

**Selbert
Perkins
Design.**

Corporate / Commercial

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 our corporate and commercial 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 create a powerful sense of place, providing a positive experience for all users.

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

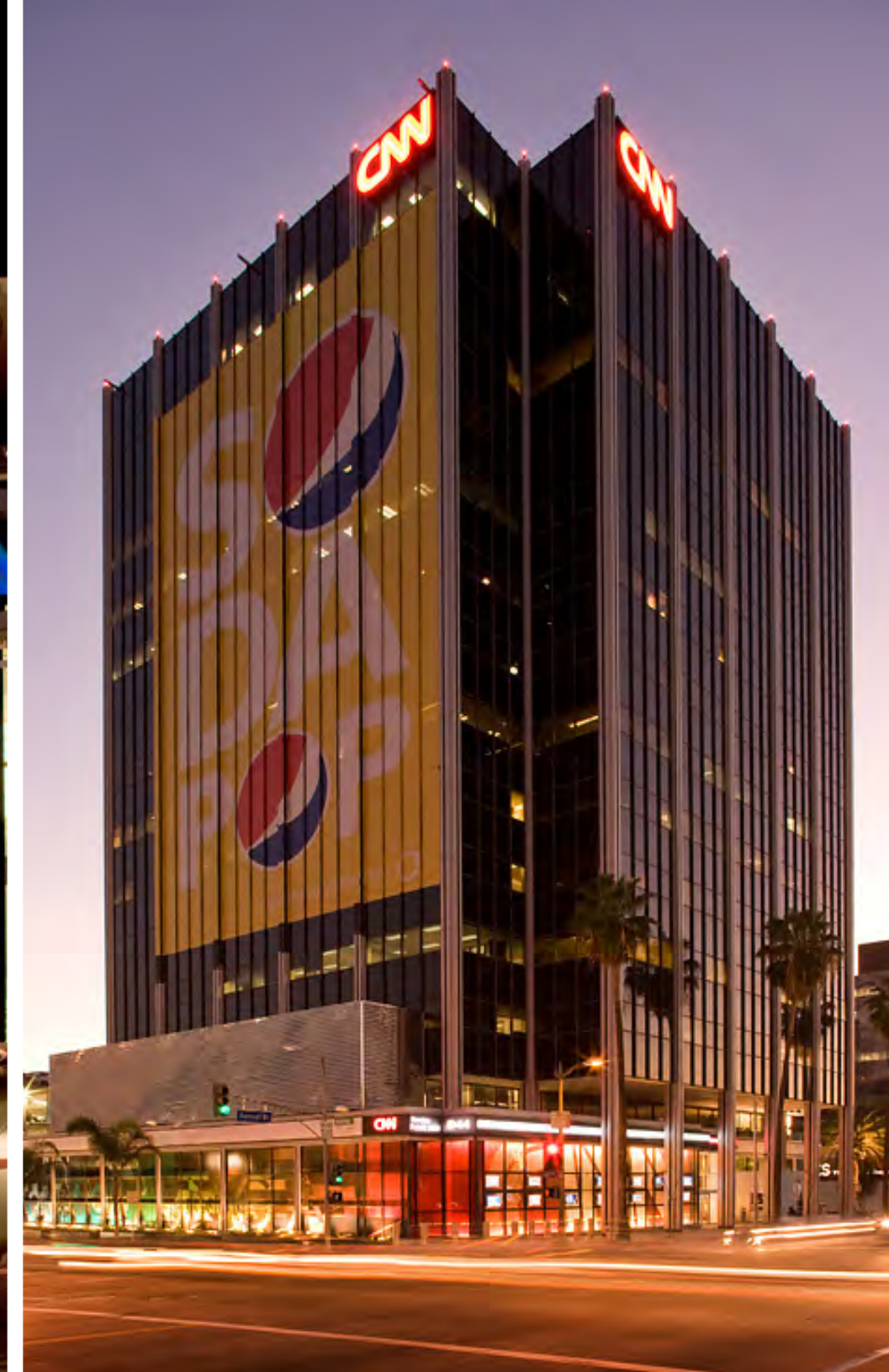


Wilshire Grand Center

Los Angeles, CA

The Wilshire Grand is LA's newest landmark and the tallest building in California. The mixed-use site features a 350 room Intercontinental Hotel, conference facilities, restaurants, roof top bar, pool, and spa. SPD collaborated with AC Martin Partners, Hanjin International Corporation, and Standard Vision to create the signage, wayfinding, and art master plan, including a dynamic digital roof top sign and revenue generating displays.





