

**Selbert  
Perkins  
Design.**

Education

## Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

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

We use research and community input to define your story, and translate it into a unified branding, wayfinding, placemaking, and public art program. The branded components, from logos to landmarks, are integrated throughout the campus to create a powerful sense of place. The unified systems are strategically combined to reinforce planning, design, marketing, fundraising, creating a catalyst for positive campus spirit, community connection, and experiences.

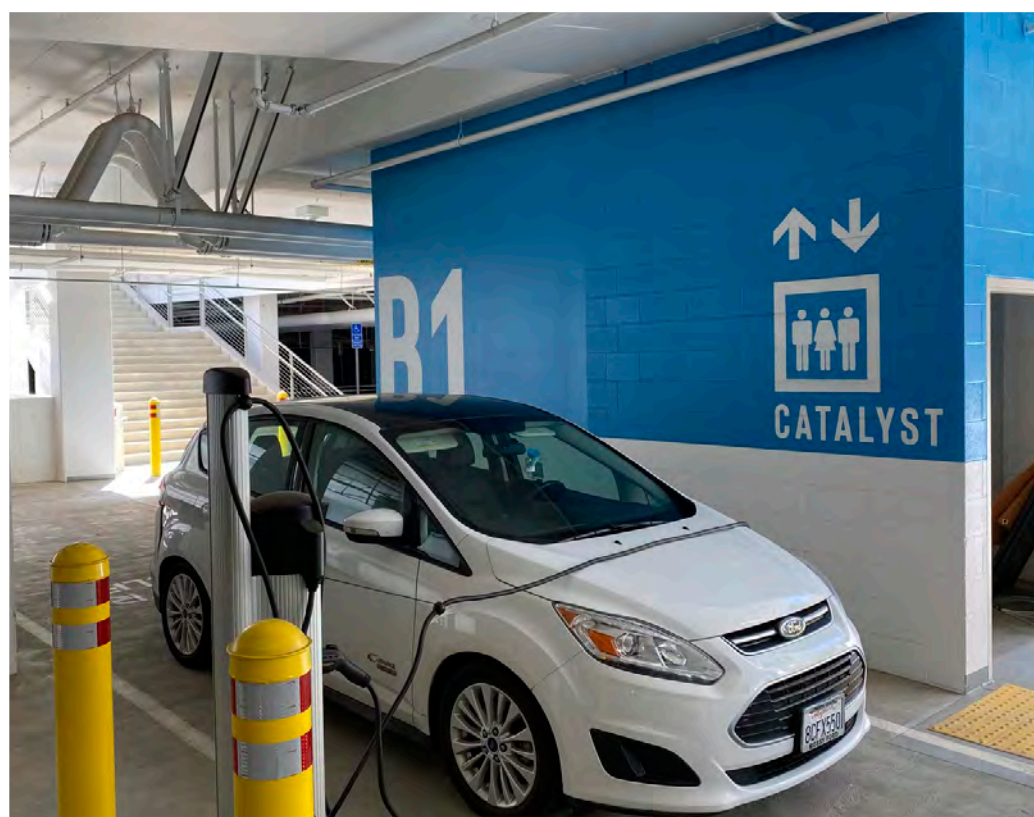
**Every place has a story. Every story has a place.™**



## UCSD North Torrey Pines Living and Learning Neighborhood

San Diego, CA

SPD developed a comprehensive signage and wayfinding master plan for the new UCSD North Torrey Pines Living and Learning Neighborhood project (Sixth College); a mixed-use development located at the southwest edge of the main UCSD campus that includes housing, academic space, retail and below-grade parking.





## Cal Poly San Luis Obispo

San Luis Obispo, CA

Selbert Perkins Design worked with California Polytechnic State University at San Luis Obispo to develop an exterior campus wayfinding signage plan. The new system helps students and visitors navigate the campus, primarily from key entries and parking areas to frequently visited destinations. Our design considers all university campus activities, vehicular and pedestrian movement, access from off-campus, special events, emergency and life safety, deliveries, campus security, and special transportation and access needs for the impaired.





## USC - Ronald Tutor Campus Center

Los Angeles, CA

The Ronald Tutor Campus Center is at the 'heart' of the USC campus. As the university's 'town hall,' the 200,000 sf center provides conference areas, admission center and theater, alumni association offices, student union, offices for student programs and organizations, lounges, entertainment facilities, dining, and retail - all integrated around a dramatic open air plaza and food court. The comprehensive wayfinding system includes identity and direction signs, directories and murals. It also includes an extensive donor recognition system accommodating over 20,000 donors.







## University of Southern California (USC) Master Plan

Los Angeles, CA

Selbert Perkins Design developed the campus wayfinding master plan for the University of Southern California. The system provides a unique identity for the school while reinforcing the USC campus identity and spirit.



## USC - Annenberg School for Communication

Los Angeles, CA

The USC Annenberg School for Communication is a national leader in education and scholarship. SPD developed the bold identity, murals, and wayfinding as part of the USC campus wayfinding master plan.





## USC - Dornsife College of Letters, Arts & Sciences

Santa Monica, CA

The largest and oldest of the USC schools, USC Dornsife functions as the academic core of the university. Reflecting the historic character of the building, the integrated system of signs, exhibits, and timelines developed by SPD, inform, educate, and entertain all visitors to this world class institution.

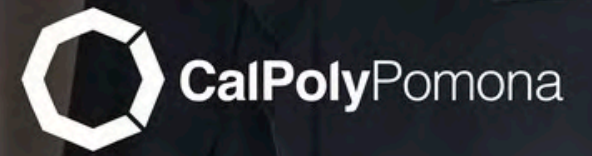




**We've re-defined learning.** We offer a unique educational experience... Immersive, hands on, and multi-disciplinary. It's an approach that makes our students life and career-ready. We help students discover and transform into their best selves.

