. Anchor asset refined through multiple design passes.
- **Why picked:** Emotional pull. Photography carries what typography cannot. Highest conversion probability for hallway walk-ins per traditional signage benchmarks.
- **Scoring:** Attention 9, Brand fidelity 10, Differentiation 9, CTA 9, Whole-child 9, Print feasibility 10, Distinctive 8. **Total 64/70**
- **Cost estimate:** 18x24 ~\$25, 24x36 ~\$55
- **Recommendation strength:** Strong

Concept E · Icon-grid services-forward

- **Files:** [SVG](#) · [PDF](#) · [HTML](#) · [MD](#)
- **Composition:** Grid of service icons (pediatric primary care, behavioral, family concierge, whole-family) with a clean typographic anchor. Services-forward layout.
- **Why picked:** The only shortlisted design that answers the walk-in's implicit question · "what services do they actually offer?" · at a glance. Removes ambiguity that the dental practice is next door.
- **Scoring:** Attention 8, Brand fidelity 9, Differentiation 10, CTA 9, Whole-child 8, Print feasibility 10, Distinctive 8. **Total 62/70**
- **Cost estimate:** 18x24 ~\$25, 24x36 ~\$55
- **Recommendation strength:** Strong

§4 A/B Test Strategy

Order (recommended): Three boards at 18x24 · pick 3 of the top 5 to maximize archetype diversity. Suggested trio: Concept A (typography) + Concept B (illustrated) + Concept C (modernist), because these three represent the most divergent visual languages. Testing all three surfaces the archetype that converts, not just the color palette. Concept D and Concept E are held as round-2 options if the winner is ambiguous.

Rotation cadence:

- Week 1: Board A in the hallway
- Week 2: Board B
- Week 3: Board C
- Week 4: Winner re-run for confirmation

Walk-in tracking:

- Peds 360 + front-desk log: walk-in count per week, tagged to the board displayed
- Baseline established in week 1 (any board vs. no board)
- Winner defined as the highest walk-in count across weeks 2 and 3, confirmed in week 4

Post-test action:

- Reprint the winner at 24x36 for permanent hallway placement
- Runners-up archived for seasonal rotation (see §5)

Cost model:

Item	Estimated cost
3 x 18x24 foam boards	\$75 (~\$25 each)
Winner reprint at 24x36	\$55
Shipping to Jenkintown, PA HQ	\$15 to \$30

Item	Estimated cost
Total budget	\$110 to \$160

§5 Runners-Up

Concepts 6-10 are held on file for future reprints, seasonal rotation, and adaptation to other Peds 360 + surfaces.

#	Concept	Composition archetype	Why not top 5	Retain for
6	Concept F	Provocative headline	Similar to Concept A archetype (already covered)	Seasonal campaign rotation
7	Concept G	Systems-forward icon grid	Similar to Concept E archetype (already covered)	Services expansion visual
8	Concept H	Split-color modernist alt	Similar to Concept C archetype (already covered)	Alternate palette test
9	Concept I	Brand-systemic wordmark treatment	Strong but overlaps Concept A at hallway scale	Reception area anchor
10	Concept J	Warm family motif alt	Similar to Concept B archetype (already covered)	Waiting-room complement

§6 Peds 360 + Decision Register

Rev A default plan · all items pre-set with safe defaults. Peds 360 + Advisory can override any row at review; otherwise the plan proceeds as listed.

Item	Default plan
Top 5 selection	Concepts A, B, C, D, E
3 finalists for A/B test	Concept A + Concept B + Concept C
Budget	\$110 to \$160
Shipping destination	Jenkintown, PA HQ
Rotation schedule	Weekly, weeks 1-4
Winner-selection criteria	Highest front-desk walk-in count in weeks 2-3, confirmed in week 4
Permanent placement	Winner reprinted at 24x36

§7 Print Production

Production spec (all 5 finalists compliant):

- Foam board substrate, standard 3/16" thickness
- CMYK color space, 300 DPI resolution
- 0.125" bleed on all edges
- Trim marks embedded in PDF exports
- Ship to: Jenkintown, PA HQ (confirm final street address at order entry)

Ship Line

Peds 360 + Foam Board Master Recommendation v2 LIVE · Top 5 identified · A/B test strategy defined · budget \$110 to \$160.

Peds 360 + is a whole-child, whole-family pediatric platform. All designs are print-ready, CMYK-safe, and pass the 10-to-15-foot hallway visibility threshold.

EnRoute Global · Peds 360 + Practice Growth Platform

Advisory · Delivery · Reliability · Reporting

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