CNN Building

Hollywood, CA

Selbert Perkins Design repositioned CNN's Los Angeles presence with digital signage enhancements, including the first animated LED building top sign in the City of Los Angeles. Full color LED displays wrap around the ground floor and 25 LCD screens provide up-to-the minute news videos and advertisements. Large, colorful, window graphics surround the street level window façade and add to the vibrant energy of this world-famous news center.



Colorado Center

Santa Monica, CA

Colorado Center is a premier urban creative office complex and home to media, advertising, and entertainment companies. SPD created the new identity and color-coded signage and wayfinding master plan to unify the six office buildings, three-level garage, and enhance the outdoor courtyard experience.





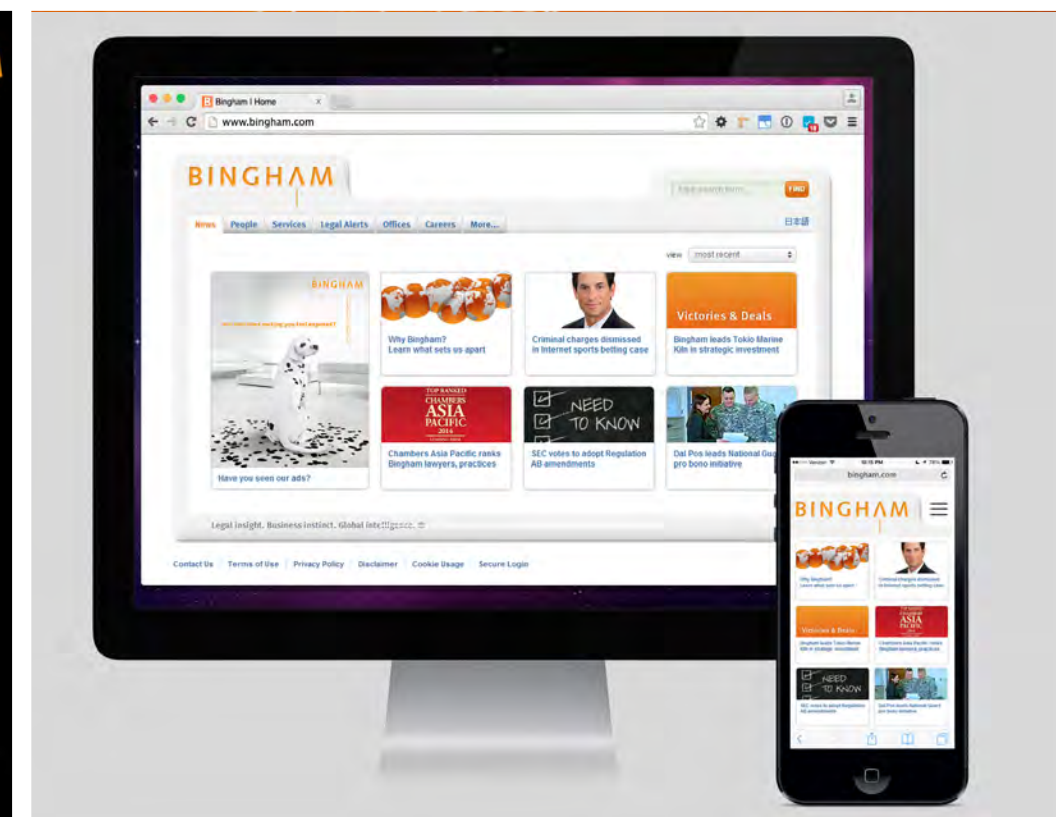
BINGHAM



Bingham

Boston, MA

The new Bingham brand established the firm as an innovative international law firm and resulted in substantial global growth and recognition. The award-winning identity was strategically applied to a comprehensive multi-language communication system, fusing print, digital, bold advertising, and environments, to establish the brand worldwide.





888 Boylston

Boston, MA

Collaborating with BPX and Mikyoung Kim landscape architects, SPD created the brand identity, wayfinding master plan and a dynamic sculptural landmark symbolizing the wind turbines that help to power the building.



