

**Selbert  
Perkins  
Design.**

Civic

## Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

**Selbert Perkins Design combines branding, wayfinding, placemaking, and public art to create dynamic places and experiences.**

We collaborate with communities and clients to research and define their goals and stories, and translate them into a unified branding, wayfinding, placemaking, and public art program. The branded components, from logos to landmarks, are strategically integrated into the environment to simplify wayfinding and provide a powerful sense of place, providing a positive experience for all users.

**Every place has a story. Every story has a place.™**



## Los Angeles International Airport

Los Angeles, CA

LAX is the second largest airport in the USA and facilitates over 88 million passengers a year. Selbert Perkins Design created, designed, and implemented the iconic LAX gateway and letters, as well as the brand identity, name, logo, and signage and wayfinding program for all airport facilities. The LAX gateway welcomes all visitors to LA with dramatic 32ft LAX letter-forms, and a ring of 12 100ft lighted pylons to create the largest lighting display in the world. The landmark celebrated its 20-year anniversary in August 2020.



## Downtown Las Vegas Gateway

Las Vegas, NV

Selbert Perkins Design collaborated with the City of Las Vegas and YESCO to create the iconic new entry gateway located on the south end of The Strip. The \$6.5 million project consists of two 80-foot tall arches that cross over Las Vegas Blvd. A “City of Las Vegas” sign hangs above the street in the center of the arch to officially welcome visitors to the city. The entire structure features over 13,000 lights and integrates both traditional lighting and state of the art LED bulbs that are fully programmable and color-changing for a dynamic entry experience into downtown Las Vegas.



## *Fremont East*

### Fremont East

Las Vegas, NV

SPD collaborated with the City of Las Vegas to revitalize East Fremont Street between Las Vegas Boulevard and 8th Street into a lively music and entertainment district. Inspired by 1950s Las Vegas and “Googie” style, SPD created a vibrant entry gateway to welcome visitors to the new Fremont East District. Neon sculptures including a 30-foot tall martini glass, showgirl, and glittering stiletto line the median while interpretive pavement medallions describe notable dates in Las Vegas history. Banners, street signs and other amenities complete the transformation of East Fremont Street into a thriving entertainment district.





## City of Santa Monica

Santa Monica, CA

SPD collaborated with the City of Santa Monica on a variety of civic design and vehicle, pedestrian, bicycle, and metro first/last mile wayfinding projects. Each project integrates static and digital signage and heads-up mapping, to create a sustainable citywide branded system of signs, maps, and lighting.





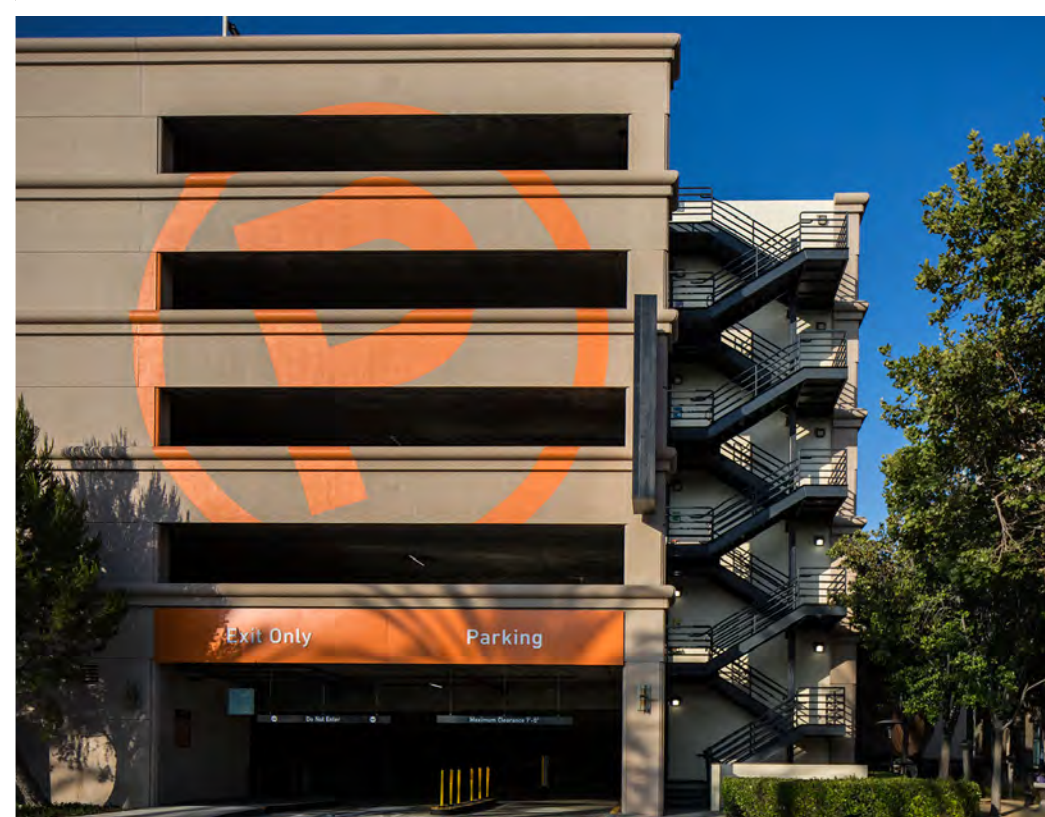




## City of Anaheim

Anaheim, CA

SPD designed and implemented the branded citywide vehicle, pedestrian, parking, and paratransit wayfinding systems for the City of Anaheim, CTR City, and Resort Districts, as well as the branding for residential and museum properties. The new sustainable systems feature solar powered signs and digital connectivity throughout the city.