# CalPolyPomona

*I'm Ready*

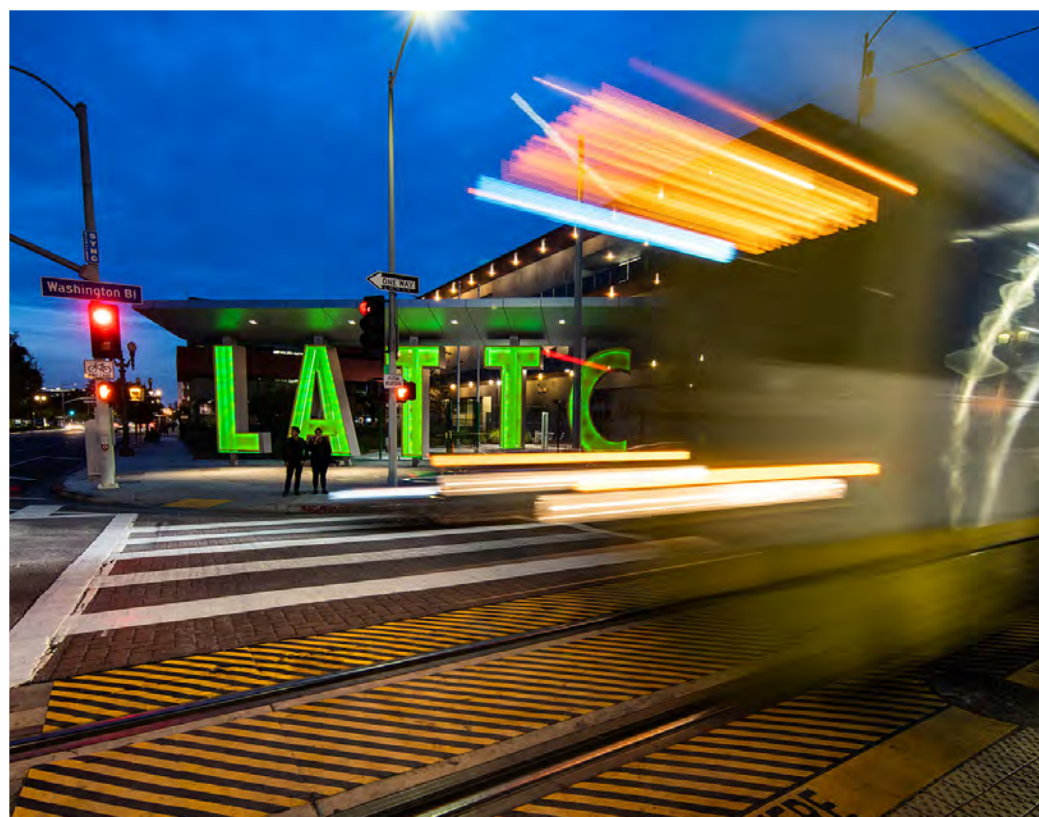


## CalPoly Pomona

California State Polytechnic  
University Pomona

Pomona, CA

SPD collaborated with CalPoly Pomona to develop a new brand identity and college seal to reflect the university's history, mission, and vision for the future. The new identity integrates the letter "C" within an octagon to reflect the eight colleges of the university and the core elements of a polytechnic education.



## Los Angeles Trade Technical College (LATTC)

Los Angeles, CA

LATTC is a premier community college recognized for transforming students' lives and their communities. SPD created the bold new sign to connect to the diverse communities of LA. The large-scale sign creates an inspiring public landmark, welcoming all people to the LATTC community.



## Santa Monica College Student Center

Santa Monica, CA

The Santa Monica College student center is the pulsing heart of the thriving campus of 45,000 students. SPD created a comprehensive exterior and interior sign program that expresses the energy and diversity of the college and its students.





## University of Texas Rio Grande Valley

**Multiple Campuses:** Edinburgh, McAllen, Brownsville, Harlingen, and South Padre Island, TX

The University of Texas Rio Grande Valley (UTRGV) was created as the first major public university of the 21st century in Texas, combining many diverse campuses throughout the Rio Grande Valley. Working within a strict timeline and budget, SPD created new Signage Standards and Guidelines to unify the many campuses and buildings, including popular large-scale Logo landmarks at each campus.





Photo Courtesy of UTRGV





## Loyola University

Chicago, IL

Selbert Perkins Design developed a signage and wayfinding master plan for Loyola University Chicago, the nation's largest Jesuit Catholic University. The master plan includes exterior and interior signage and wayfinding standards for academic, recreational, and residential buildings at the Lake Shore Campus and Water Tower Campus. Working closely with the University, SPD integrated wayfinding signs into the architecture and landscape to create a highly functional and cohesive environment.



