

**Selbert
Perkins
Design.**

Culture

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.™



World of Coca Cola

Atlanta, GA

SPD integrated a super scale Coca Cola logo and bottle to create the iconic façade of the World of Coca Cola in Atlanta, Georgia. The programmable LED bottle encased in a 100 ft “block of ice,” provides a variety of entertaining light shows, celebrating one of the world’s most popular brands.



Geffen Playhouse

Los Angeles, CA

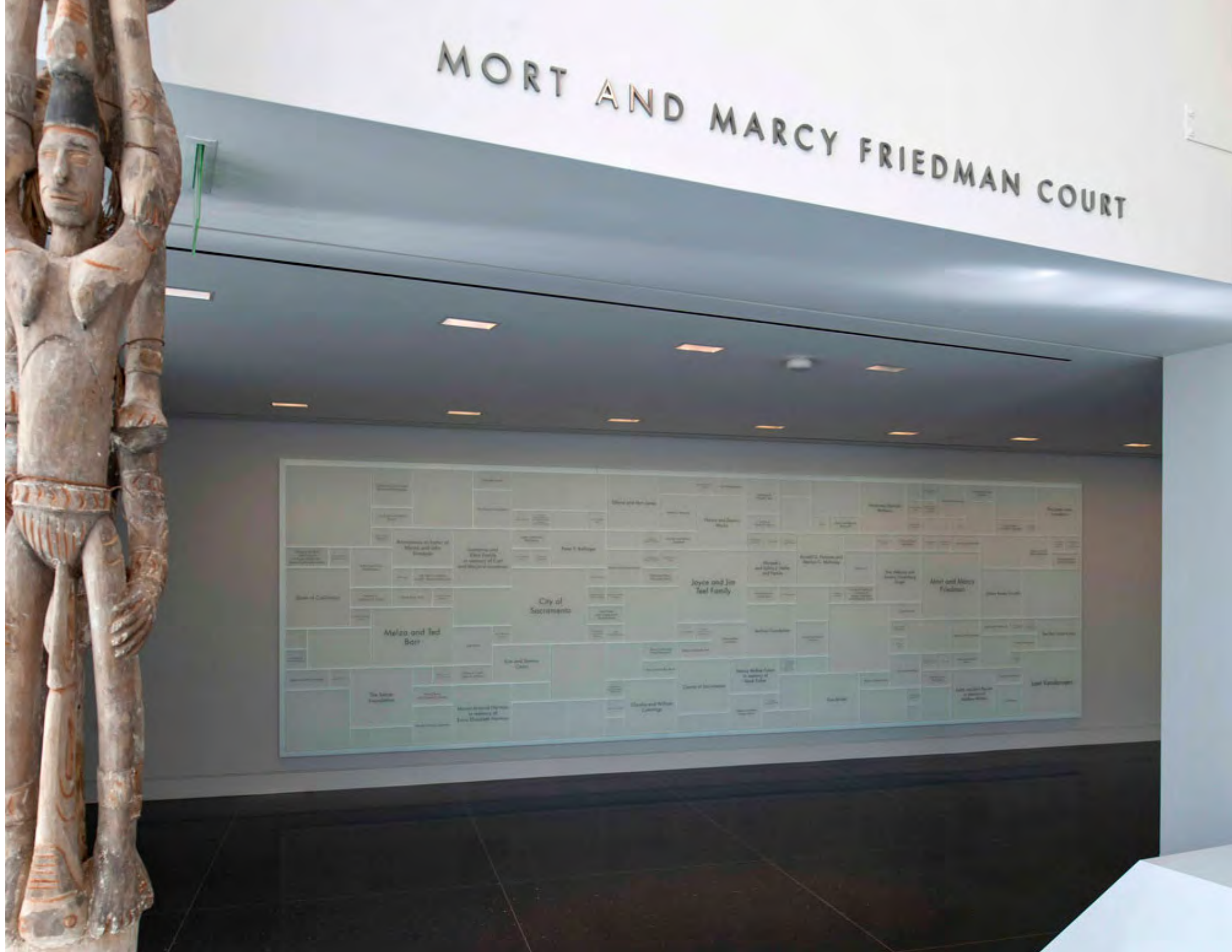
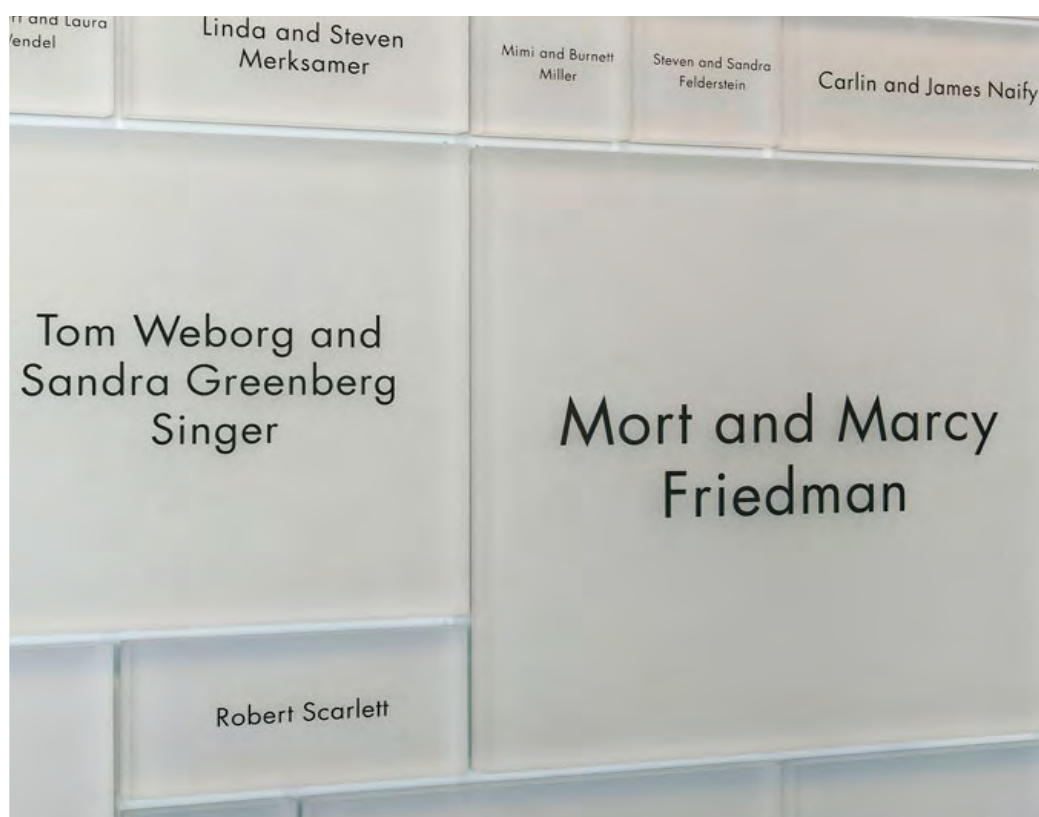
SPD worked with Ronald Frink Architects on the expansion of the historical 1929 Masonic Hall into the Geffen Playhouse in Westwood Village, which is adjacent to UCLA. The facility contains a 520-seat equity theater with an expanded backstage and rehearsal hall, administrative offices and a three-story building addition with a 145-seat second stage. SPD designed all the signage and wayfinding for the facility.