HASBRO, INC.

Pawtucket , RI

SPD has collaborated with Hasbro to design a variety of projects - from branding, products, and packaging, as well as the signage for their corporate headquarters in Providence, RI. The animated new identity signs provide a whimsical identity for this worldwide toy company.



Apollo at Rosecrans

El Segundo, CA

Collaborating with SSV Properties, Ehrlich Architects, and Shubin + Donaldson Architects, Selbert Perkins Design developed the name, branded identity, site-wide signage and wayfinding system, website, leasing brochure and merchandise for Apollo at Rosecrans, a commercial campus in El Segundo, California.

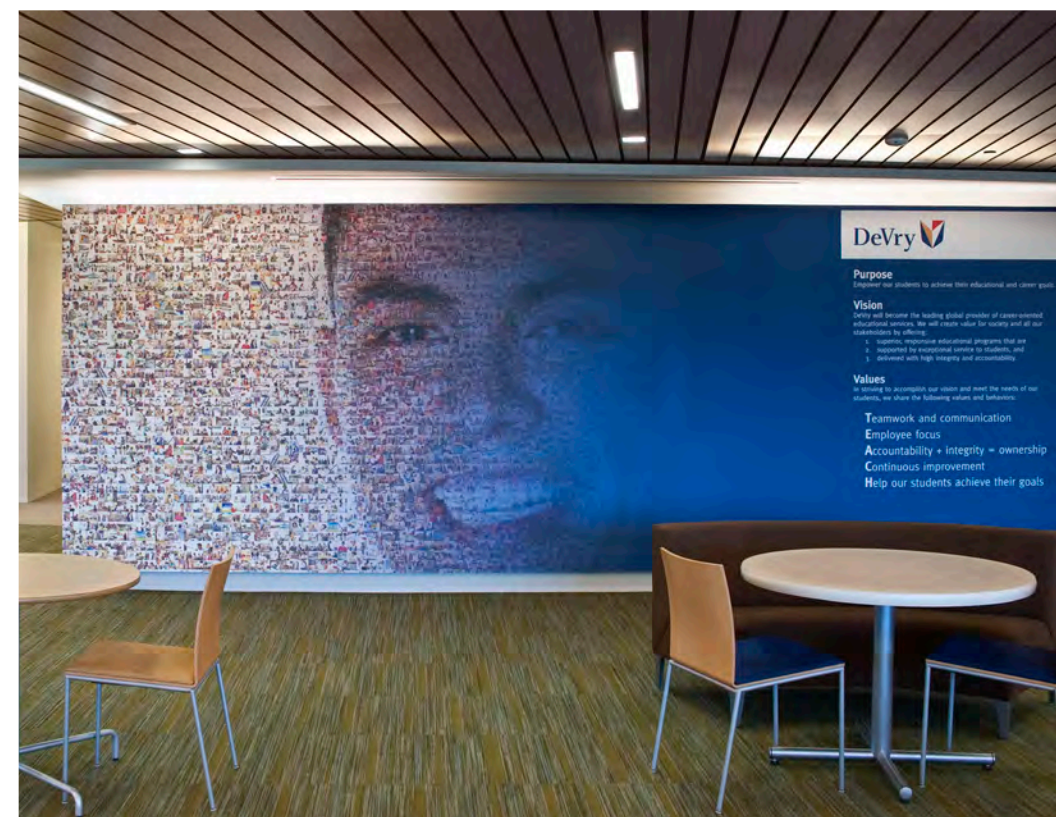


SUNSET
MEDIA CENTER

Sunset Media Center

Hollywood, CA

The Sunset Media Center is an inspiring art-filled commercial office center in the heart of the Hollywood Media District. SPD collaborated with Kilroy Realty and Gensler to develop the brand identity, signage and wayfinding, parking, and placemaking elements to provide a dynamic exterior and interior experience for all visitors.



DeVry University

Chicago, IL

SPD designed environmental graphics for the 160,000 square foot DVUC Commons and two corporate offices. One central component in the Commons is the History Wall - a 52-foot long timeline, backlit with 13 glass panels with integrated digital screens. Another key component is a graphic display that brings the Student Journey to life with messages of foundation, mentorship, collaboration, and fulfillment. The Commons area was strategically chosen so that the history of the school becomes part of the everyday life of students, faculty and staff.