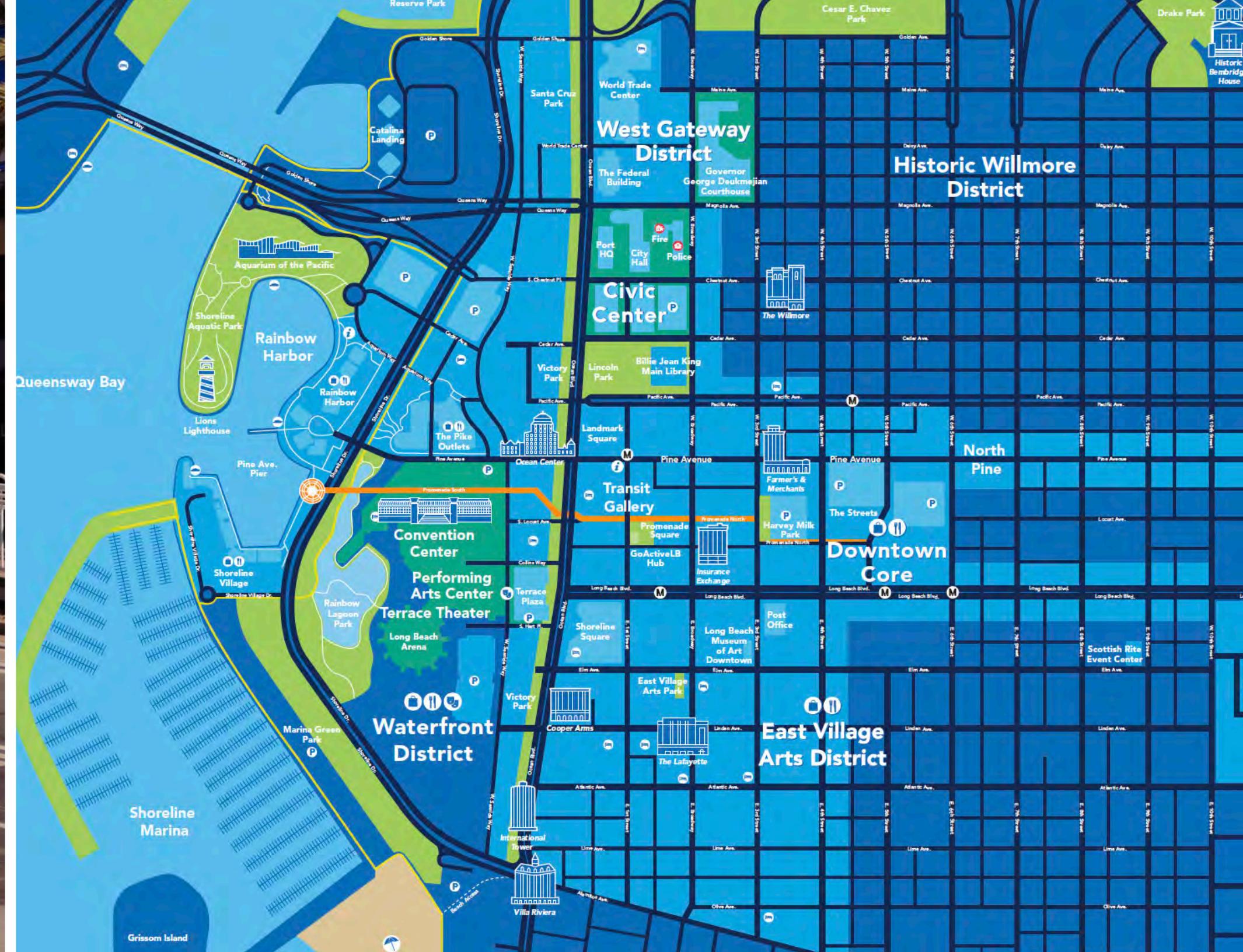




## City of Long Beach

Long Beach, CA

SPD designed the City of Long Beach citywide pedestrian and vehicle wayfinding program, including gateways, parking, coastal access, and digital communications. The new city and neighborhood gateways integrate the Long Beach Brand and can be customized by each neighborhood to celebrate the diversity of the city. Pedestrian signs include heads-up maps, and new digital signs will provide information and revenue generation opportunities.





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MOLAA

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←  
Waterfront

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↑  
Civic Center

Alboni AVE  
10



← P  
The Streets  
DTLB

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↑ P  
Convention  
Center  
LB Terrace  
Theater

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Waterfront



→ P  
Convention  
Center  
LB Terrace  
Theater

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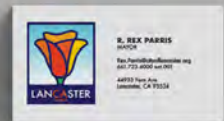
← P  
Waterfront



## City of Lancaster

Lancaster, CA

SPD collaborated with the City of Lancaster to research, plan, design, and implement a new logo and brand for Lancaster CA. The new brand repositions Lancaster as a vibrant community at the center of innovation, technology, and nature. The logo represents the California poppy, the CA state flower, and celebrates the Lancaster poppy reserve. The research process included hundreds of community interviews, and electronic surveys that received thousands of responses to guide the design decisions. The new brand will roll-out with a coordinated marketing, PR, advertising, environmental, merchandise and public information campaign.