Crocker Art Museum

Sacramento, CA

Selbert Perkins Design collaborated with Gwathmey Siegal Architects to create a comprehensive signage and wayfinding program as part of the renovation of Crocker Art Museum in Sacramento, CA. The leading arts institution in the Sacramento Valley, the museum features exhibition galleries, a 260-seat auditorium, a double-height reception hall, offices, a store, and a café. SPD's dynamic system – including donor recognition, identification, and wayfinding signage – facilitates circulation and enhances the visitor experience for the museum.

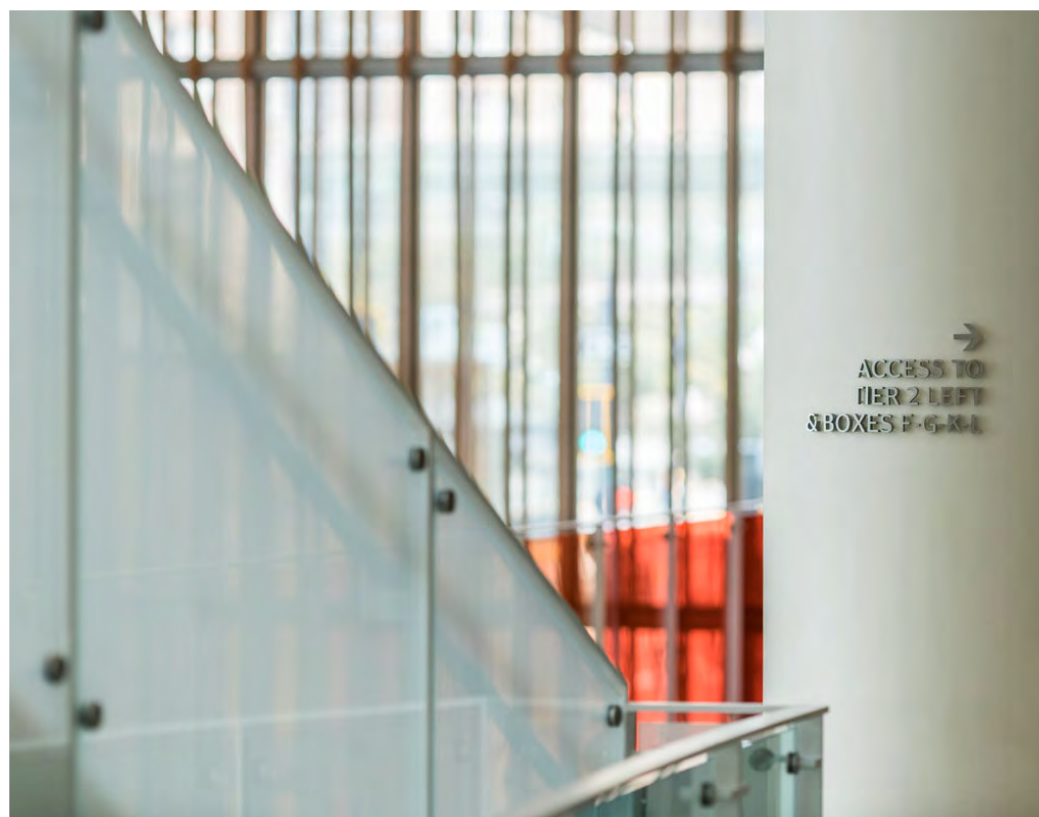


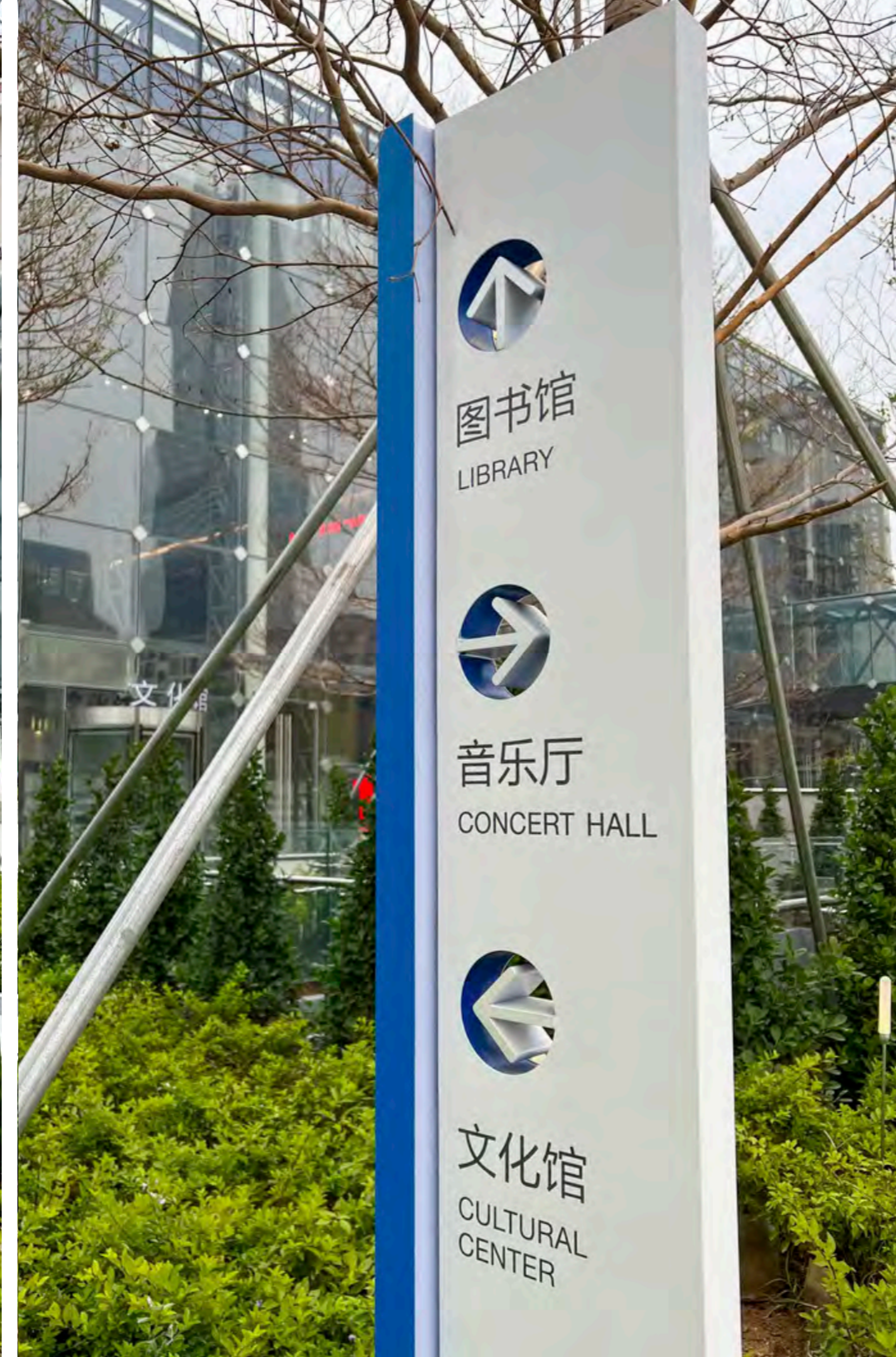


The George S. and Delores Doré Eccles Theater

Salt Lake City, UT

Selbert Perkins Design collaborated with GTS Development, Pelli Clarke Pelli and HKS Architects to complete the wayfinding system and donor recognition program for the George S. and Dolores Doré Eccles Theater in Salt Lake City, Utah. SPD created a hierarchical system to recognize donors integrated into the architecture and direct patrons to the two performing arts theaters including a 2,500-seat proscenium theater in the heart of the project.





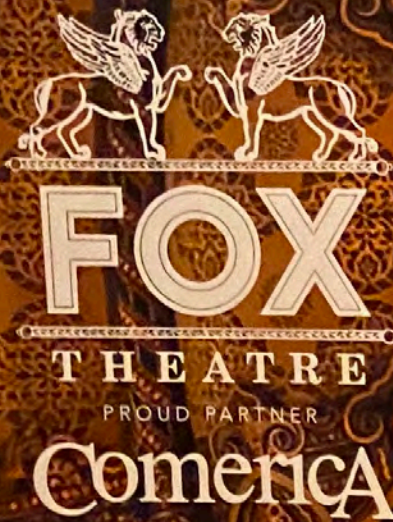
宝安
1990
BAO AN

Bao'an 1990

Shenzhen, China

“Bao'an 1990” is the new name given to the upgraded cultural complex located in the Bao'an District of Shenzhen, China. Selbert Perkins Design developed the logo for the entire project, as well as the interior, exterior and parking wayfinding master plan for the three project components: the Bao'an Library, the Xinan Concert Hall, and the Bao'an Cultural Center. SPD worked in collaboration with the Shenzhen Bao'an District Government and the design contractor, X-Urban Architects. The new contemporary complex, which also includes functional open spaces, will be enjoyed by residents and visitors alike.