Big Ten Network

Chicago, IL

SPD developed the environmental graphics program to enhance the Big Ten Network corporate offices in Chicago, IL. The dynamic elements SPD designed, including identity signs, murals, and banners, highlight the organization's iconic status as the first international network dedicated to coverage of American collegiate sports conferences.





AT&T Cotton Bowl Offices

Dallas, TX

Selbert Perkins Design created a dramatic presence in the AT&T Cotton Bowl office space at the Dallas Cowboys AT&T Stadium in Arlington, Texas. SPD worked closely with the AT&T Cotton Bowl staff and HKS Inc., the interior designer, to develop a signature branded office at their new office space. Powerful lobby entry statements, including historical exhibits and a football helmet sculpture with 52 polished chrome helmets suspended from the ceiling, combine to celebrate the Cotton Bowl games from the past seven decades.



Vision
Making quality health care affordable

Promise
Always put our members first



Blue Cross Blue Shield

Boston, MA

Collaborating with Corporate leaders, and Elkus Manfredi Architects, SPD repositioned the BCBS brand to focus on their "Blue Communities" to reinforce the connection with their members. The new brand imagery and messaging is seamlessly integrated throughout the 14 floors corporate headquarters and satellite offices, and communicates the BCBS corporate mission, culture, history, milestones, and their positive impact and connection to community.



Healthy
Decisions





Priority Healthcare Headquarters

Lake Mary, FL

SPD designed the environmental communications elements for Priority Healthcare's corporate headquarters in Lake Mary, Florida. The elements include identity signage in lobby, gallery and board room areas, banners, wall murals, corporate campus map, and building directory.



Exelon Corporation

Baltimore, MD

SPD collaborated with Smith Group JJR to renovate the Baltimore corporate headquarters for Exelon Corporation, one of the nation's leading energy providers. Classic new exterior and interior signs and environmental graphics position Exelon as a professional, dependable, and secure energy resource for America.



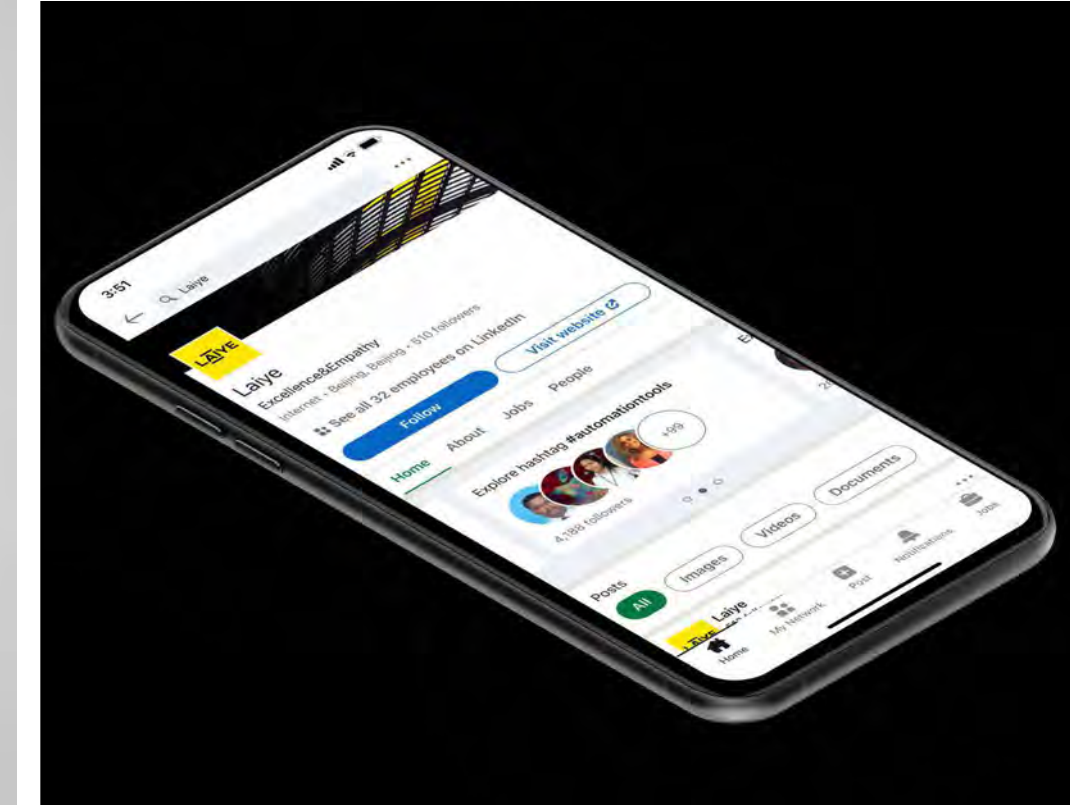
GIA[®]