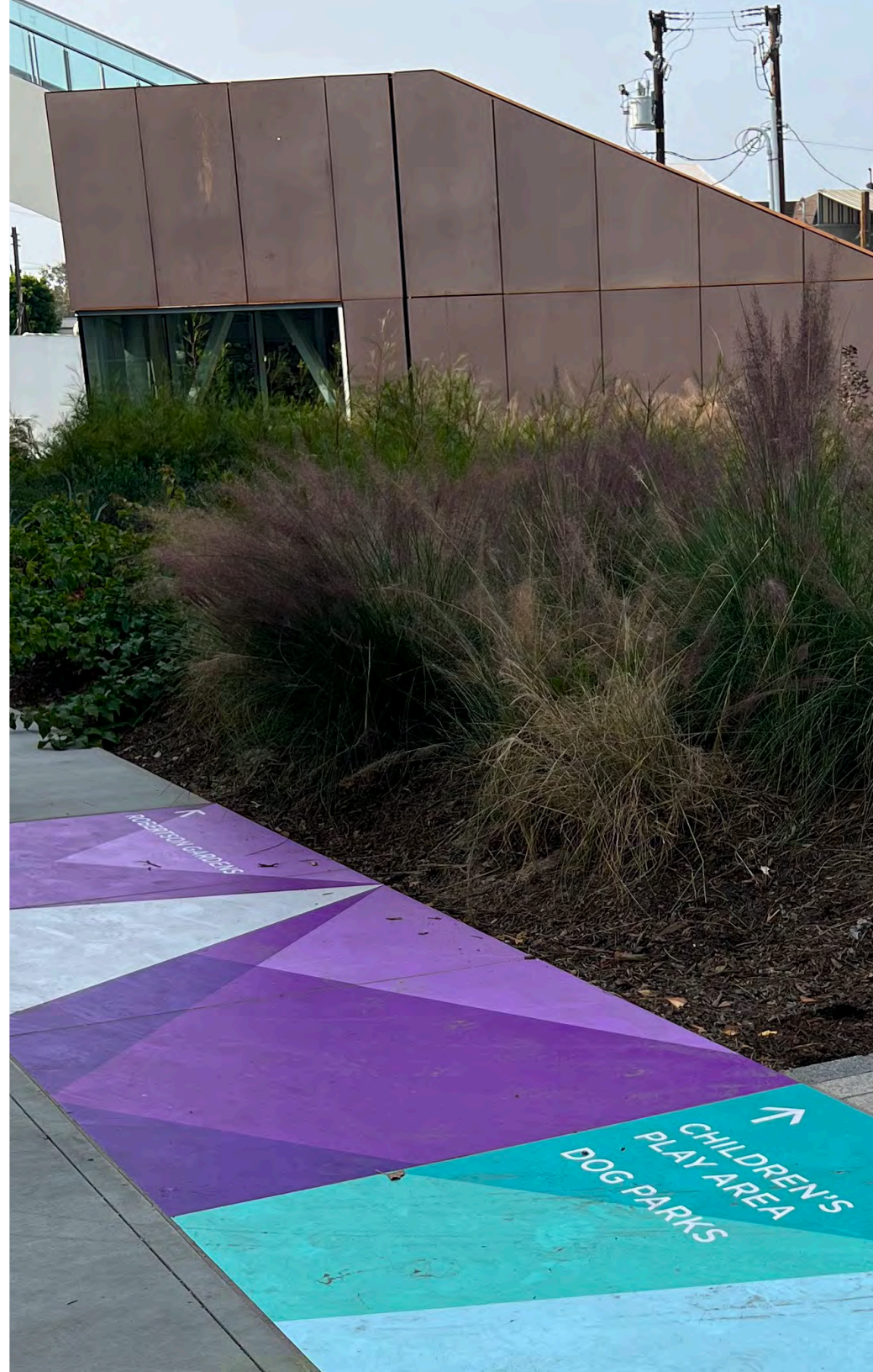




## City of West Hollywood

West Hollywood, CA

SPD collaborated with the city on a wide range of projects to re-establish The Sunset Strip as a world class entertainment district. We wrote the new digital billboard and street furniture ordinance, coordinated the Sunset Spectacular billboard competition, designed the citywide vehicle and pedestrian wayfinding system for streets, parks, and parking, new digital welcome signs, graphics for hotels, mixed use retail centers, select billboards, and large scale public art and amenities.



## West Hollywood Park

West Hollywood, CA

The West Hollywood Park interpretive landscape celebrates the WEHO community through colored paving, to assist visitors in finding their destinations, and topiary sculptures, to create an engaging and meaningful placemaking experience.



## Earvin "Magic" Johnson Park

Los Angeles, CA

Located in the Willowbrook Community of Los Angeles, and spearheaded by the County of Los Angeles, Earvin Magic Johnson Park renovations include amenities such as a premier event center and upgraded recreational areas that serve over 250,000 members of the community. Selbert Perkins Design collaborated with AHBE/MIG to develop a vibrant wayfinding and exhibit master plan that enhances the natural environment as well as educates visitors on the local agriculture and new stormwater treatment system.





## Marina Del Rey and Harbor

Marina Del Rey, CA

Marina del Rey and Harbor is the center of one of LA's greatest neighborhoods and tourist attractions. The vehicle, pedestrian, harbor walk, and water shuttle signs reflect the beautiful nautical environment of this diverse city.



## City of Temple City

Temple City, CA

SPD created the logo and citywide system of branded identity and wayfinding elements for Rosemead Boulevard. Gateways, wayfinding signs, banners, pavement engravings, and public art have helped to rejuvenate the city and attract new residents, businesses, visitors and events.



## City of Carson

Carson, CA

SPD collaborated with a diverse team to create a sustainable identity and system of streetscape elements to rebrand the image of the city. Identity monuments, public art, bridge lighting and streetscape enhancements helped to re-establish Carson as an attractive destination in the South Bay.



# UNION STATION

## Union Station

Los Angeles, CA

SPD, in collaboration with Gruen Associates and Metro, designed a comprehensive wayfinding system for Union Station in Los Angeles. The key elements of the new system include: wall-mounted LED signs for the arrival/departure information for both Amtrak and Metrolink lines, a large interactive pylon with four touchscreens to help travelers with trip planning, as well as identity pylons around the perimeter of Union Station.