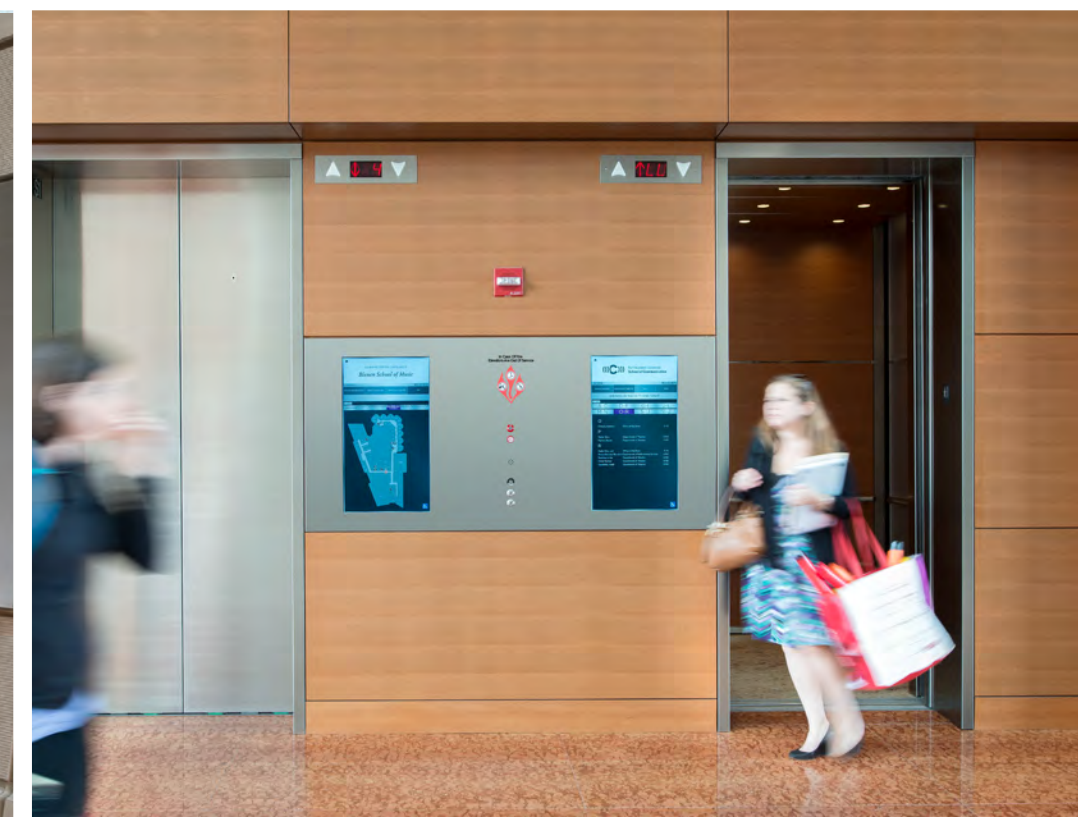
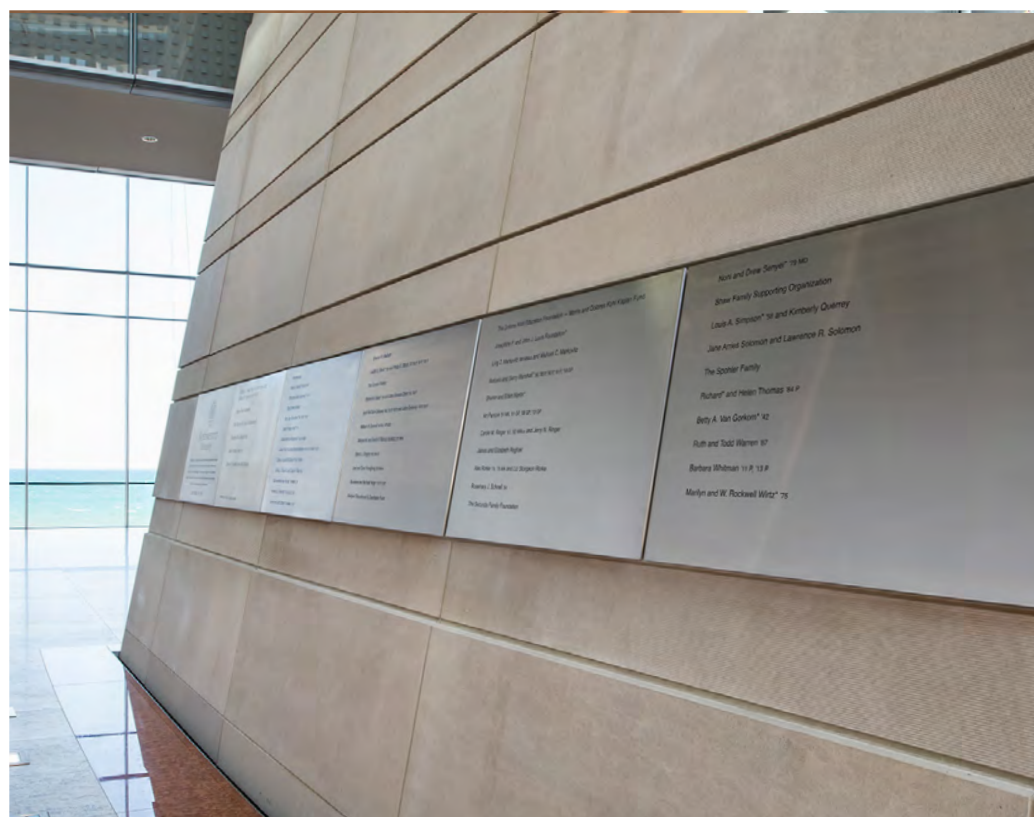




## Northwestern University

Evanston, IL

Selbert Perkins Design created the donor recognition, wayfinding, digital signage, and room identification system for the Ryan Center for the Musical Arts at Northwestern University. The new system integrates seamlessly with elegant new building designed by Goettch Partners, reflecting the mission and accomplishments of the Center and its alumni.







## Columbia University

Palisades, NY

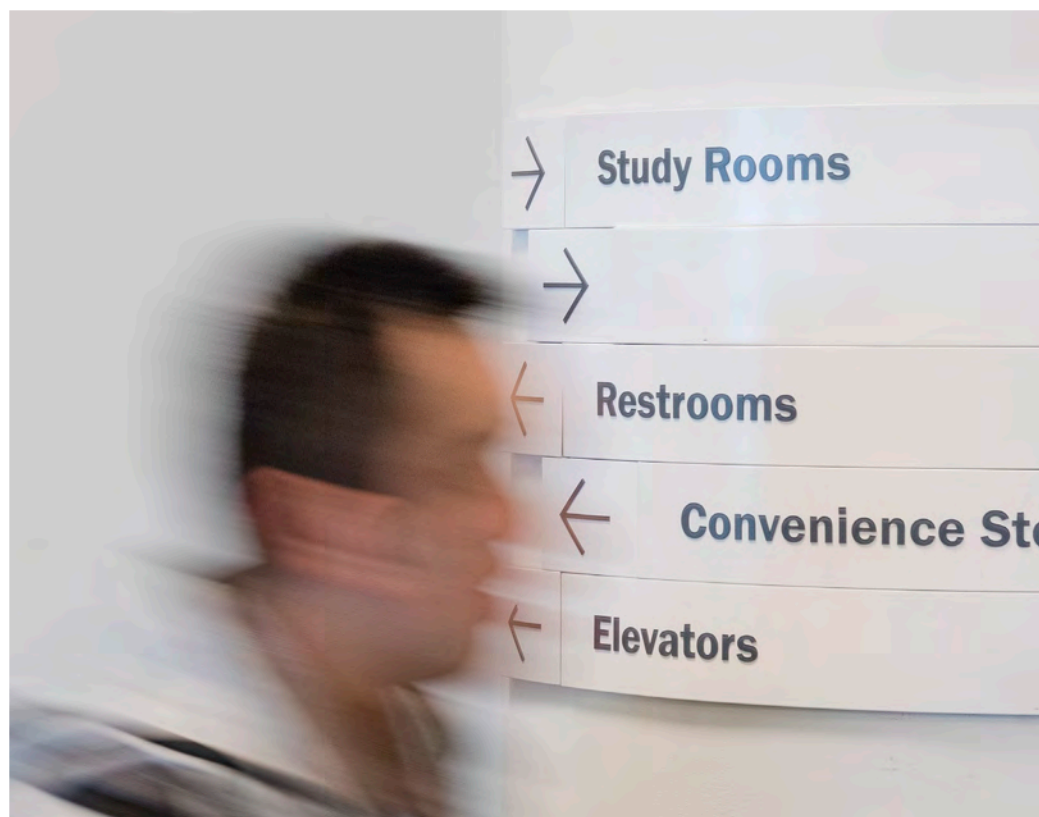
The award-winning Gary C. Comer Geochemistry building reflects its environmental mission as the first Leed certified structure at Columbia University. Selbert Perkins Design collaborated with Payette Associates and the LDEO to create an informative sign system and exhibits to complement the architecture and communicate the contributions and values of this cutting-edge research organization.