GIA

Carlsbad, CA

The GIA brand is known and respected worldwide. SPD created the GIA logo and all branded communications, including diamond grading reports, lab reports, security documents, signage and advertising for more than two decades, establishing and maintaining the GIA brand as the global leader in the gemological industry.





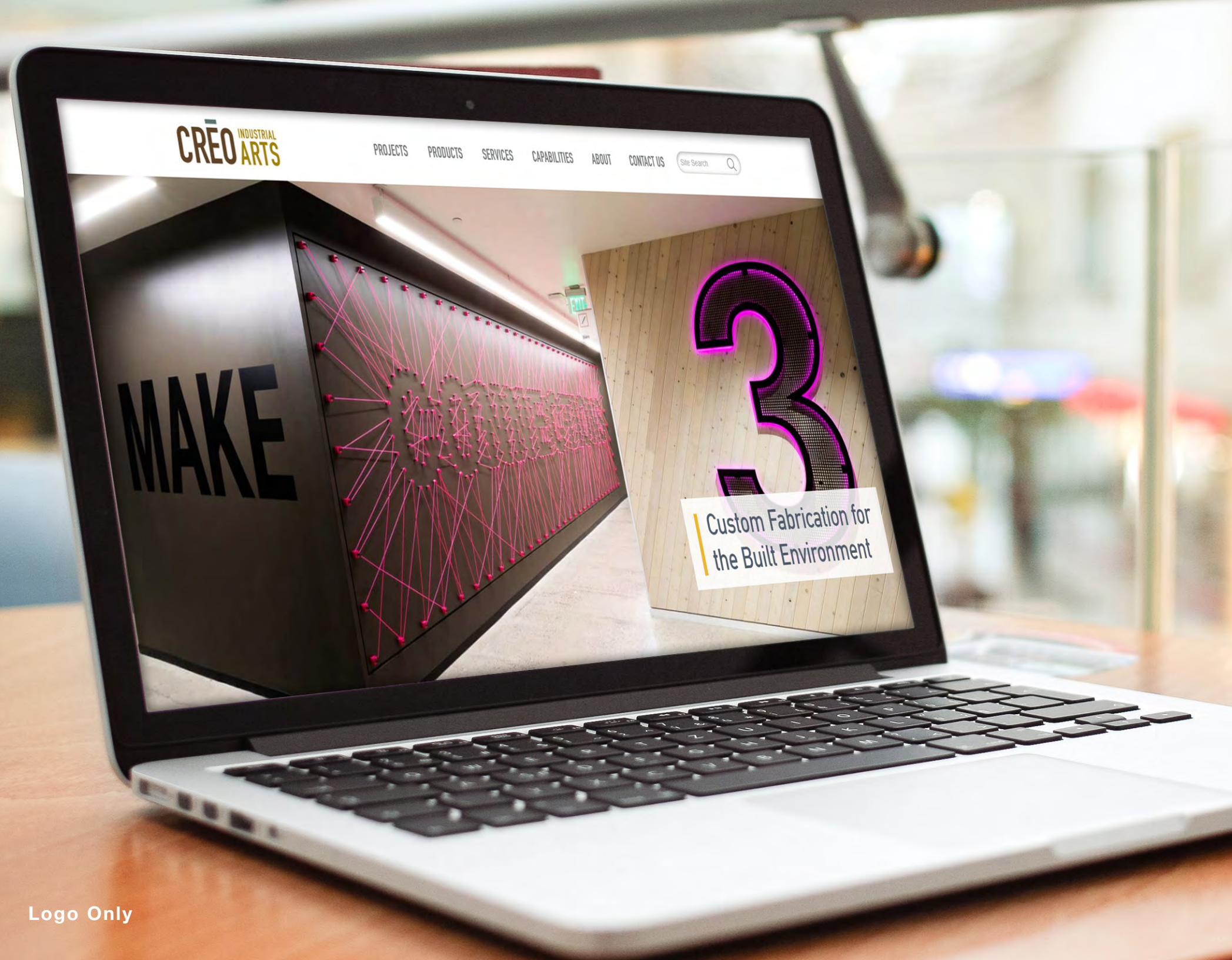
LAIYE

Laiye

Beijing, China

Laiye is a leading innovator in the new era of human-robot collaboration. SPD collaborated with Lighthouse Branding to develop the new corporate brand assets including the new brand strategy, logo/wordmark, brand guide, advertising, and web design, to introduce LAIYE to a worldwide audience.



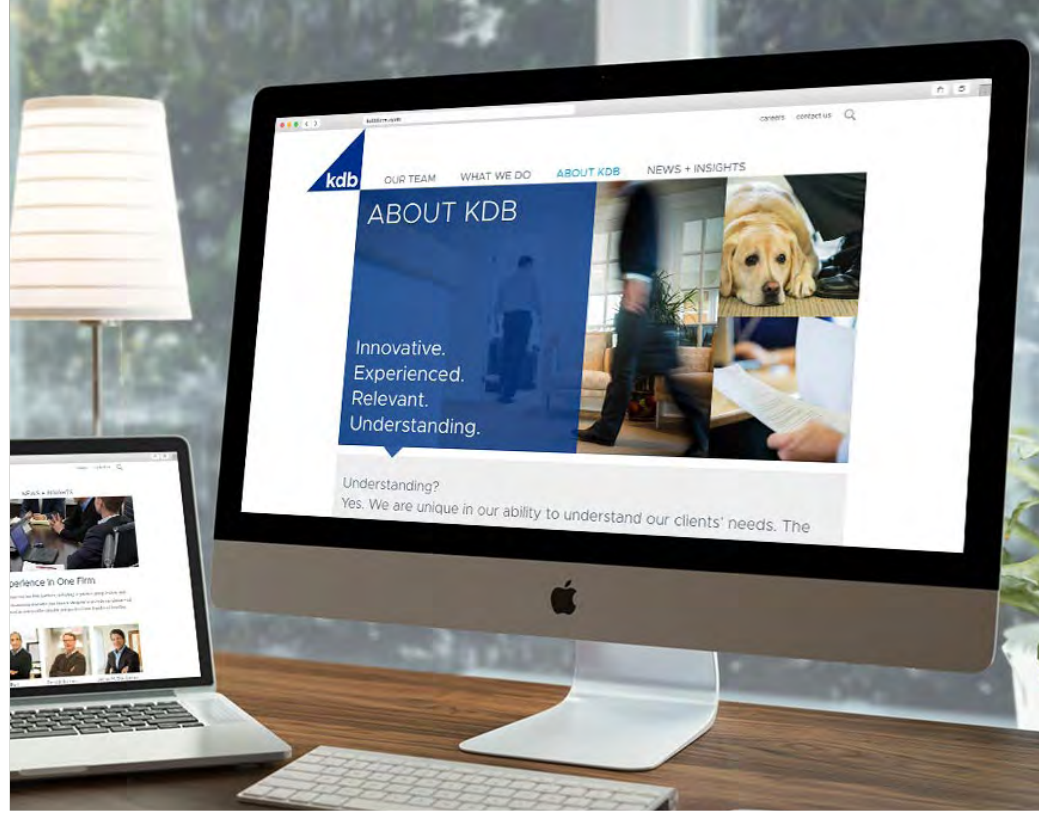


CRĒO INDUSTRIAL ARTS

Creo Industrial Arts

Woodinville, WA

SPD repositioned and created the new name, logo, and communications system for CREO, a premier fabrication facility. The brand reflects the creativity and professional expertise of this leading company, launching a new generation of success for CREO, establishing them as the go-to team for exemplary service and innovation.



Kacvinsky Daisak Bluni

Boston, MA

KDB is a national law firm specializing in providing expert intellectual property services. The new logo, website, and branded communications program emphasizes the unique combination of attorneys, engineers, and scientists to position the firm's unique process, approach, and success.

