



# Kaiser Permanente Walk Path Brochure

Kevin Pham, M.S.  
Health Educator  
Health Promotion

# 1. Digital Map and Draft Fee



# 2. Indoor Map Board



## Wellness Walk Path: Map

**General Information**  
Take One:

**Path Info**

- 1/2 Mile (12 min, 18 Cal) - Nature Path
- 1/2 Mile (10 min, 15 Cal) - All-Well Loop
- 1/4 Mile (8 min, 12 Cal) - Miner's Circle
- 1/4 Mile (6 min, 9 Cal) - Urban Path
- Star Challenge (5 min, 7 Cal) - Star Challenge

**Health by the Numbers**

1 Mile Equals:	100 Calories burned
	20 minutes of brisk walking
	1/8 of the minimum, weekly suggested walking distance

**100 Calories Equals:**

- 1 Apple (medium size)
- 1/3 Bagel (small, plain)
- 12oz. Coffee (milk & sugar)

**Legend**

- Walk Path
- Building
- Street
- Parking

**Your Logo Here**

**KAISER PERMANENTE®**  
**Walk this way**

# 3. Printed Map Cards for Indoor Map Board

## Wellness Walk Path

**Walk Path Map**

1/2 Mile 15 Min. 50 Cal	1/2 Mile 10 Min. 50 Cal	1/4 Mile 5 Min. 25 Cal	1/4 Mile 5 Min. 25 Cal	Stair Challenge
Nature Path	Miner Loop	Miner's Circle	Urban Path	Star Challenge

**Legend**

Walk Path	Building	Street	Parking
-----------	----------	--------	---------

Your Logo Here **KAISER PERMANENTE. Walk this way**

## Wellness Walk Path

You are on the right path.

- ▶ Relax. Deep, controlled breathing has been shown to reduce stress.
- ▶ Observe. Your surroundings present wonders and obstacles.
- ▶ Enjoy. Walking clears the mind and strengthens the body.

Your Logo Here **KAISER PERMANENTE. Walk this way**

# 4. Outdoor Metal Map Sign



The image shows a template for an outdoor metal map sign. At the top left is a circular icon of a person walking with arrows indicating a loop. To its right is the title "Wellness Walk Path: Map" in a large, bold, blue font. Below the title is a dark blue rectangular area containing a map of a building complex with several colored paths overlaid. The paths are labeled: "Nature Path" (green), "Miner Loop" (orange), "Miner's Circle" (blue), "Urban Path" (purple), and "Stair Challenge" (yellow). A road labeled "Ridge Rd." is shown at the top of the map. To the left of the map is a "Path Info" section with five circular icons, each containing a path name, distance, time, and calorie count. Below the map is a "Legend" section with four items: "Walk Path" (represented by a colored line), "Building" (represented by a white square), "Street" (represented by a grey line), and "Parking" (represented by a grey square). At the bottom of the sign, there is a white area with the text "Your Logo Here" on the left and the Kaiser Permanente logo and the slogan "Walk this way" on the right.

**Wellness Walk Path: Map**

**Path Info**

- 1/2 Mile**  
15 Min.  
50 Cal.  
Nature Path
- 1/2 Mile**  
10 Min.  
50 Cal.  
Miner Loop
- 1/4 Mile**  
5 Min.  
25 Cal.  
Miner's Circle
- 1/4 Mile**  
5 Min.  
25 Cal.  
Urban Path
- Stair Challenge**  
Stair Challenge