## UMass Boston

Boston, MA

Selbert Perkins Design created an exterior gateway landmark and comprehensive sign program for the new dormitory and dining hall for the University of Massachusetts Boston campus, in collaboration with Elkus Manfredi Architects.





7:30 AM **Student meeting to review thesis project**  
 10:00 AM **Job site visit to assess quality of construction**  
 11:30 PM **Office time to work on design sketches**  
 5:00 PM **BAC Interior Design Advisory Board meeting**  
 7:00 PM **Work on interior design thesis seminar**

# Collaboration

DAY AND NIGHT.  
**A learning laboratory for design education**

**FELICE SILVERMAN**  
 Interior Design, 1992 IIDA  
 President / Principal, Silverman Trykowski Associates, Inc.

The BAC taught me the importance of collaboration. Interacting with clients, architects, and contractors takes design from sketches to construction. Together we work to transform space into an exciting experience.

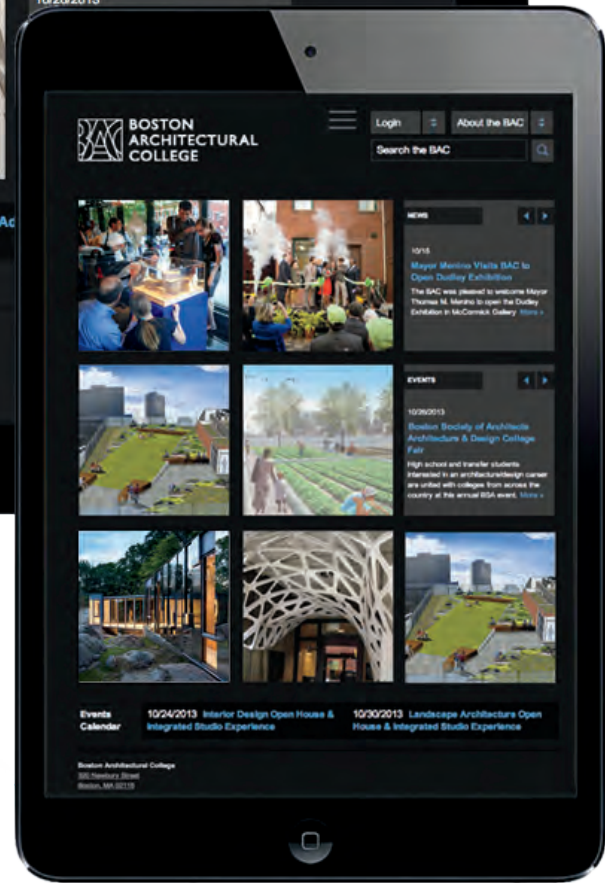
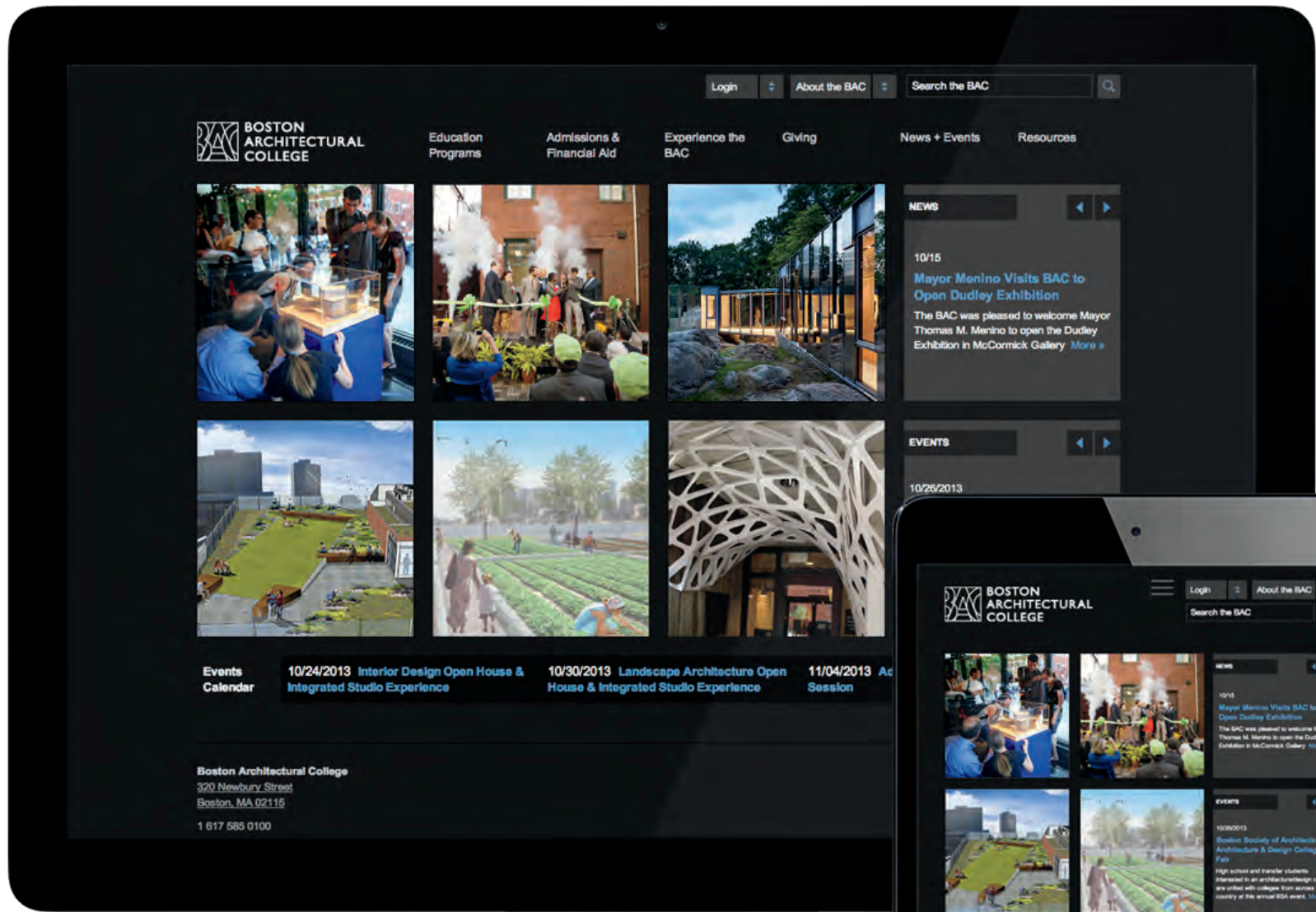


## Boston Architectural College

Boston, MA

SPD's work for the College spans 15-plus years, encompassing an institutional name change, college seal design, a robust website with integrated print and digital materials and advertising campaigns. The communication of the stories of this nontraditional, professional design college led to top rankings, increased enrollment and fundraising. Essential to this effort was the design and production of an acclaimed magazine for design professionals, branded exterior environmental and exhibition graphics.