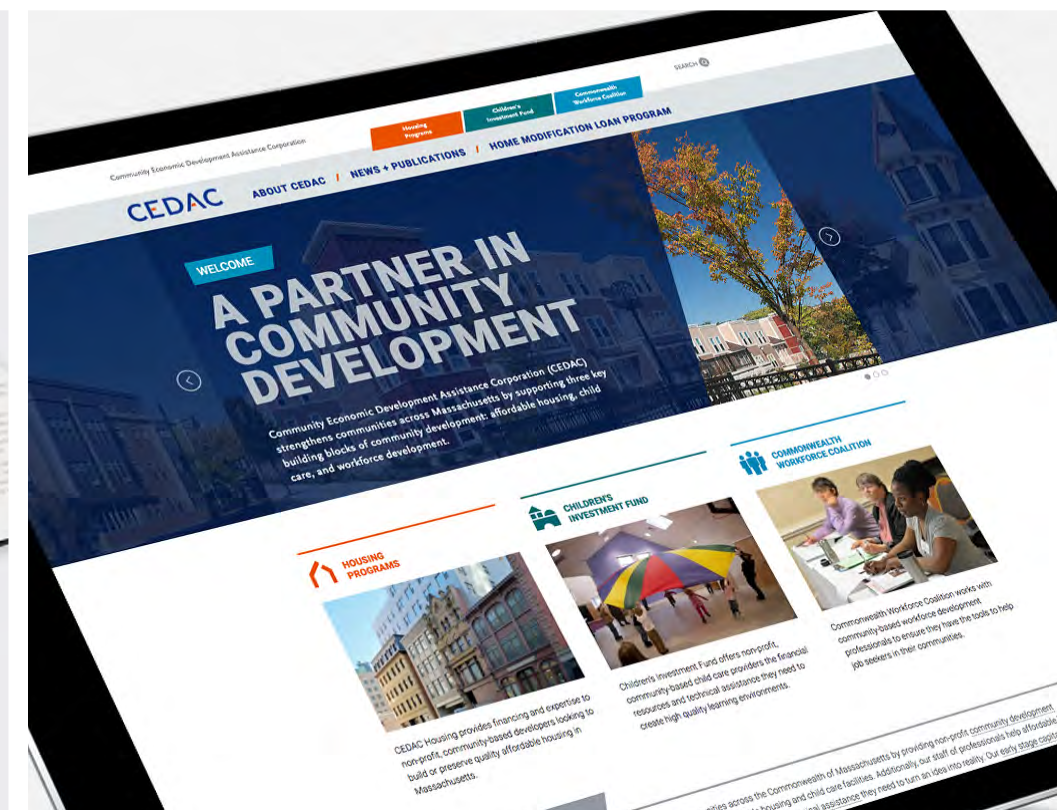


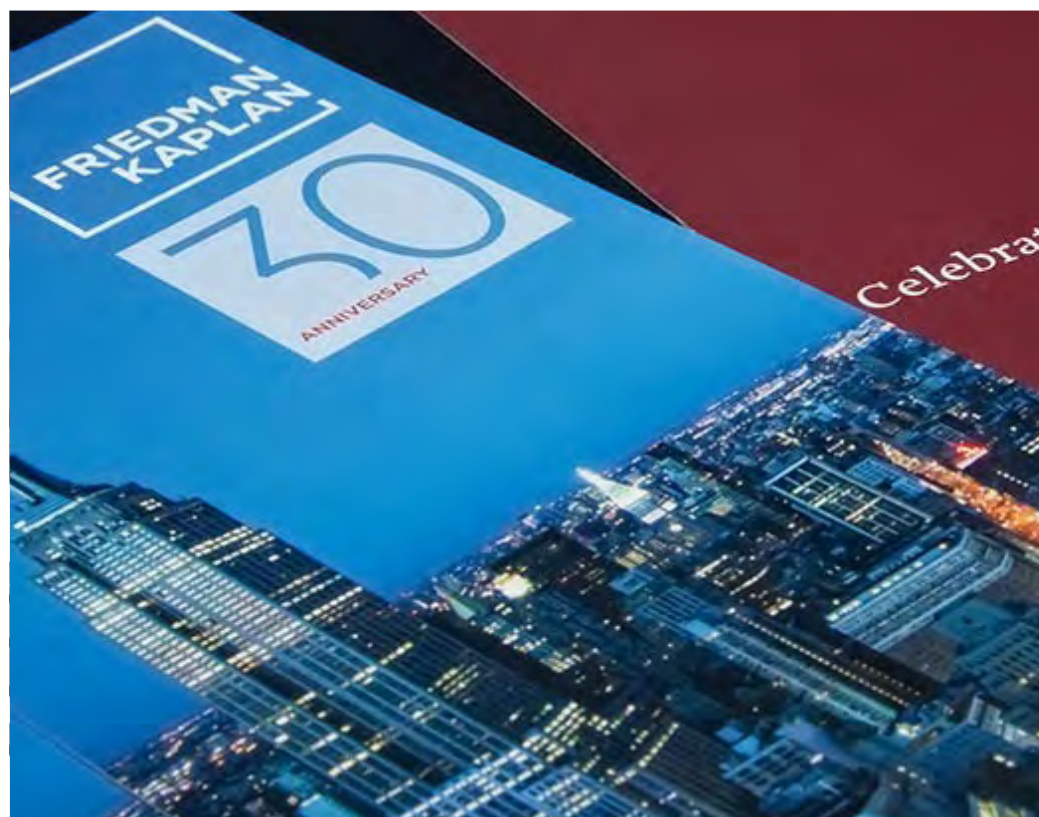
CEDAC
Community Economic Development
Assistance Corporation

