



*DESIGN* **EVERYTHING**

# STL Three Rivers

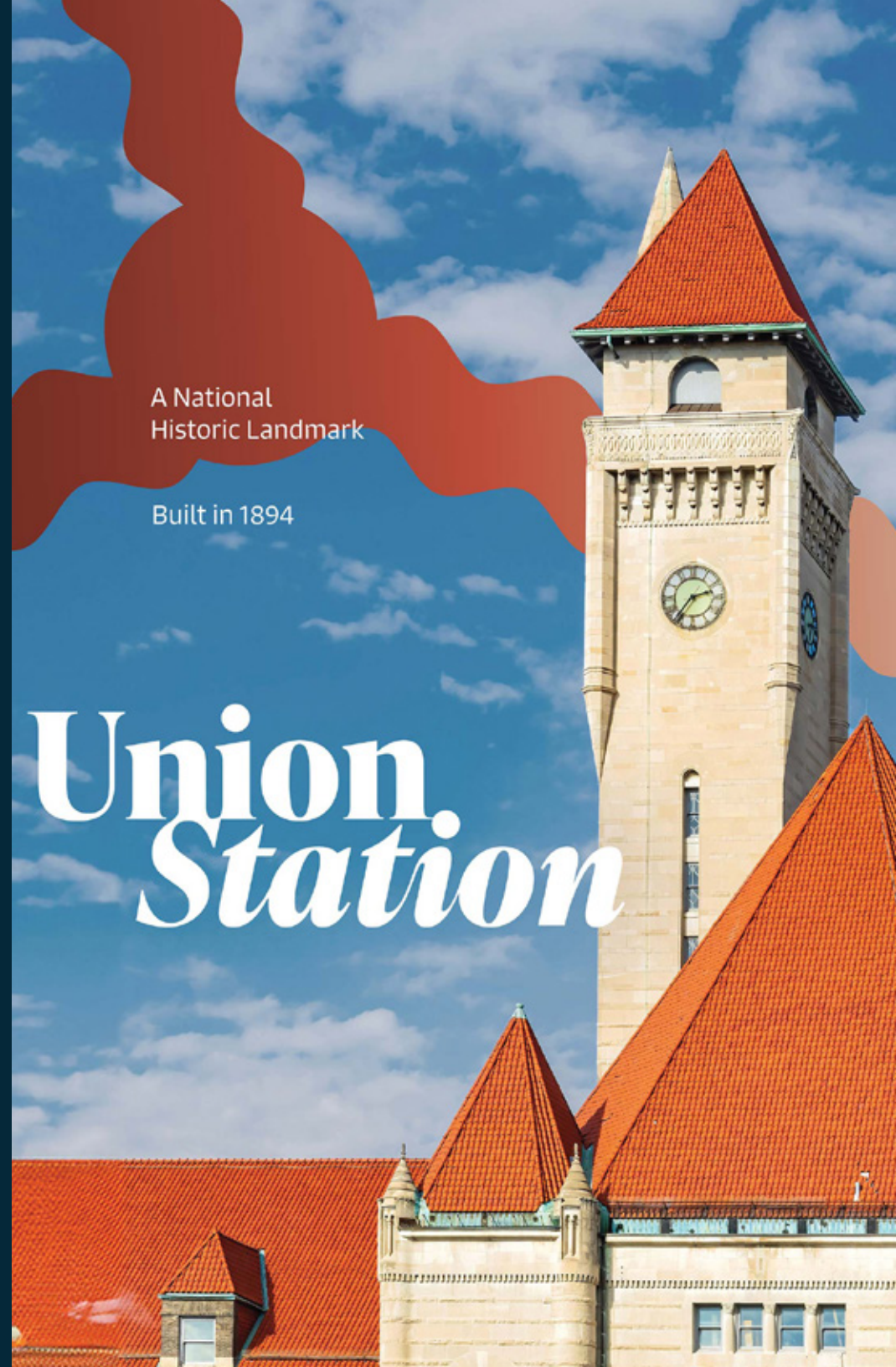
## **Inspiration**

St. Louis (STL) has always been at the crossroads of forward growth. Sitting at the confluence of three major rivers, STL has overcome challenges with drive and determination to become a hub of industry, culture, and technology. We use that same drive and determination at Crossover to tackle the challenges of healthcare and lead the way. We're here to celebrate STL's past and present while also looking forward to ushering in the next generation of health and care for the community.

A National  
Historic Landmark

Built in 1894

# Union. *Station*



# STL Three Rivers

## Concept

Our health center gathers its inspiration from STL's rich heritage. They will highlight everything the city has to offer from the iconic Gateway Arch to the legendary Blues scene to the more niche, locals-only secrets. We design everything with intention so members will feel at-home and at-ease when they recognize the STL they love in the art that adorns our health centers.



## Artistic Execution

Nothing represents STL better than its iconic flag. The graphic depiction of the merging of the three rivers (Meramec, Missouri, and Mississippi) is the inspiration behind our visual language. We've used it to create a graphic window into the culture and history of STL that will come to life across our health centers to drive a connection with the local community we are privileged to care for.