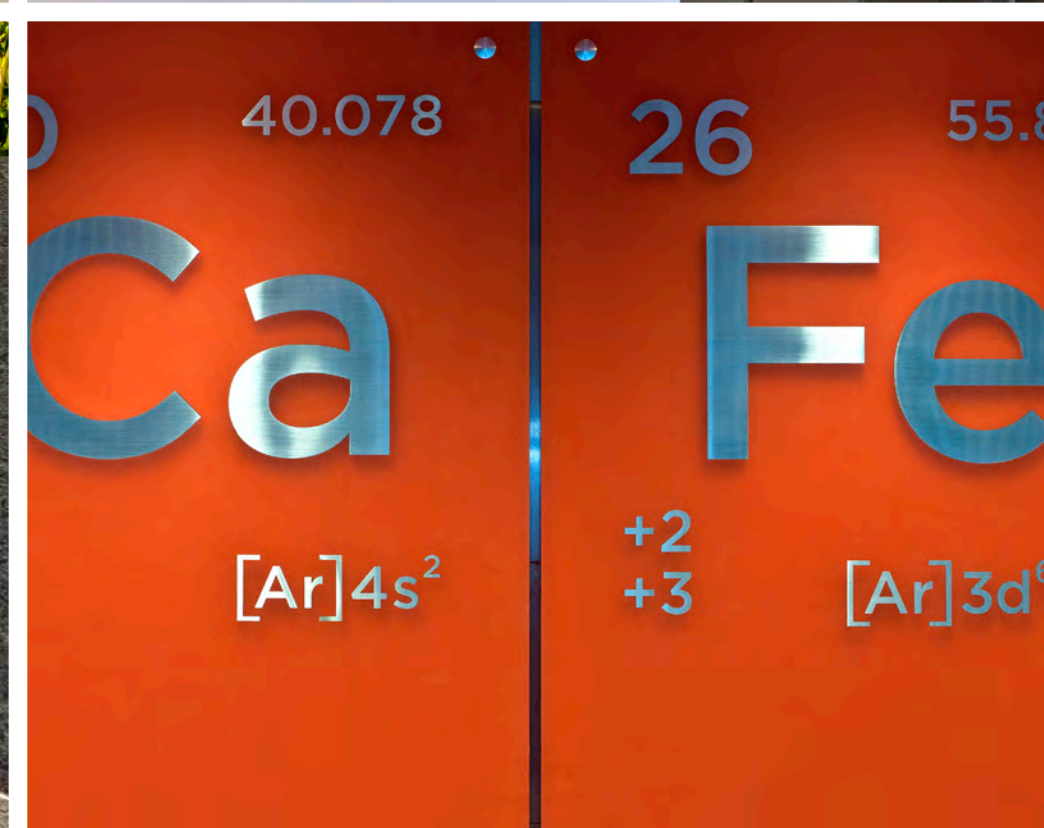


## Princeton University Frick Chemistry Laboratory

Princeton, NJ

SPD collaborated with Payette Associates to create the branded environments, exhibits, donor recognition system, signage and wayfinding for the state-of-the-art Frick Chemistry Laboratory. The laboratory provides space for faculty research and teaching, a large auditorium, and faculty and administrative offices, labs, event spaces, and CaFe. A sky lit atrium connects the laboratory wing with the administrative space and offers a light filled space with pedestrian bridges.



