

**Selbert
Perkins
Design.**

Healthcare

Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

Selbert Perkins Design combines branding, wayfinding and placemaking to foster positive human connections and enhance the healthcare experience.

We are a multidisciplinary international design firm that unites art, communications, and environments to create positive experiences for all healthcare staff, patients, and visitors, emphasizing personal and community connections. We collaborate with hospitals and healthcare institutions, architects, and communities worldwide to create practical and innovative signage, wayfinding, placemaking, and art programs that inform the patient journey and create healthy experiences.

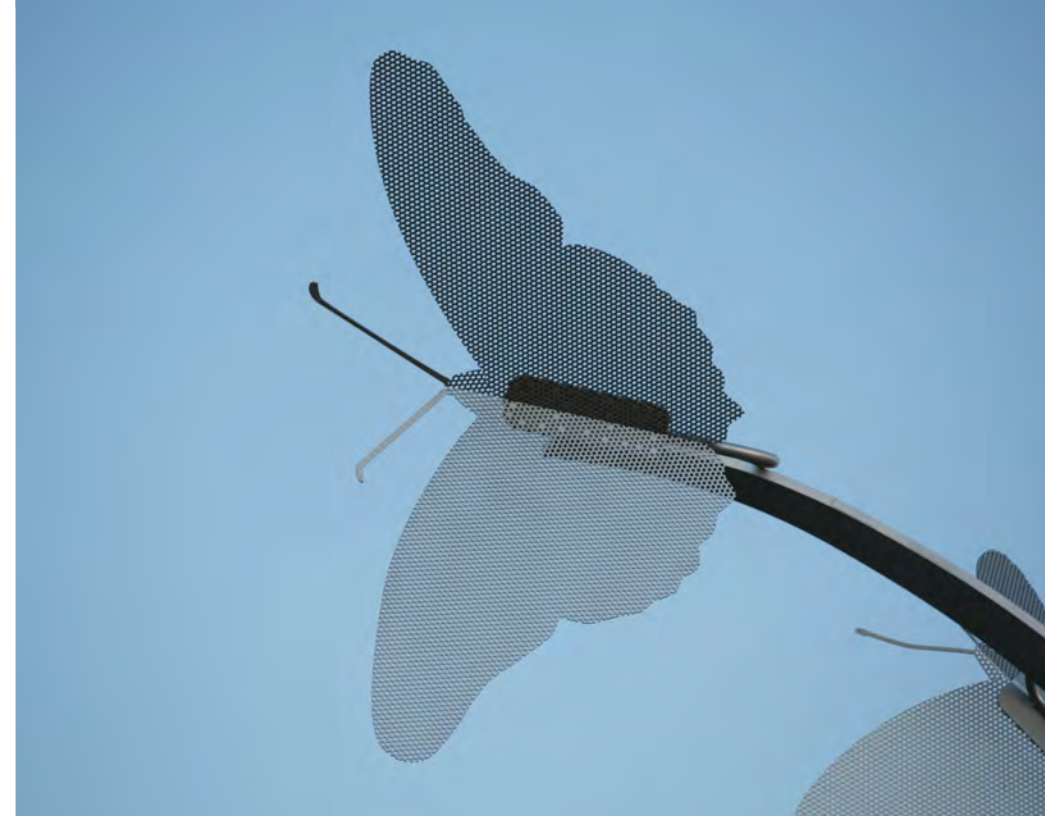
Every place has a story. Every story has a place.™



Kaiser Permanente Antelope Valley Medical Center

Lancaster, CA

SPD collaborated with Kaiser Permanente to create the master plan for Phase 1 of their Total Health Environment, and Hospital of the Future. The popular new center integrates gardens, storytelling sculptures, and play areas to provide a meaningful new community resource for the city. Unique sculptures and murals reflect the stories of healthy transformation and create calm and reflective environments for patients and residents.





Kaiser Permanente Ventura

Ventura, CA

Selbert Perkins Design worked with Kaiser Ventura to research, design and implement art, interpretive and branded elements for Kaiser Permanente's Ventura MOB. Our goal was to illustrate the commitment of Kaiser Permanente to understand the aspirations and needs of the community and the resolve to create the wellness environment of the future... one where a community thrives.



Antelope Valley Medical Center
Lancaster, CA



Selbert Perkins Design developed the new brand identity for the Antelope Valley Medical Center in Lancaster, California. The new name and newly designed logo address the comprehensive healthcare services that AVMC offers to the growing and diverse population of the region.



University of Utah Health Care

Salt Lake City, UT

SPD developed a comprehensive interior and exterior signage and wayfinding master plan for the University of Utah Health Sciences Campus, and the University of Utah Hospital and Clinics, which includes more than 50 facilities such as hospitals, clinics, and healthcare offices. The multi-modal signage system integrates vehicle and pedestrian movement, access from off-campus, special events, visiting groups, emergency services, deliveries and security, as well as special transportation and access needs for the impaired.