Fox Theatre, The District Detroit

Detroit, MI

The District Detroit, a premier sports and entertainment destination in the heart of the city, is also home to the historic Fox Theatre. SPD designed the new brand for the “Fox Theatre - Presented by Comerica” and integrated it within the building exterior, interior lobby spaces and all public areas. As the Fox Theatre is on the historic registry, great care was taken to ensure that the brand integration worked with the original interior design, including retrofitting existing poster cabinets with LED and utilizing projections throughout the lobby and theatre.





Museum of Art & History

Lancaster, CA

SPD created a new logo and graphic standards booklet for the Museum of Art & History in Lancaster, CA. The manual provides specific rules for use of the brand name, approved logo, colors, typography, imagery, applications, and other relevant graphic and verbal design elements.





Muzeo Museum & Cultural Center

Anaheim, CA

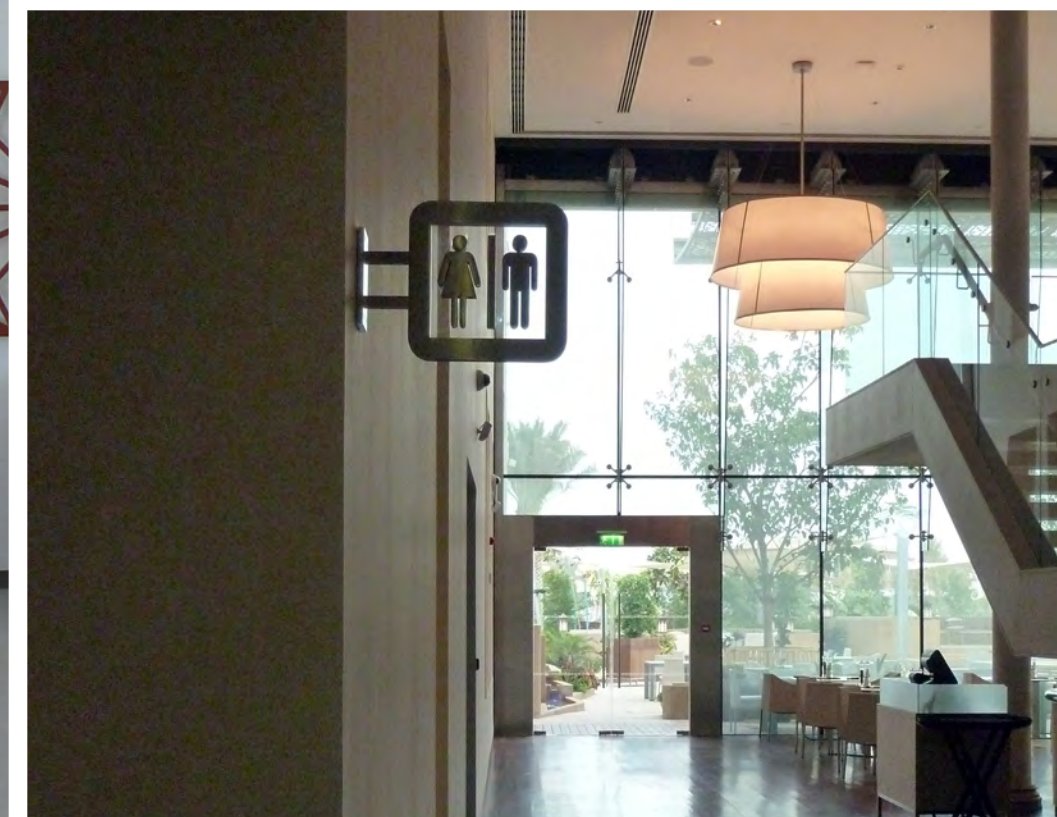
Selbert Perkins Design developed the brand identification and environmental graphics for the Muzeo Museum and Cultural Center in the City of Anaheim. SPD crafted a system that communicates the brand to the audience, as well as creates an instantly recognizable identity through consistent use of image, color and message.



Manarat Al Saadiyat

Abu Dhabi, UAE

SPD designed the signage and wayfinding system for the Manarat Al Saadiyat Museum in Abu Dhabi, UAE. Located in the midst of the Saadiyat Cultural District on Saadiyat Island, Manarat Al Saadiyat acts as a visitor center and gateway to the district's famous museums, including Louvre Abu Dhabi, Zayed National Museum and Guggenheim Abu Dhabi.





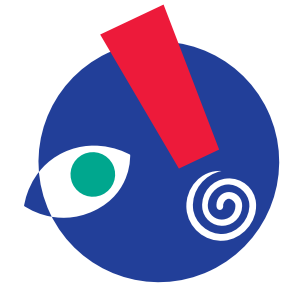
**GRAMMY
MUSEUM™
AT L.A. LIVE**

Grammy Museum at LA Live

Los Angeles, CA

SPD created the logo for the Grammy Museum, the iconic center of the music industry. The new logo anchors the museum façade, and is applied to a wide range of communications materials, merchandise and exhibits.