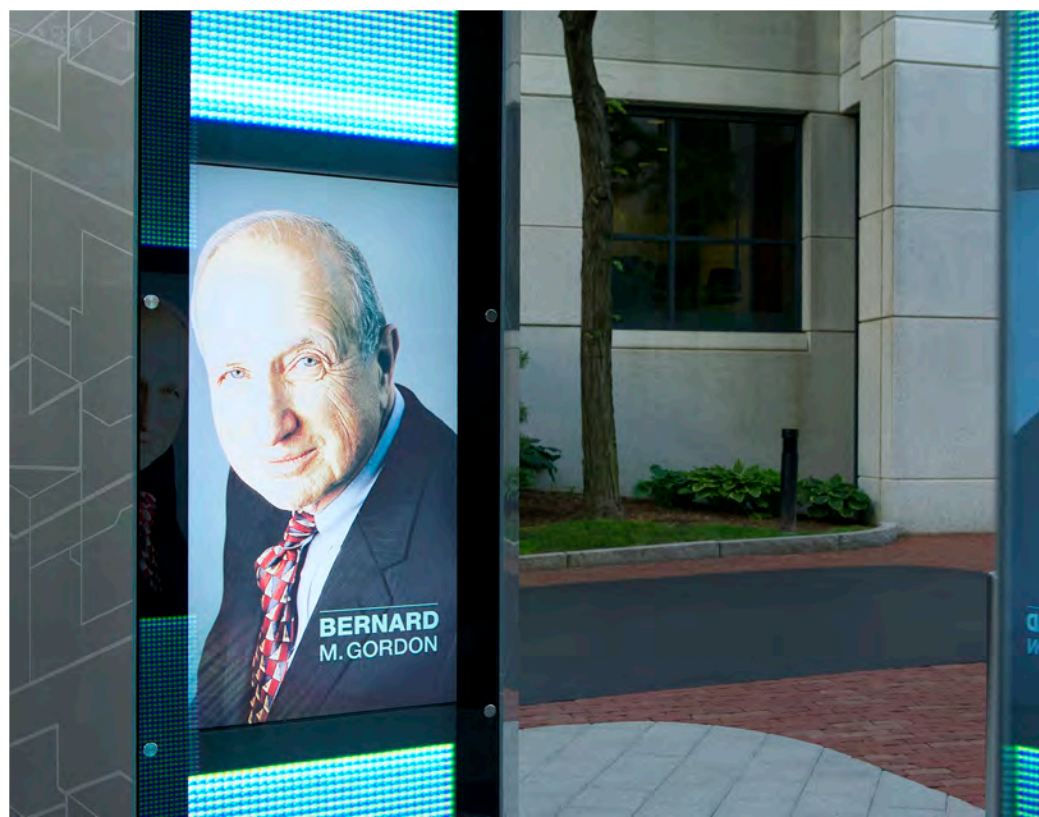




## Northeastern University Bernard M. Gordon Tribute Portal

Boston, MA

SPD worked with landscape architects and media designers to design the award-winning Bernard M. Gordon Tribute Portal at Northeastern University. The Portal is an interactive archway in the center of the campus that utilizes innovative media to honor ten groundbreaking engineers. Bernard Gordon created the first analog/digital interface; the portal's dynamic elements express the transformation of analog to digital technology.





## Berklee College of Music

Boston, MA

SPD created the signage master plan for the renowned Berklee College of Music. Campus identity, building identity, and interior wayfinding combine to reinforce the college campus in Boston's historic Back Bay. The Berklee Performance Center serves as a beacon at the center of the campus and is a magnet for international talent.





cafe  
939  
AT BERKLEE

**Berklee College of Music  
Berklee Cafe 939**

**Boston, MA**

Berklee College of Music's Café 939 is a popular social hub located in Boston's historic Back Bay, serving the diverse college community and the public. The café seats 200, and features a coffee bar, a state-of-the-art performance hall, and exhibits. SPD designed the identity, naming, signage, color palette, products, packaging, and exhibits, infusing the branded environment with musical history and notation.







## Phillips Academy Oliver Wendell Holmes Library

Andover, MA

Selbert Perkins Design created wayfinding, environmental graphics, and donor recognition for the Oliver Wendell Holmes Library at Phillips Academy in collaboration with Ann Beha Architects. The historic library is an academic and social center for the campus - an integrated learning hub, responsive to the changing ways students and faculty access information. The Nest makerspace, café, map room and other features encourage new forms of inquiry, learning, research, and collaboration.



## MIT 150th Anniversary

Cambridge, MA

MIT's 150th anniversary was celebrated with a series of symposia, performances, exhibitions, and landmark events exploring topics of interest to MIT's community of scholars, students, and staff. To acknowledge this milestone, Under the Dome was a campus-wide, day-long open house. Working to an aggressive implementation schedule across multiple departments, SPD developed a cohesive event system and provided graphic solutions that support the university's history of innovation.

MIT  
MANAGEMENT  
SLOAN SCHOOL

IDEAS  
MADE TO  
MATTER



MIT  
MANAGEMENT  
SLOAN SCHOOL

## MIT Sloan School of Management

Cambridge, MA

SPD designed an interactive lobby experience to bring the MIT Sloan School of Management's new brand to life. The branded, three-dimensional wall provides visual expression for the core brand concept: Ideas Made to Matter. Members of the Sloan School's diverse global community and their impactful ideas are presented at life-size scale. The storytelling reflects the vibrant pace of change, presenting real-world situations and settings.



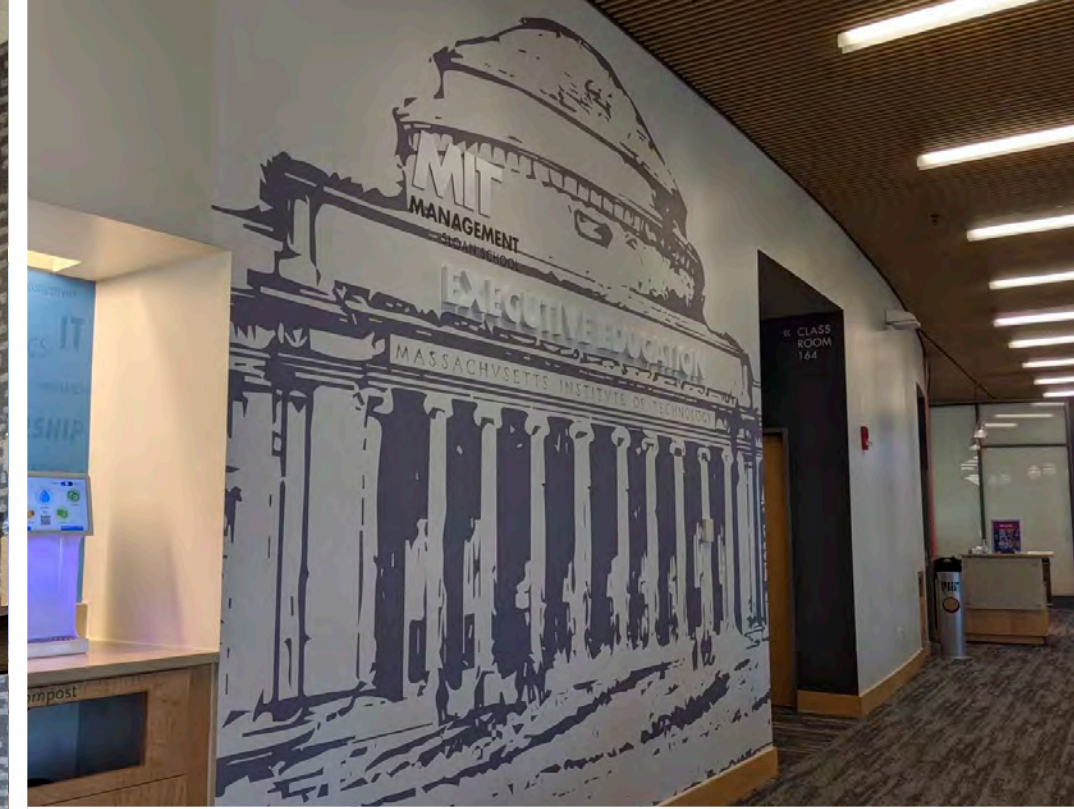


## MIT Sloan Executive Education

Cambridge, MA

Selbert Perkins Design worked with MIT Sloan Executive Education (EE) Department to extend and develop their visual language and existing branding into the visitor space/environment. SPD used storytelling visuals, as well as signage and wayfinding to capture the learning ethos of MIT Sloan and the Executive Education Department, and to enhance the visitor experience.