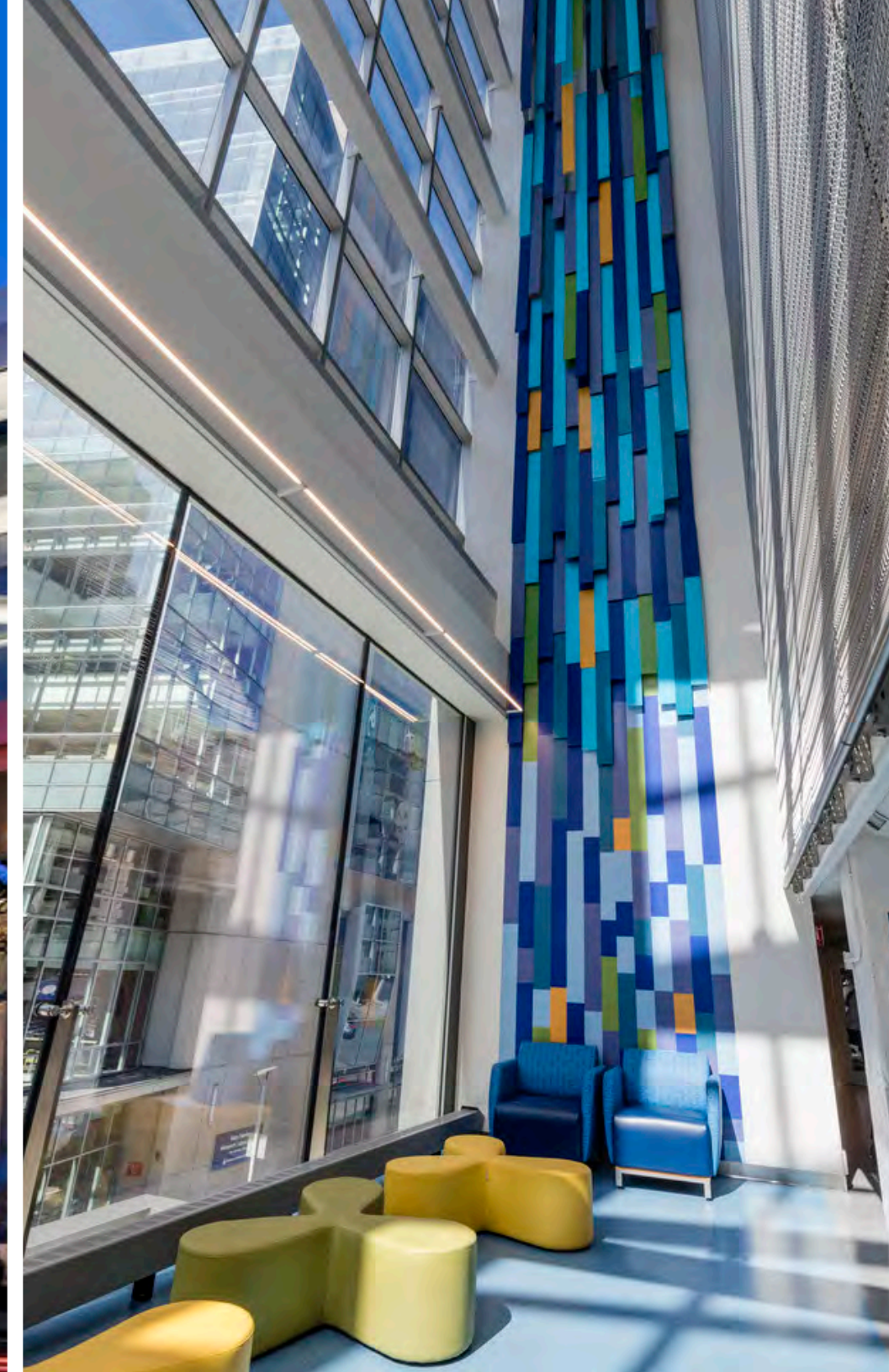
Photo Credit: YESCO



Boston Children's Hospital

Boston, MA

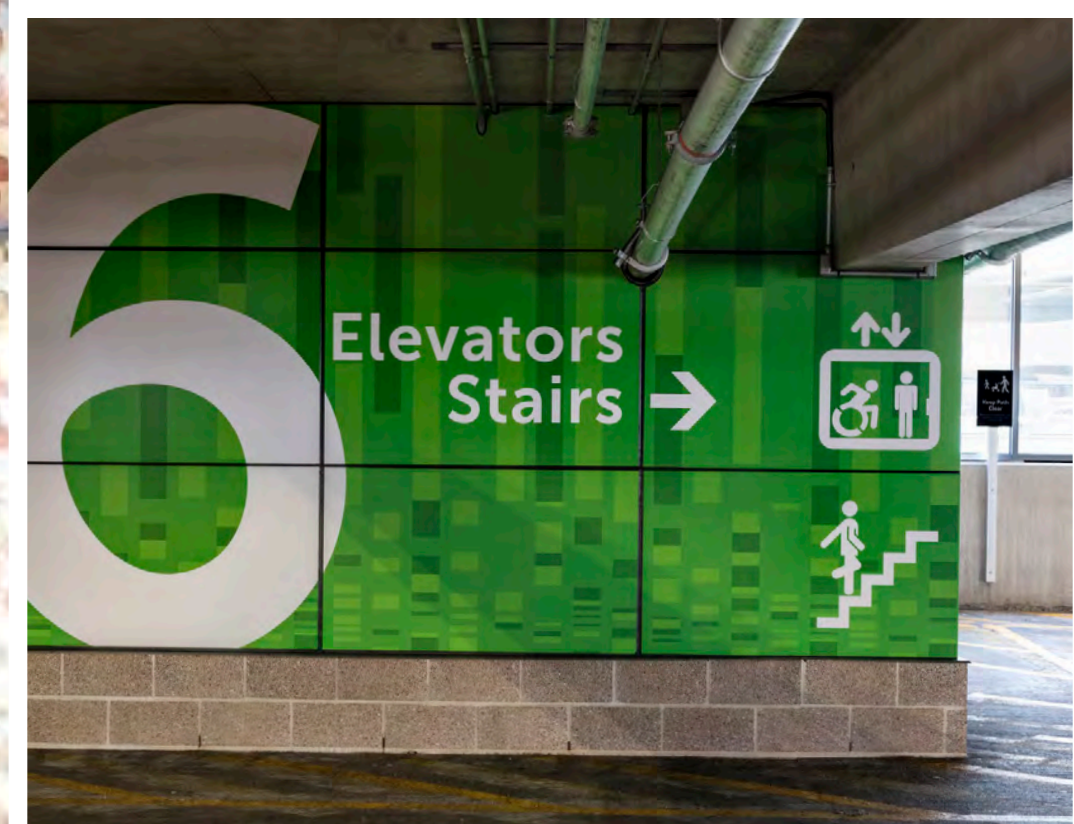
Boston Children's Hospital is the leading pediatric hospital in the country. As part of an extensive multi-project campus enhancement program, SPD collaborated with Shepley Bulfinch, Elkus Manfredi, Payette, and Mikyoung Kim Design to integrate new signage, donor recognition, art, and interactive elements into the main entrances, parking garage, pedestrian bridge, and site for an improved patient family experience.



Boston Children's Hospital Pedestrian Bridge and Parking Garage

Boston, MA

Selbert Perkins Design designed an integrated art, signage, and donor recognition program for Boston Children's Hospital to improve the arrival experience for patient families. Art, signage, and donor recognition elements throughout the garage and pedestrian bridge were inspired by patterns in DNA sequencing. The environmental art strategy includes a 3-story dimensional mural and backlit photo-mosaic of a child's face made up of hundreds of photos of staff and families collected during the 150th anniversary of the hospital.