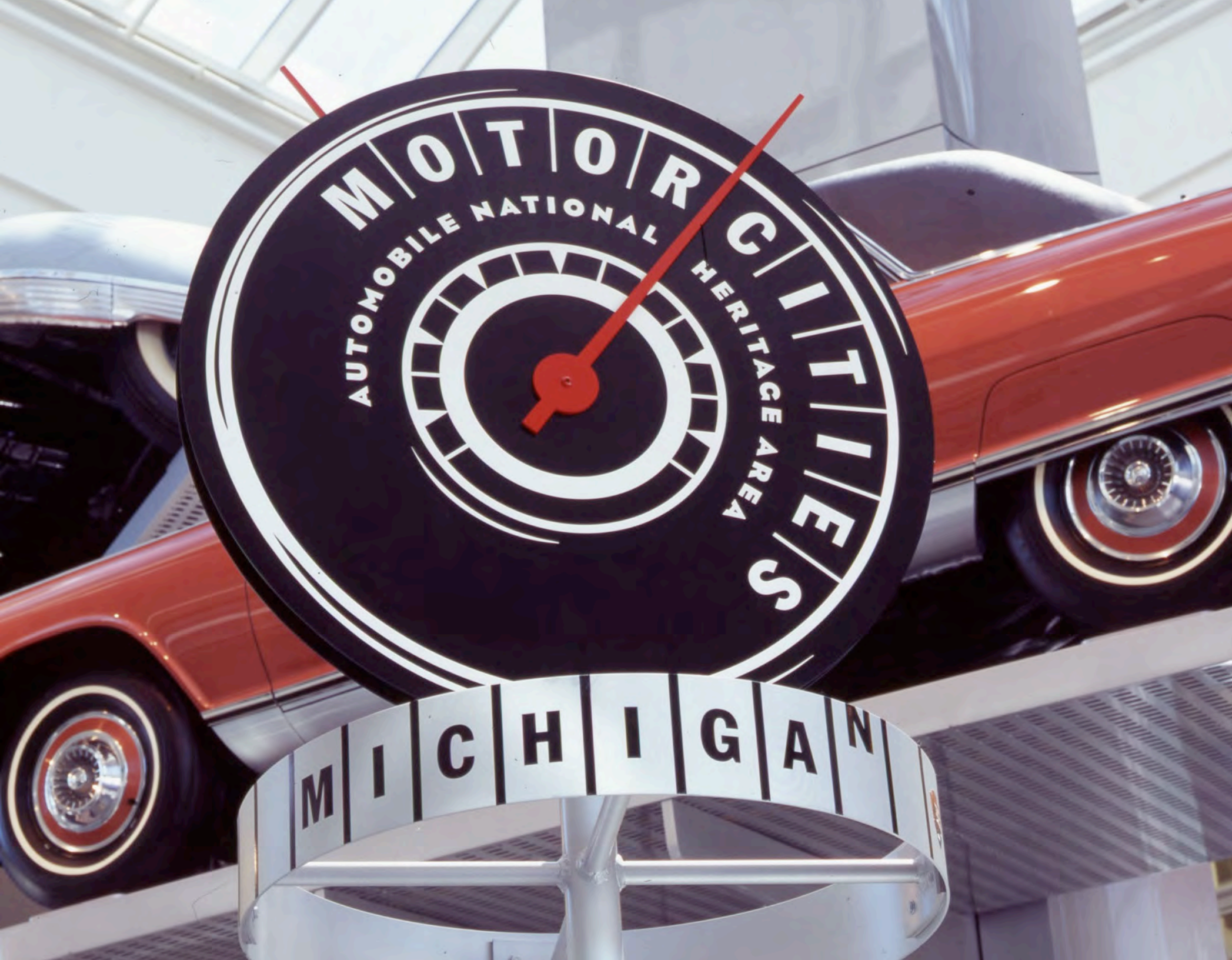




m i a m i
children's
m u s e u m

Miami Children's Museum
Miami, FL

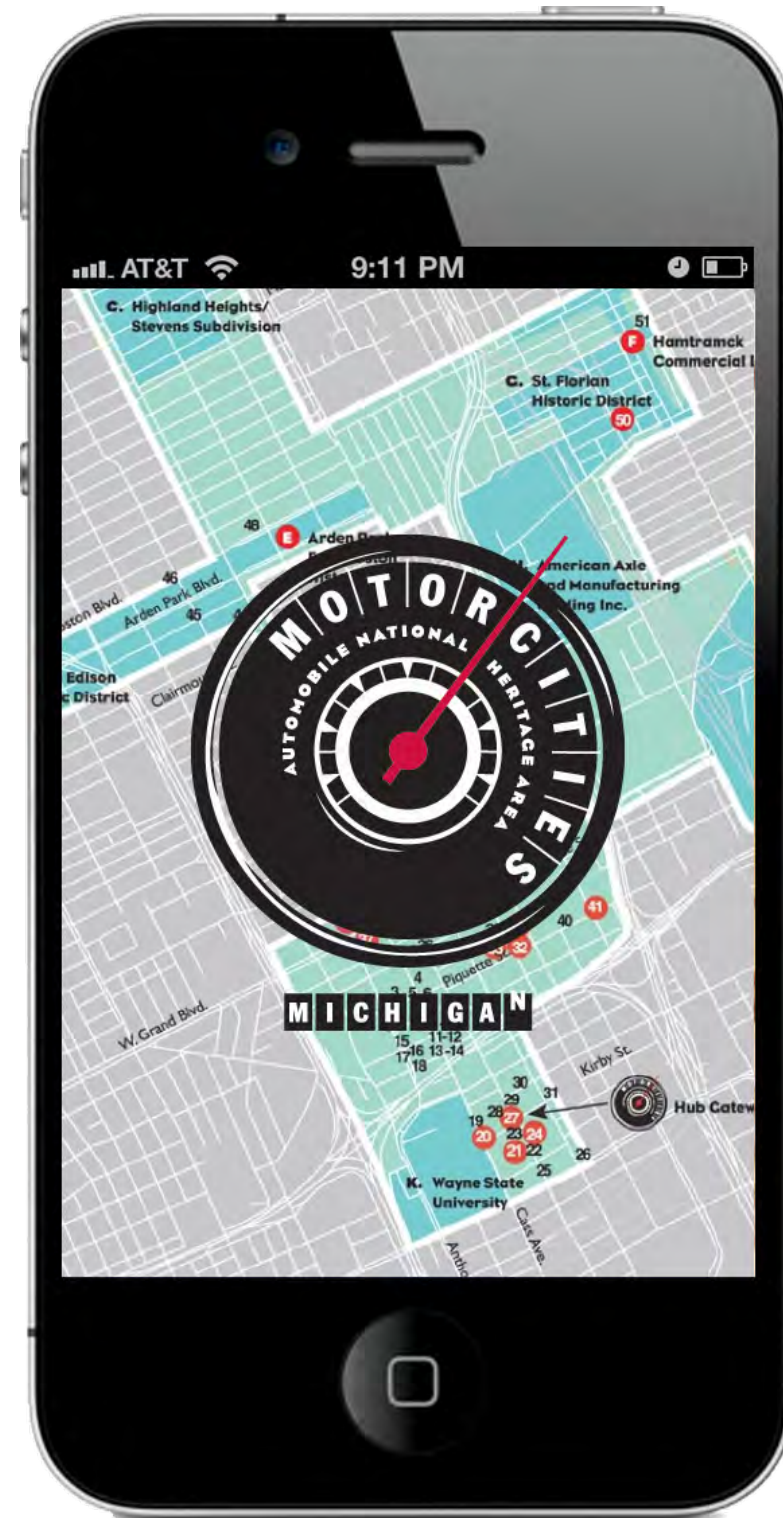
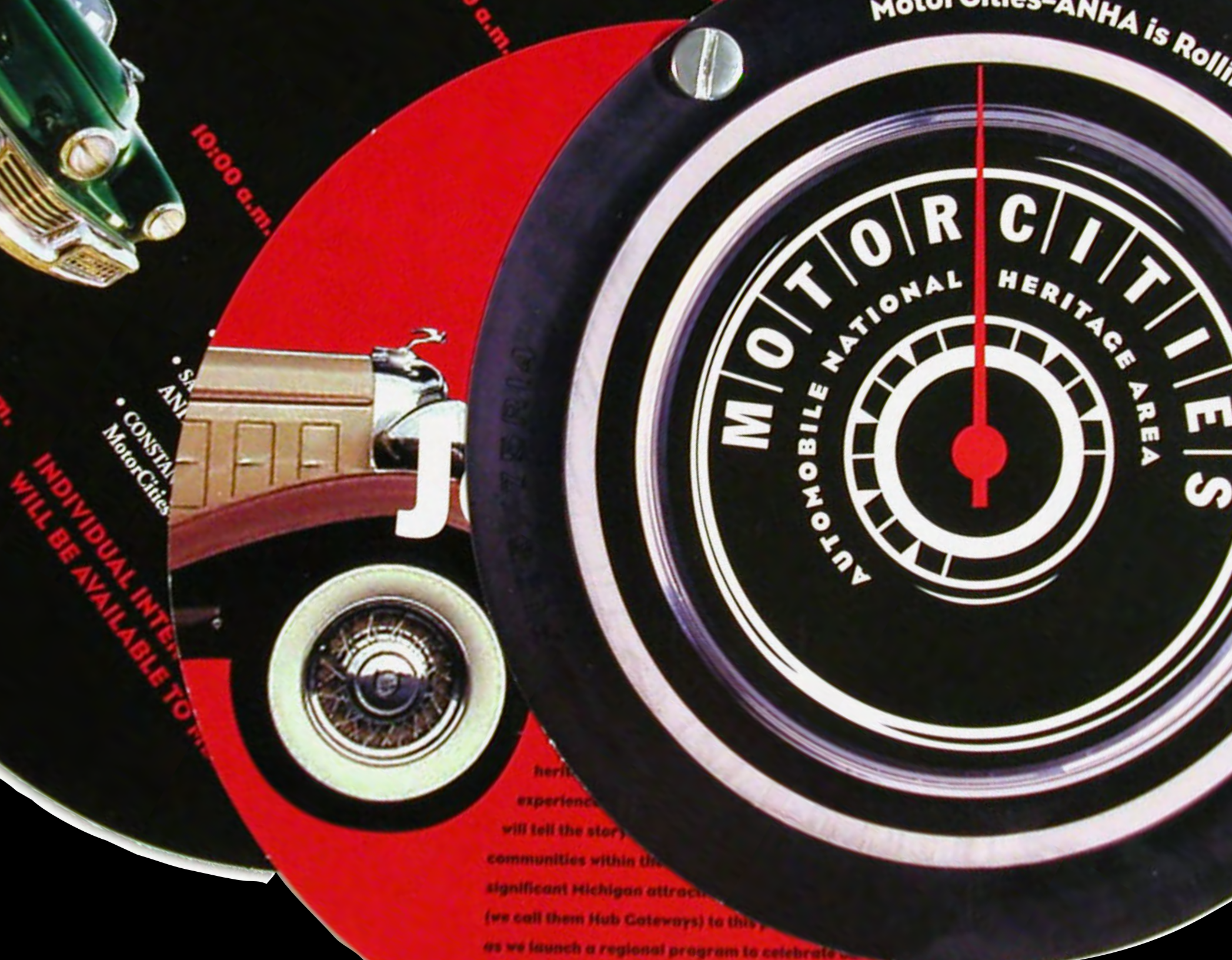
Collaborating with an innovative team, SPD created the Museum's bold and playful brand identity, brand standards, and exhibit graphics. The result is a dynamic and memorable experience for the whole family.