# MIT POLITICAL SCIENCE

## MIT Political Science Department

Cambridge, MA

Selbert Perkins Design worked with MIT's Political Science Department (Poli-Sci) to extend and develop their visual language and branding into the visitor space. The new display has an elegant style that captures the learning ethos of the Poli-Sci Department.





## MIT Civil and Environmental Engineering (CEE)

Cambridge, MA

CEE at MIT uses science, engineering and diverse expertise to solve problems of great societal relevance. SPD worked collaboratively with the department's leadership to bring the community's vision to life. Multiple research areas cohesively grounded in rigorous scientific and engineering principles are represented in the new logo. The energetic, multi-color palette represents diversity of research and education. The shape of an "O" is referential to MIT's Course One, open and collaborative. The new website design was created to support CEE's singular strengths and synergies.



## Green Center for Physics at MIT

Cambridge, MA

SPD designed interior signage for a new consolidated Physics Center at MIT, named in honor of Cecil and Ida Green. The Center was designed by Payette Architects to encourage new research collaborations between the departments of physics, materials science, and engineering. SPD created interior identity signage for the educational labs, reading rooms, administrative spaces, and community rooms housed in the building.



## MIT Simons Building Mathematics Department

Cambridge, MA

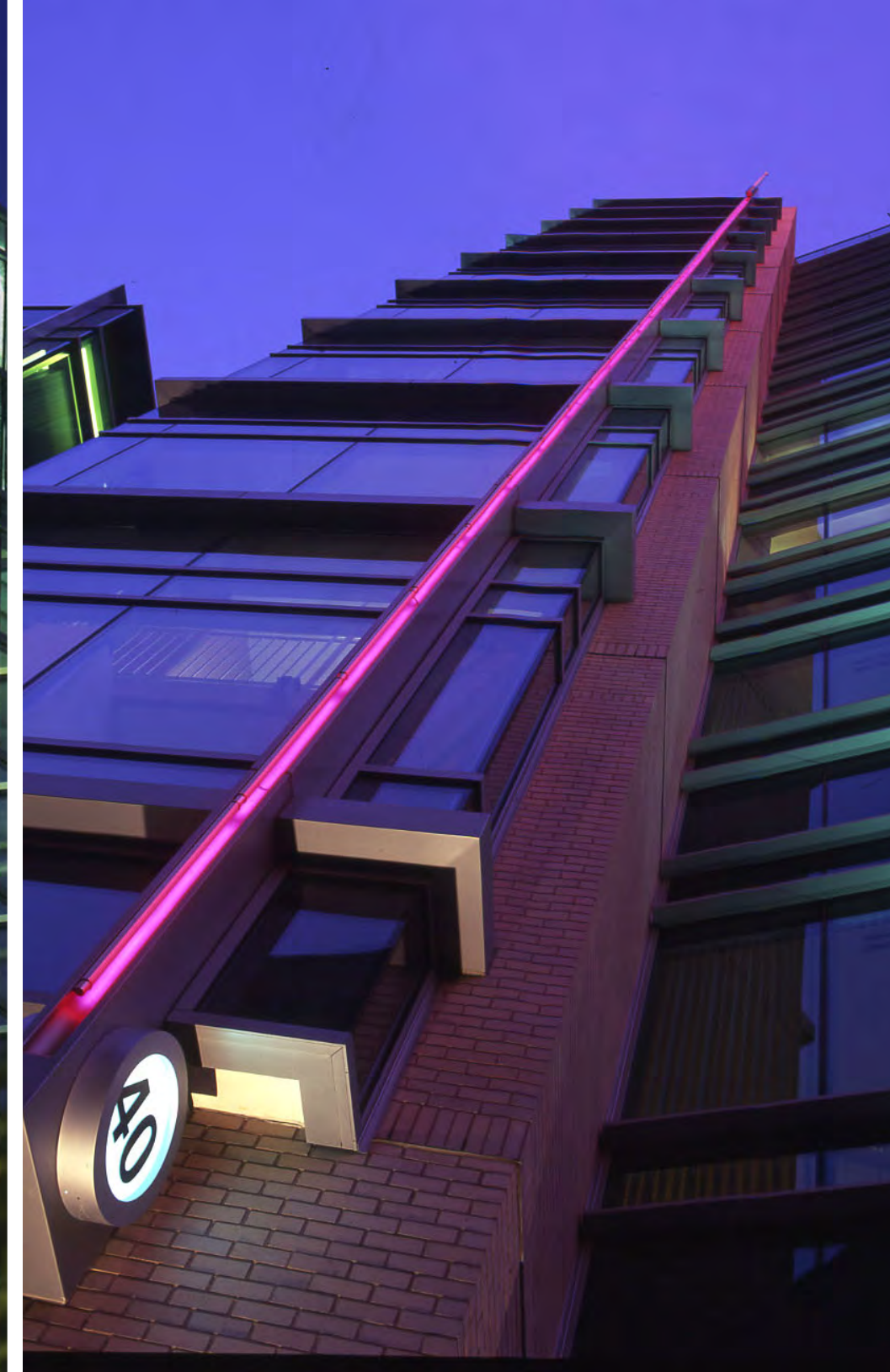
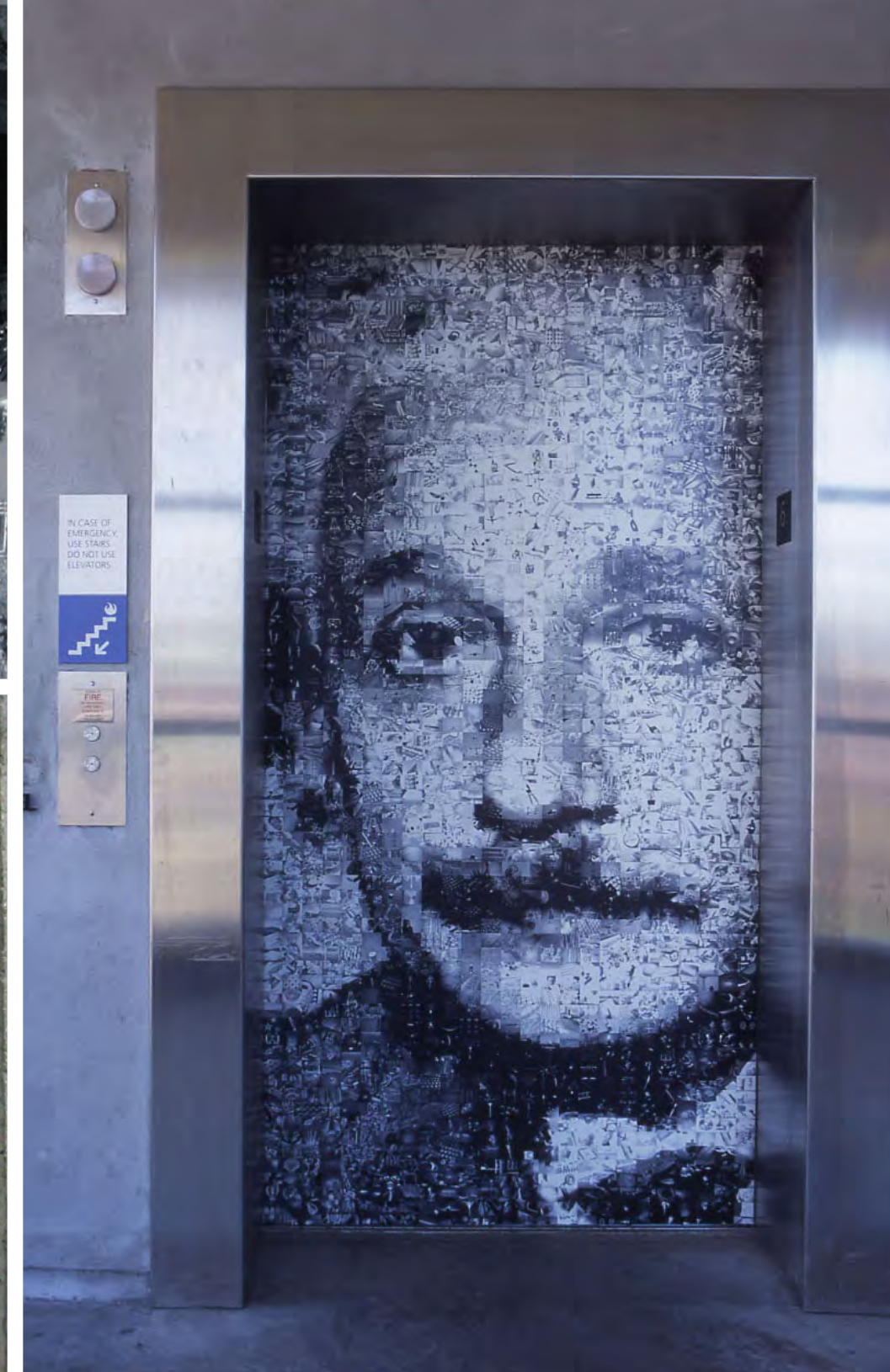
SPD designed an elegant interior and exterior signage and donor recognition program for the Simons Building, home of the Department of Mathematics. In addition to collaborative space, a math library, and undergraduate lounge, the department gained an expanded common space, new undergrad lounge, 3 math seminar rooms and 16 meeting rooms. Renovation of the historic building was led by Ann Beha Architects and was awarded LEED Gold certification.