## Metro

Los Angeles, CA

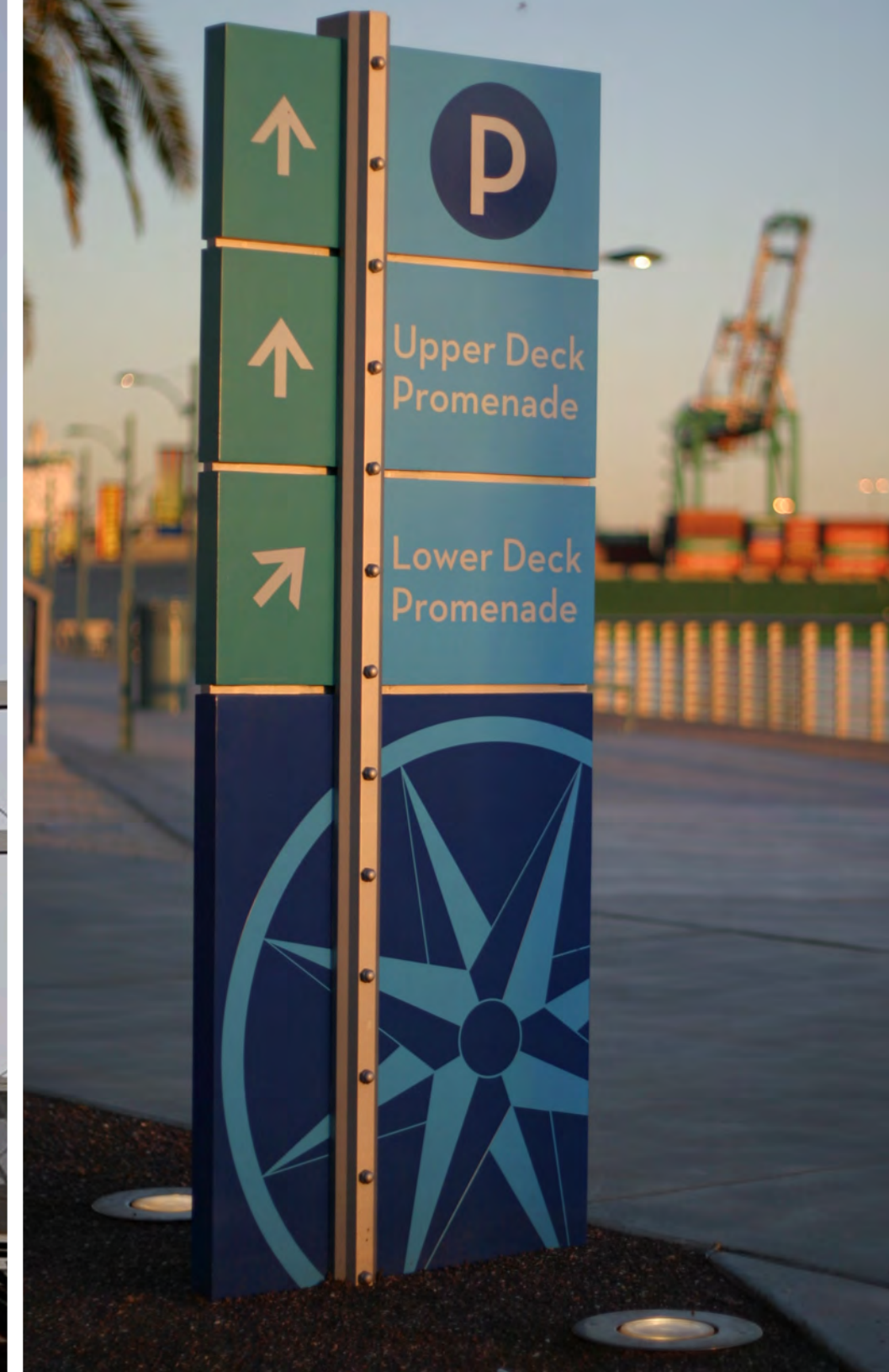
Selbert Perkins Design developed a comprehensive signage system at Los Angeles' Metro's Harbor Gateway Transit Center and for two Harbor Transitway Stations. The comprehensive, unified, and branded system was designed to replace the existing signage and wayfinding elements at each location. The new signage and wayfinding program improves the user experience, enhances the general public's awareness of Metro services, and meets all current and future needs of the Harbor Gateway Transit Center.



## Metro A Line Stations

Los Angeles - Long Beach, CA

SPD, in collaboration with the Los Angeles County Metropolitan Transportation Authority updated signage and wayfinding at 22 Metro A Line Stations and the Metro C Line Willowbrook/Rosa Parks Station (including entrances, plazas, concourses, and platforms for each station) in support of the Integrated Signage Updates Project.



## Port of Los Angeles

San Pedro , CA

The Port of Los Angeles Waterfront Promenade is a redevelopment project encompassing the Port of Los Angeles' previously neglected waterfront. This project is a significant enhancement to the appearance and function of the Port's authentic working waterfront. Master plan elements include historical and informational interpretive signs, pedestrian, vehicular and bike path signage system extending to a Parkway as well as vehicular signage and a banner system implemented along the Promenade to promote the new public access areas with icons of local historical monuments.



## Pacific Design Center

Los Angeles, CA

The Pacific Design Center, designed by Cesar Pelli, is the premier designer showcase in Los Angeles. SPD created the interior and exterior signage and wayfinding system, featuring monumental 30' sculptures of a chair and lamp, to reflect the home furnishings industry and dramatically reinforce the landmark status of the buildings. The unique and instantly recognizable sculptures reinforce the dramatic structures and attract visitors worldwide.



## Kailua Village

Kailua-Kona , HI

Collaborating with community leaders, SPD created the new name, logo, website, welcoming gateways, street furniture, exhibits, and merchandise for Historic Kailua Village. The brand reflects the rich history of Kailua and has successfully rejuvenated the image of this village, restoring civic pride and energizing the local economy.



## City of Worcester

Worcester, MA

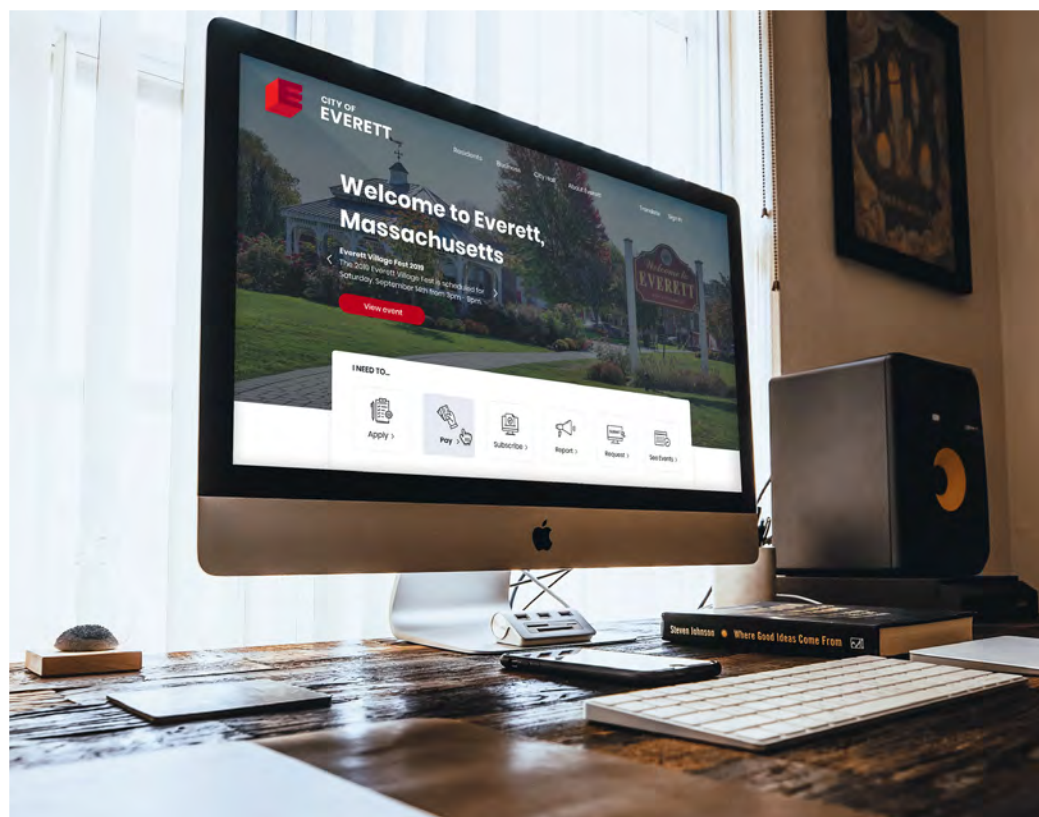
The logo for the City of Worcester, Massachusetts reflects the diverse neighborhoods of this historic and creative city. The brand standards were applied to all print and digital communications, exhibits, and the citywide wayfinding system, seamlessly connects the stories of the past, present, and future.