Motor Cities

Detroit, MI

SPD developed the multimedia brand communications master plan for Motor Cities, the Automobile National Heritage Area, a 10,000-square mile area in Michigan that has been identified as a national heritage area by the U.S. Congress. SPD developed the regional identity as well as the complete brand communications master plan — including print, web, and environmental elements — to help visitors explore America's automobile history through tours, events and exhibits.





Jewish Children's Museum

Brooklyn, NY

Collaborating with Gwathmey Siegel Architects, Selbert Perkins Design developed the identity and a range of environmental communications elements for the world's first Jewish Children's Museum. The communications elements reflect a mosaic of Judaism celebrating Jewish history, life, and culture in the context of today's world. Elements include a 30 ft sculpture of a dreidel, and a dramatic photo mosaic mural.

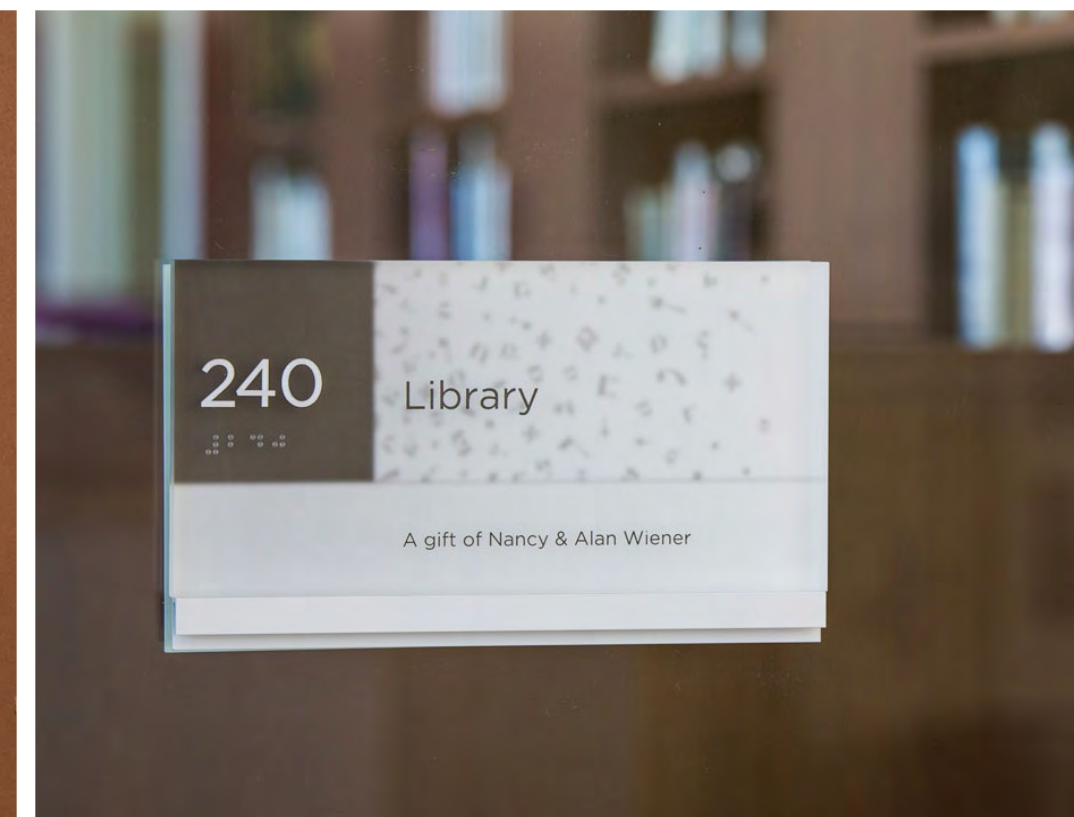
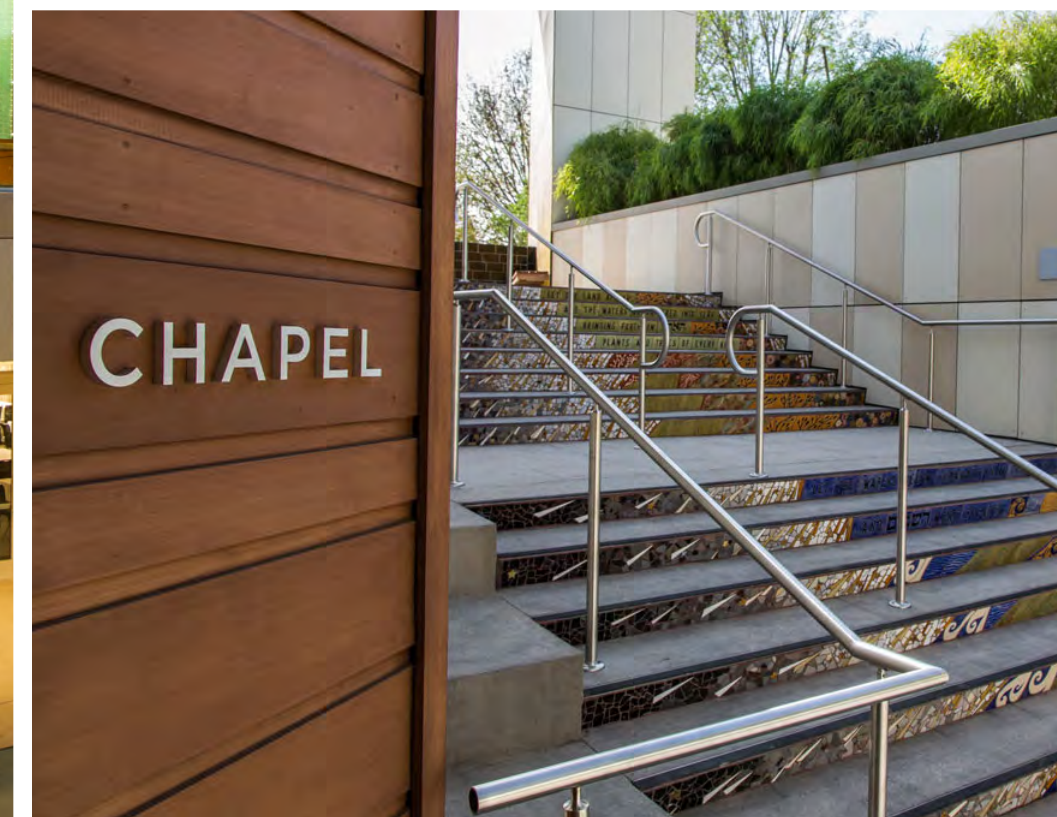
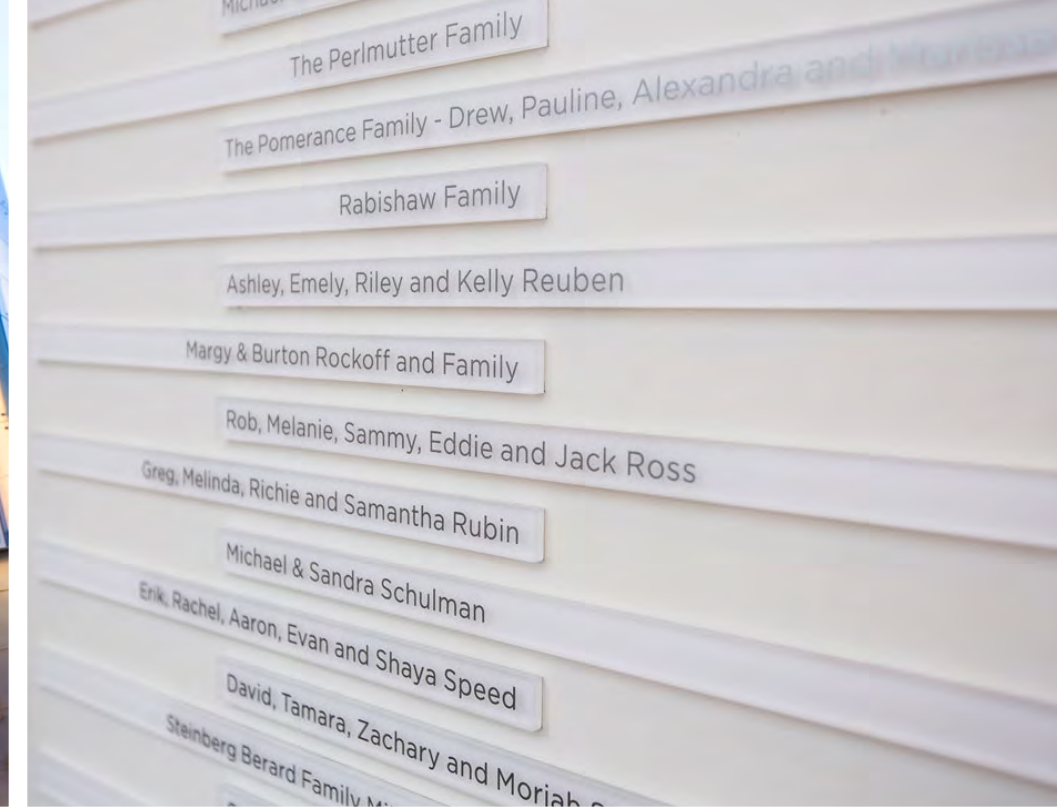