**Legend**

- Walk Path
- Building
- Street
- Parking

**Your Logo Here**

**KAISER PERMANENTE.**  
**Walk this way**


# 5. Outdoor Metal Motivational Sign



**Walk this way**

**“Insanity: doing the same thing over and over again expecting different results”**


Your Logo Here KAISER PERMANENTE.  
**Wellness Walk Path**



**Walk this way**

**Walking Burns approximately the same amount of calories per mile as running.**

Your Logo Here KAISER PERMANENTE.  
**Wellness Walk Path**

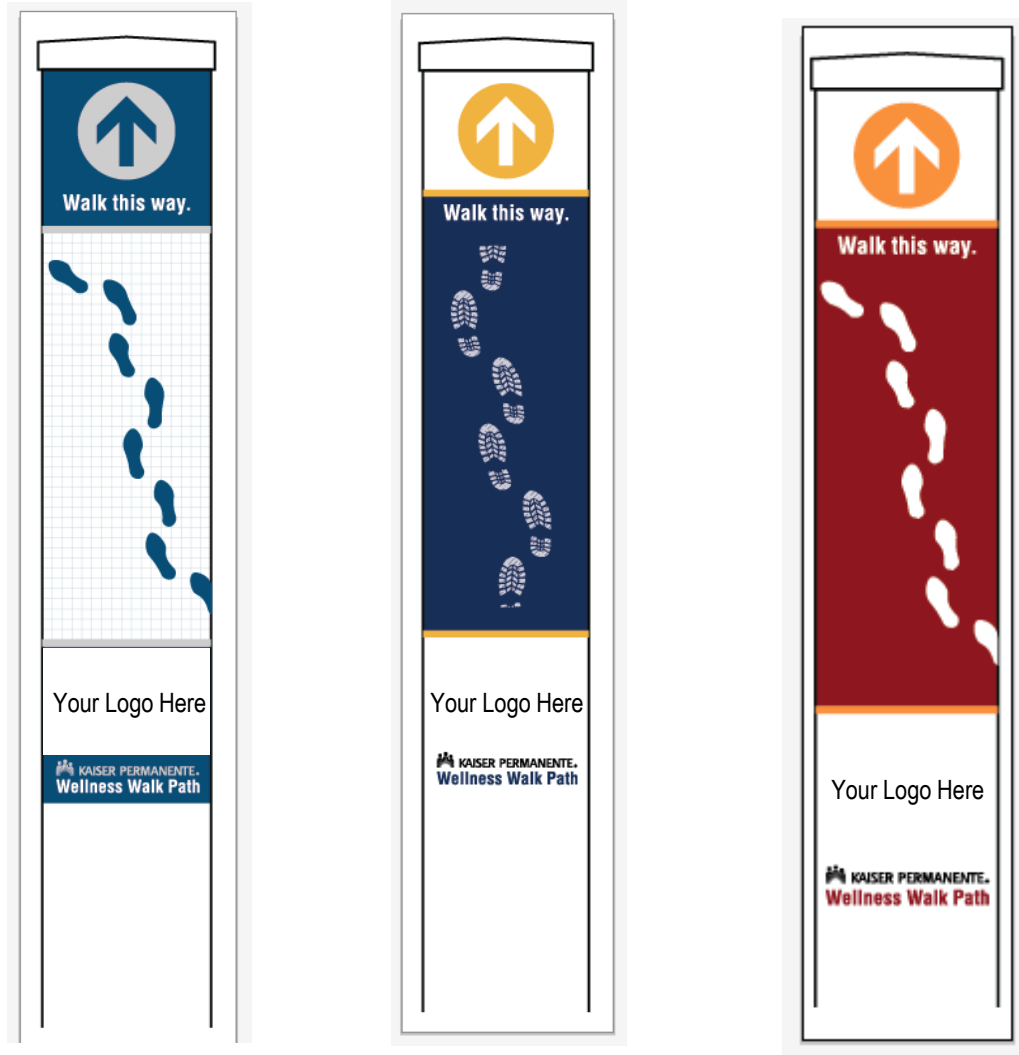


**Walk this way**

**“We are NU-  
No excuses!”**  
-Craig Zetterberg

Your Logo Here KAISER PERMANENTE.  
**Wellness Walk Path**

# 6. Outdoor Metal Post Marker





# 7. Participation Stickers





# Next Steps

## 1. Design

- a) KP Consult (\$375.00) and Digital Map and Digital Map/Draft Fee (\$300.00)
- b) We need
  - i. Routes
  - ii. School logos (vector file or style guide)
  - iii. Sign quantities (after first draft is fine)
  - iv. Motivational quotes
  - v. Any other specifications for your project
- c) 5 business days to produce drafts; 5 business days for revisions

## 2. Determine Scope and Quantities

- a) What signage best suits your site? Customize your project to fit your needs
- b) Most common order: 1 Digital Map, 2 Outdoor Metal Signs, 1 Indoor Map Board, 500 Map Cards, 3 Outdoor Motivational Signs, 100 Participation Stickers (\$2700.00 w/all fees included except installation)

## 3. Production

- a) 10 business days for production
- b) Walk Path Kickoff Event—Promotion of your new Walk Path Project