## City of Everett

Everett, MA

A bold new identity and “Everybody’s Everett” brand campaign - inspired by the diverse hard-working population - is re-establishing Everett as a dynamic city of the future. The strategic brand initiatives have created a new vision for Everett, helping to attract new developments and opportunities to energize the city.





## Rockville Town Square

Rockville, MD

The renovated Rockville Town Center is the cultural heart of the city. The branded sign program and storytelling exhibits link the library, city hall, office buildings, theaters, parking, residential properties and a new civic plaza. Gateways, pavement engravings, and exhibits infuse the streets with stories of famous people, places, and events of Rockville.





## City of Louisville

Louisville, KY

SPD designed the wayfinding master plan and district identities for the city of Louisville, KY. The system links districts and destinations throughout the city, including the Fourth Street Live entertainment district, waterfront park, convention center, hotels, residences, offices and other popular cultural attractions.



## Bethesda Row

Bethesda , MD

SPD worked in collaboration with property owner Federal Realty to create a branded environmental graphics and public art system. Bethesda Row consists of two square blocks of mixed use, high end retail, and residential property. SPD designed the environmental communications including wayfinding for pedestrians and an underground garage, landmarks, building ID signage, and storytelling amenities such as sculpture, facade treatments and water features.



## South Bay Harbor Trail

Boston, MA

South Bay Harbor Trail is a 12-mile mixed use bicycle/pedestrian urban trail that connects south Boston neighborhoods with the Boston Harbor at Fan Pier, linking key experiences and stories of Boston's South Bay. SPD collaborated with Save the Harbor Save the Bay (SHSB) to develop the branding and wayfinding masterplan for the trail which included the logo, distinctive wayfinding signs, maps, interpretive elements, and landmarks.