Temple Judea

Tarzana, CA

SPD collaborated with Herman Coliver Locus Architects to create the signage, wayfinding, donor recognition system, and art master plan for Temple Judea, in Tarzana, CA. SPD integrated a pattern of Hebrew letters developed by the architects, and applied the pattern to a wide a range of branded elements throughout the site, creating an inspiring setting for contemplation and community connection.





cafe
939
AT BERKLEE

Berklee College of Music
Performance Center,
Cafe 939 / Red Room

Boston, MA

SPD created the signage master plan for the renowned Berklee College of Music. The Berklee Performance Center serves as a beacon at the center of the campus and is a magnet for international talent. Café 939/Red Room is a popular social hub serving the diverse college community and the public. Café 939 features a coffee bar, and the Red Room, a state-of-the-art student performance space for 200. SPD created the names for the venues, as well as the identities and color palettes, infusing the branded environment with musical history and notation.





The Forum

Inglewood, CA

Selbert Perkins Design created the wayfinding and advertising signage master plan for The Forum, located in Inglewood, CA. The Forum is one of the largest indoor venues in the world dedicated to music and performing arts. SPD created a dynamic, efficient and functional wayfinding system that facilitates and supports patron circulation throughout the facility and site.



T-Mobile Arena

Las Vegas, NV

Selbert Perkins Design collaborated with Populous to design and implement an exterior and interior code and wayfinding signage system for the T-Mobile Arena in Las Vegas, Nevada. The project serves as a multi-functional venue for civic, community, athletic, educational, cultural, and commercial activities, and was designed to meet the standards required for an NBA and NHL facility. The code and wayfinding signage components reinforce the T-Mobile brand and facilitate the circulation of visitors, sports-fans, tourists, employees and business professionals.

Logos to Landmarks™



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