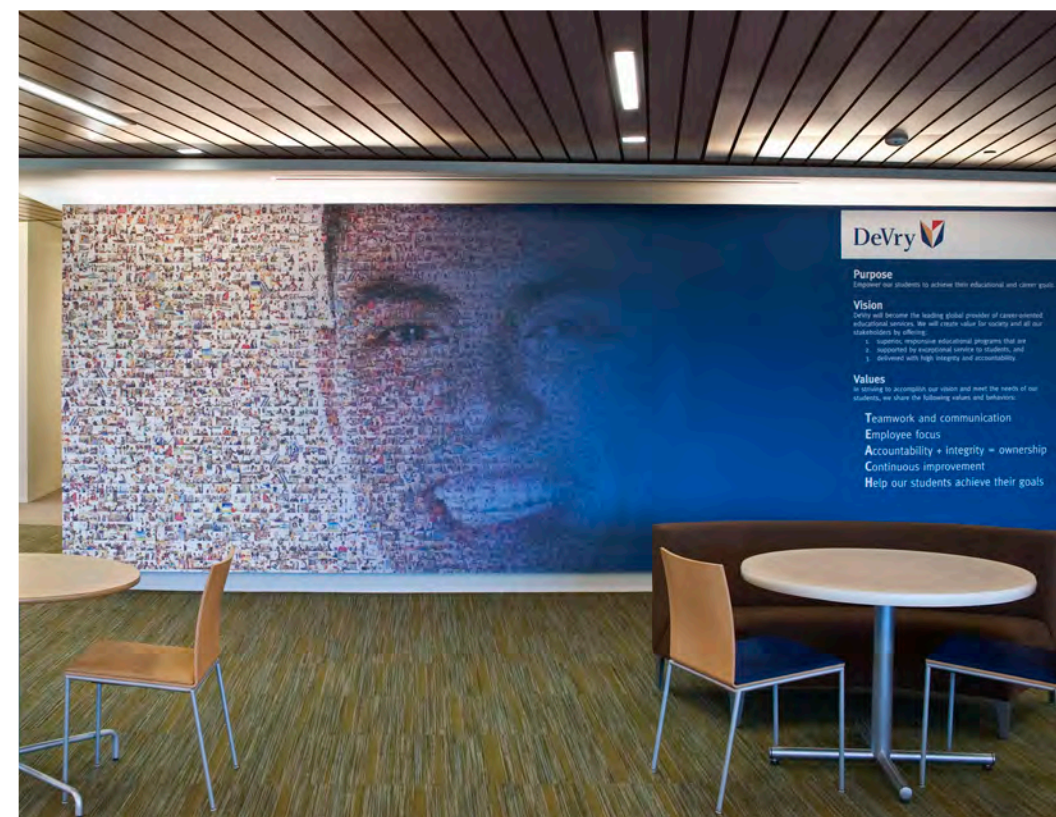


## University Park at MIT

Cambridge, MA

University Park 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 technology.





## DeVry University

Downer's Grove, 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.







# MOUNT HOLYOKE COLLEGE

## Mount Holyoke College

South Hadley, MA

Working closely with administration, alumnae, and students, SPD created the comprehensive brand master plan for this leading women's college. The new logotype, extensive communications program, and campus-wide wayfinding system helped to relaunch a new generation for Mount Holyoke and build its reputation for excellence worldwide.

## Logos to Landmarks™

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