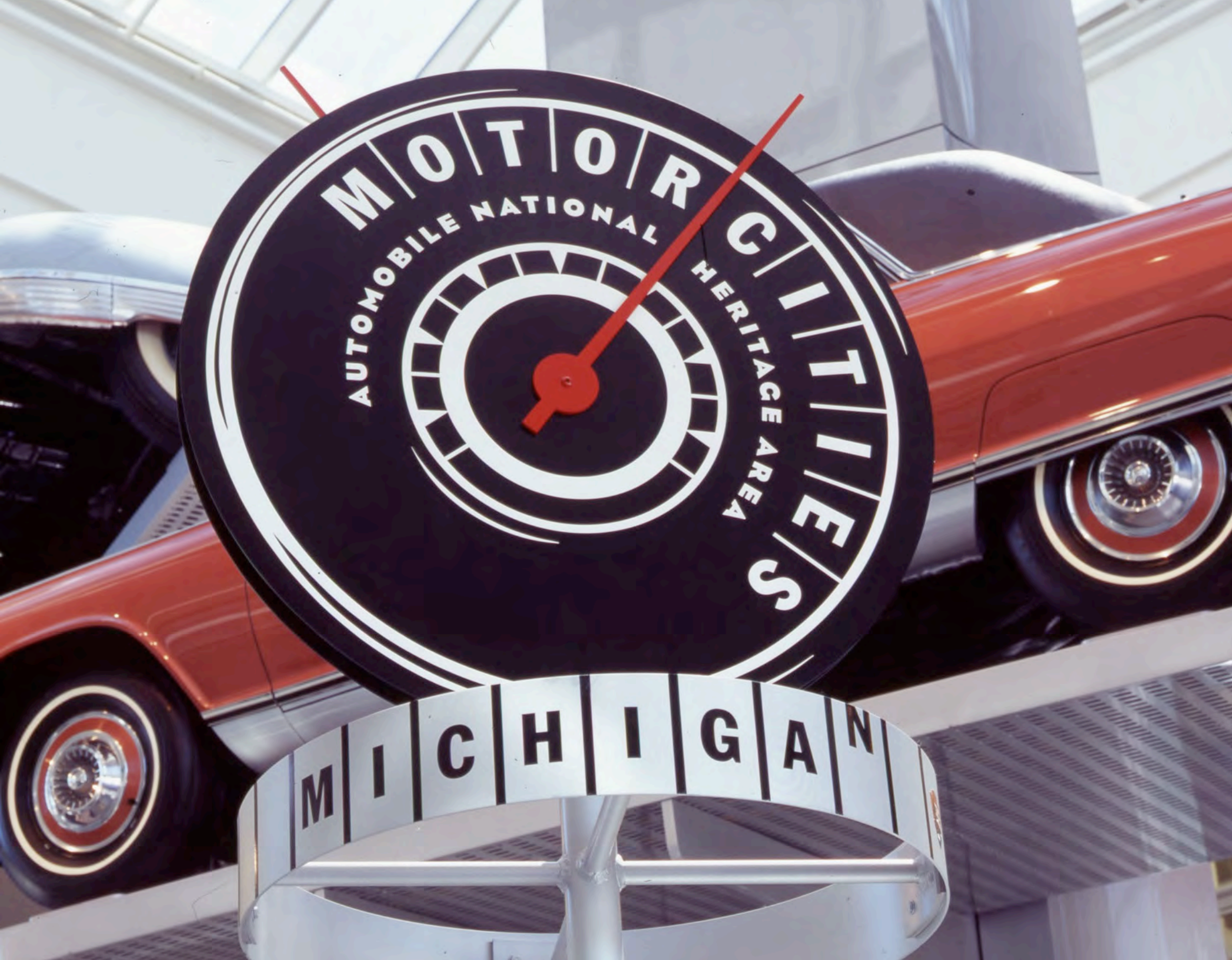


## Battle Road Byway

Concord - Arlington, MA

The Battle Road Byway traces the historic pathways of the Revolutionary War in Massachusetts. A distinctive new logo, sign program, website, and exhibits inform, educate, and guide visitors through the picturesque and historic New England landscape.

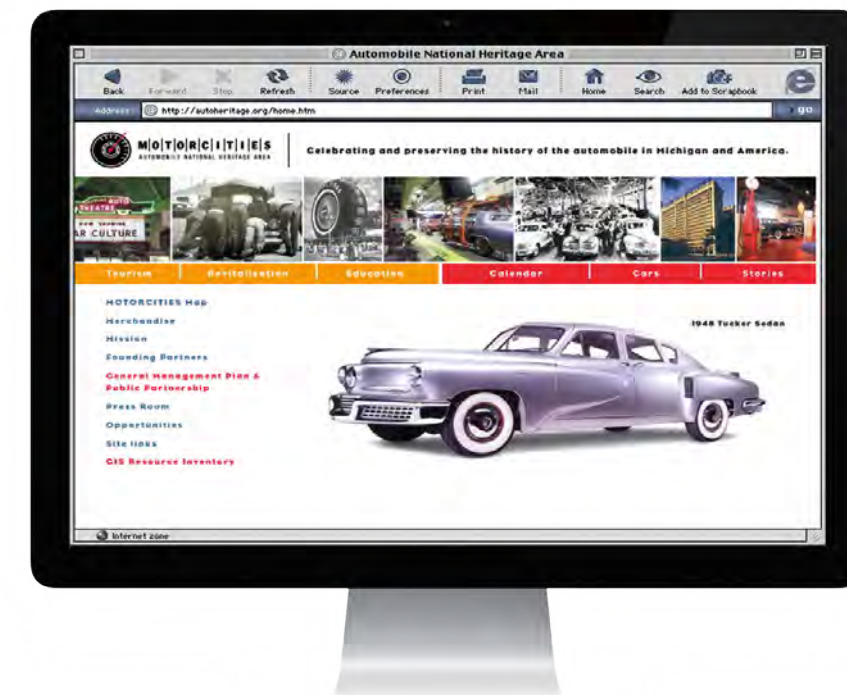




## Motor Cities

Detroit, MI

The Motor Cities National Heritage Area celebrates the people, places, and innovations of the American automobile industry. The brand identity, landmarks, website, and exhibits throughout Michigan capture the legacy and impact of America's passion for the automobile.





## Blackstone River Valley

Blackstone River Valley National Heritage Corridor, MA & RI

The Blackstone River Valley is the birthplace of the American Industrial Revolution. The comprehensive Brand Master plan created by SPD included naming, logo, design guidelines for all publications, maps, exhibits, wayfinding, and extensive storytelling to enhance the visitor experience through 25 New England cities along the 45-mile route of this unique National Park.