CEDAC (Community Economic Development Assistance Corporation)

Boston, MA

CEDAC (Community Economic Development Assistance Corporation) is a Massachusetts state agency that focuses on the development of affordable housing for a wide range of community members and service veterans. SPD collaborated with CEDAC to help promote their visionary and important services, including branding, website, annual reports and related promotional media.





Friedman Kaplan Seiler & Adelman

New York, NY

New York law firm Friedman Kaplan Seiler & Adelman's reputation for cutting-edge, complex, high-stakes matters required the development of a distinctive, branded system of cohesive communication elements. SPD created the brand identity, print and digital communications. The redesigned, intuitive website ensures that the firm's identity is communicated with distinction through dynamic visual language and custom photography.



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.



China Enterprise Fortune Century Tower

Shanghai, China

SPD designed the signage and wayfinding program for the China Enterprise Fortune Century Tower, located in Shanghai near the Huangpu River green space system. The office tower is part of a new river-side green space development that will consist of high-end residential and commercial buildings, cultural services, and boutique commerce.





One City

Shenzhen, China

SPD developed the branded communications system to identify and integrate all site and building components of this exceptional mixed-use development - retail, office towers, parks, and parking. The project also included a lively art program which included many sculptural elements throughout the site. The project's retail areas mimic the transition from the forested summit of the Wutong Mountain to the sea as it gradually changes its structure and appearance towards the waterfront.



China Resources Headquarters

Shenzhen, China

Selbert Perkins Design developed and implemented a comprehensive static and digital signage and wayfinding system that complements the architectural elements at The China Resources Group Headquarters. The Shenzhen Tower is located near the Great China International Exchange Square, along a distinct row of skyscrapers that define the central business district. The tower represents the high quality urban visage of Shenzhen, China's design capital.



Haitian Center

Qingdao, China

Selbert Perkins Design developed the signage and wayfinding master plan for The Haitian Center in Qingdao, China. The complex represents an extensive and exciting construction and redevelopment project, all built around the famously spectacular sea views in Fushan Bay. Multiple individual tower structures provide a range of mixed-use facilities including the St Regis Hotel and the Haitian Hotel, as well as luxury residential accommodation, Class-A office space, high-end retail outlets, a business club, a convention center, underground parking, and an observation deck.

Logos to Landmarks™



LOS ANGELES

432 Culver Blvd.

Playa del Rey, CA 90293

310.822.5223

Dominique Logan

Director

dlogan@selbertperkins.com

CHICAGO

210 West Main Street

Barrington, IL 60010

317.755.9660

Sharon Brooks

Principal

sbrooks@selbertperkins.com

BOSTON

90 Leonard Street

Belmont, MA 02478

781.574.6605 x129

Jessica Finch

Principal

jfinch@selbertperkins.com

SHANGHAI

160 Haerbin Road, Room C210

Shanghai, China

+86.132.6705.4324

Chaochi Lu

General Manager, Asia

clu@selbertperkins.com