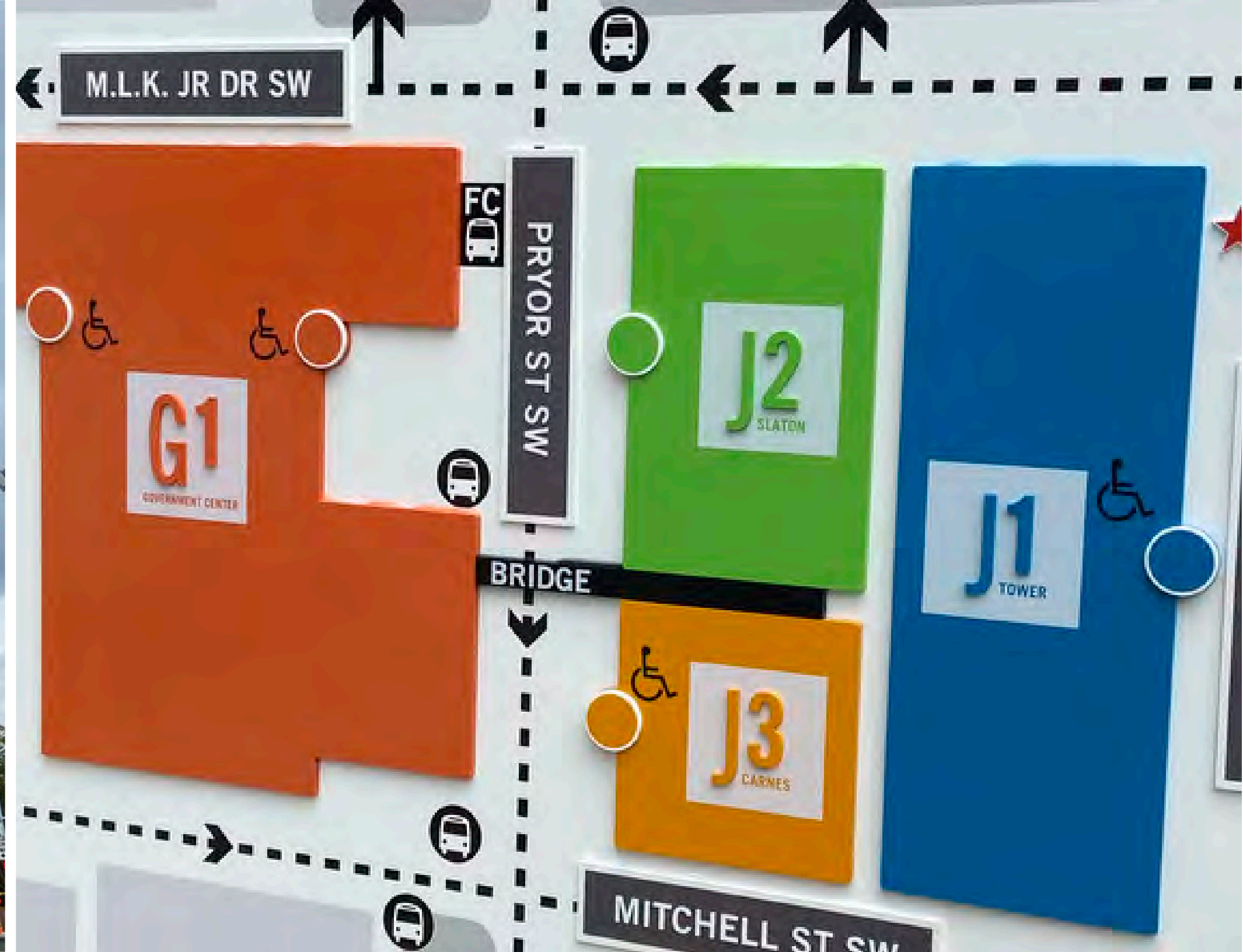




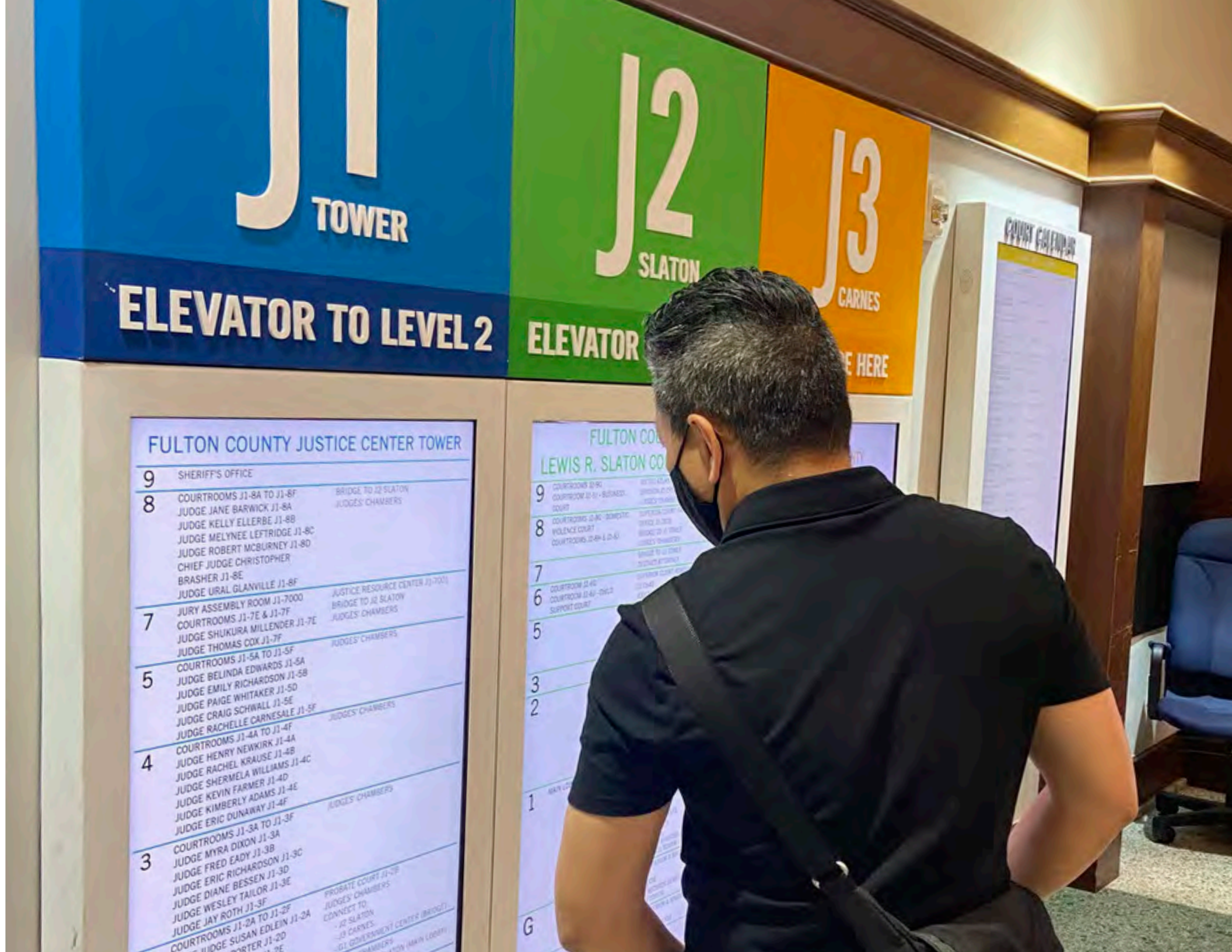
## Fulton County Government Facilities

Atlanta, GA

The Fulton County Courthouse two block campus needed a simple wayfinding program to identify and connect their four buildings and facilitate the movement of a diverse range of visitors. Selbert Perkins Design collaborated closely with the Fulton County Courthouse offices, clerks, and the Department of Real Estate and Asset Management (D.R.E.A.M.) team to create a comprehensive color coded and interactive system of 140 digital signs and 2000 static signs. The colorful new system provides a clear path of travel and a positive experience for all visitors.







**LEVEL 2**

**J1 - TOWER**

→

COURTROOMS  
J1-2A TO J1-2F

ELEVATORS

RESTROOMS



**J1 TOWER**  
**2C**

**COURTROOM J1-2C**

ADA Restroom Modifications & Common Area Improvements  
Justice Center

- Updating ADA-compliant restrooms
- Adding ADA-compliant family restrooms
- Adding ADA-compliant restrooms
- Adding ADA-compliant restrooms
- Adding ADA-compliant restrooms

FULTON COUNTY

**JURY ASSEMBLY** →  
7th Floor Justice Center Tower

Jun 09 - 1:55 P  
79

WILLS / PROBATE COURT ADMINISTRATION

DIRECTIONS:  
Exit the Elevator and continue straight. Probate Court (Firearms Licenses, Marriage Licenses, Record Estates) is straight ahead.

**YOU ARE IN:**  
**J2 SLATON**  
LEVEL 1

ESPAÑOL PARKING AREA AMENITIES

MAPS  
J1 J2 J3 J4 G1

HOME BACK TEXT ME THE MAP

FULTON COUNTY

**LEVEL 8**

**J1 - TOWER**

STOP THE SPREAD OF GERMS!

1. Wash your hands with soap and water for at least 20 seconds.
2. Use your hands to cover your nose and mouth when you cough or sneeze.
3. Avoid touching your face.
4. Clean & disinfect frequently touched surfaces & objects.
5. Stay home when you are sick.
6. Wear your mask when you are sick.

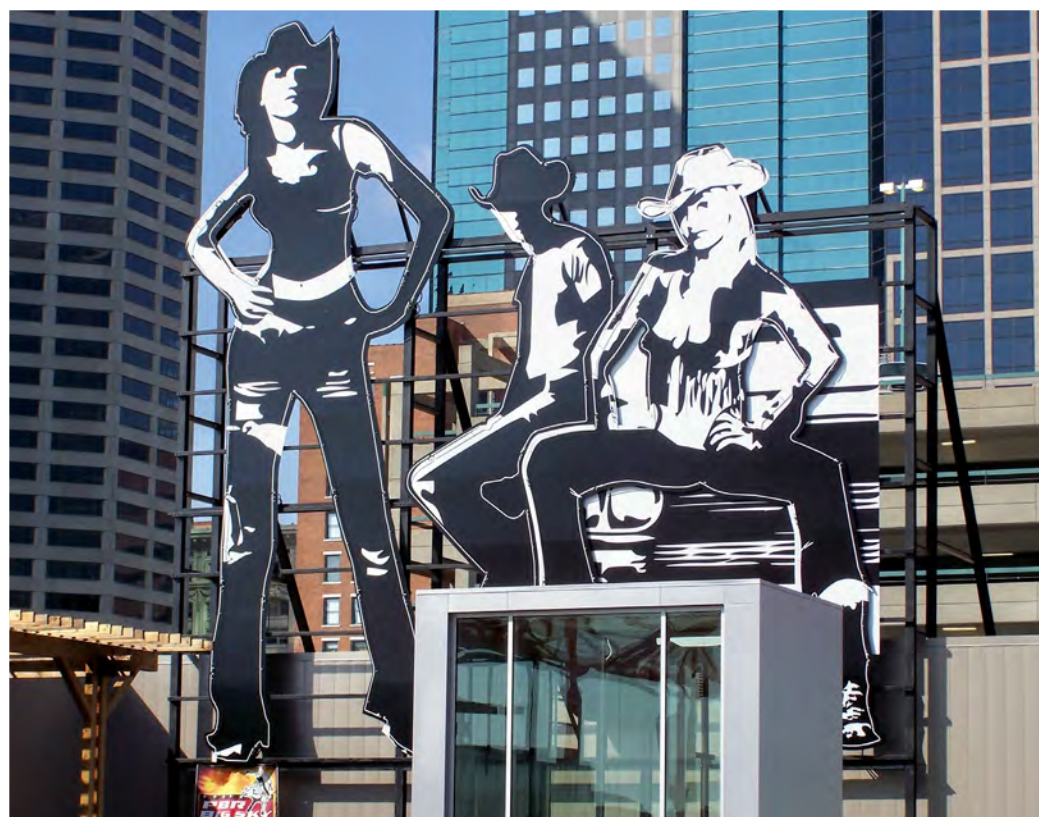
Please follow CDC safety guidelines.



## Kansas City Power & Light District

Kansas City, MO

The Kansas City Power and Light District is the cornerstone of a massive \$5 billion urban renaissance which includes a completely re-imagined downtown with new performing arts venues, landmark theaters, arena, convention center expansion, restaurants, and 10,000 urban lofts units. SPD developed the vibrant communications master plan, district identities, district naming, gateways and wayfinding, and public art. Large neon signs and building graphics integrate the district and create a warm, inviting and ever-changing visitor experience.







## University Park at MIT

Cambridge, MA

University Park at MIT is a 40-acre mixed use neighborhood adjacent to MIT. Its unique campus includes corporate offices, hotel, residences, retail, restaurants, institutional facilities, laboratories, retail, restaurants, parking, and public greenspace. Collaborating with owners, architects, and artists, SPD developed the experience master plan, integrating serious and whimsical storytelling sculptures, murals, and pavement engravings designed to tell the history and future of the tech community through the lens of science and technology.



## Daxing Rose Theme Park

Beijing, China

Selbert Perkins Design designed a signage and wayfinding system for the Daxing Rose Garden in Beijing, which hosted the 2016 World Rose Exposition. SPD's scope of work included gateway elements, furniture and branding, and a vehicular and pedestrian wayfinding system.



## Emirate of Abu Dhabi

Abu Dhabi, UAE

Abu Dhabi, the capital of the UAE, is transforming from a historic trade center into a dynamic, modern metropolis. However, the city lacked street names, addresses, zip codes, and a consistent branded visual system for all municipal facilities. SPD collaborated with an extensive team of planners, engineers, and cultural experts to create the nation's first citywide system of street names, addresses, zip codes, and sign standards for all municipal districts, facilities and parks. The new dual language program is digitally linked via QR codes, propelling this historic city into an exciting future.



## Dubai Festival City

Abu Dhabi, UAE

This “city-within-a-city” includes retail and entertainment destinations, restaurants, residential neighborhoods, five luxury hotels, resorts, golf course, marina, office parks and convention centers. SPD collaborated with 5+ Design and developer Al-Futtaim to create a comprehensive branding program for all project elements. Iconic gateways and sitewide furniture design enhance the site, while district gateways and wayfinding identify each unique district and guide visitors throughout the complex.



## Logos to Landmarks™



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