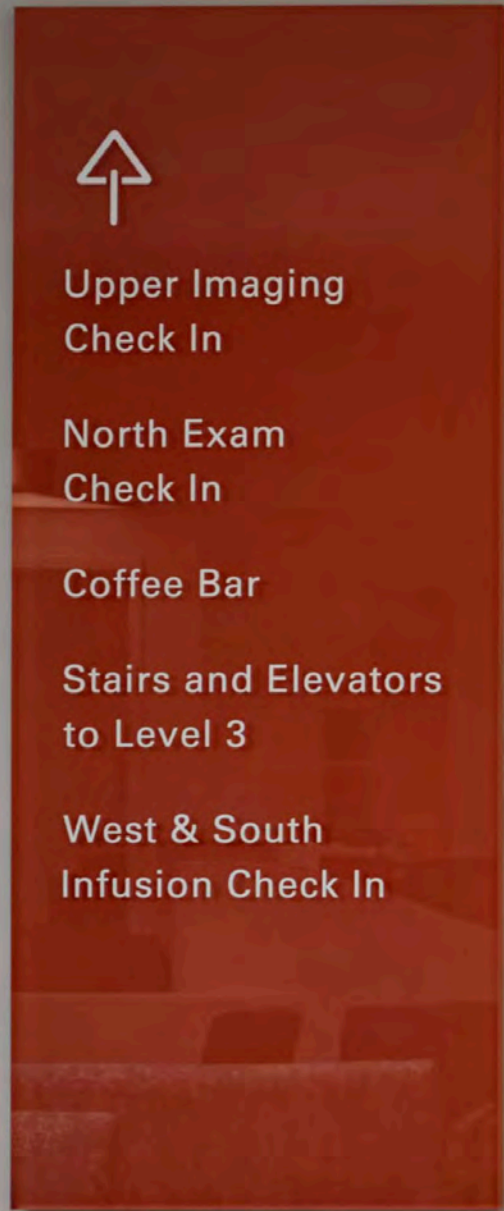




Boston Children's at Brookline Place

Boston, MA

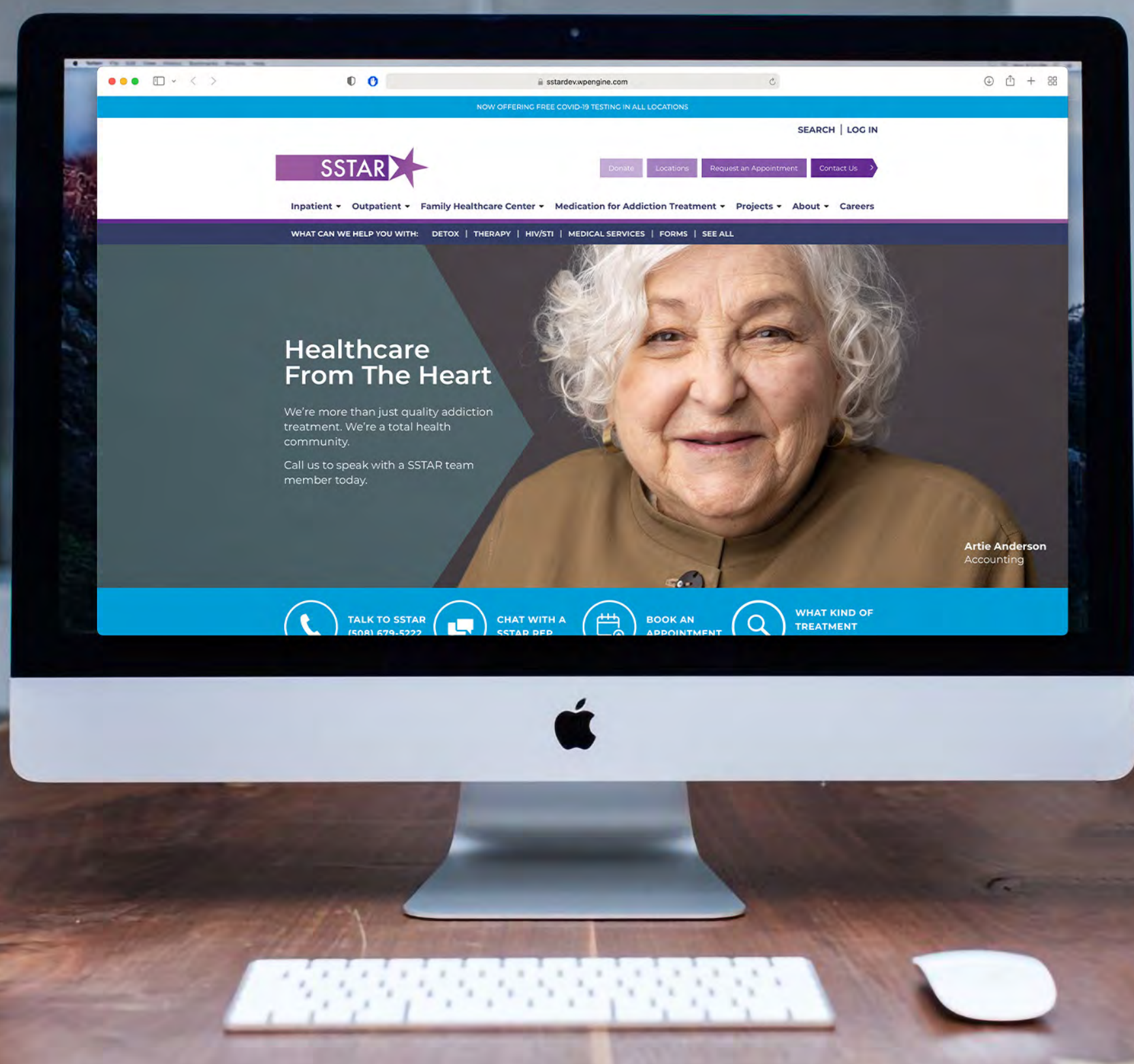
Selbert Perkins designed exterior signage for the Brookline Place campus, which includes a new 8-story Medical Office Building and a 6-story, 683 space parking garage. Signage details include illumination and patterning that compliment Elkus Manfredi's architectural design. Located just a short walk from the Longwood Medical area in the heart of Brookline Village, this development provides a number of benefits to the neighborhood with a mix of retail uses at the ground floor and public greenspace designed by Mikyoung Kim.



Dana-Farber Chestnut Hill

Newton, MA

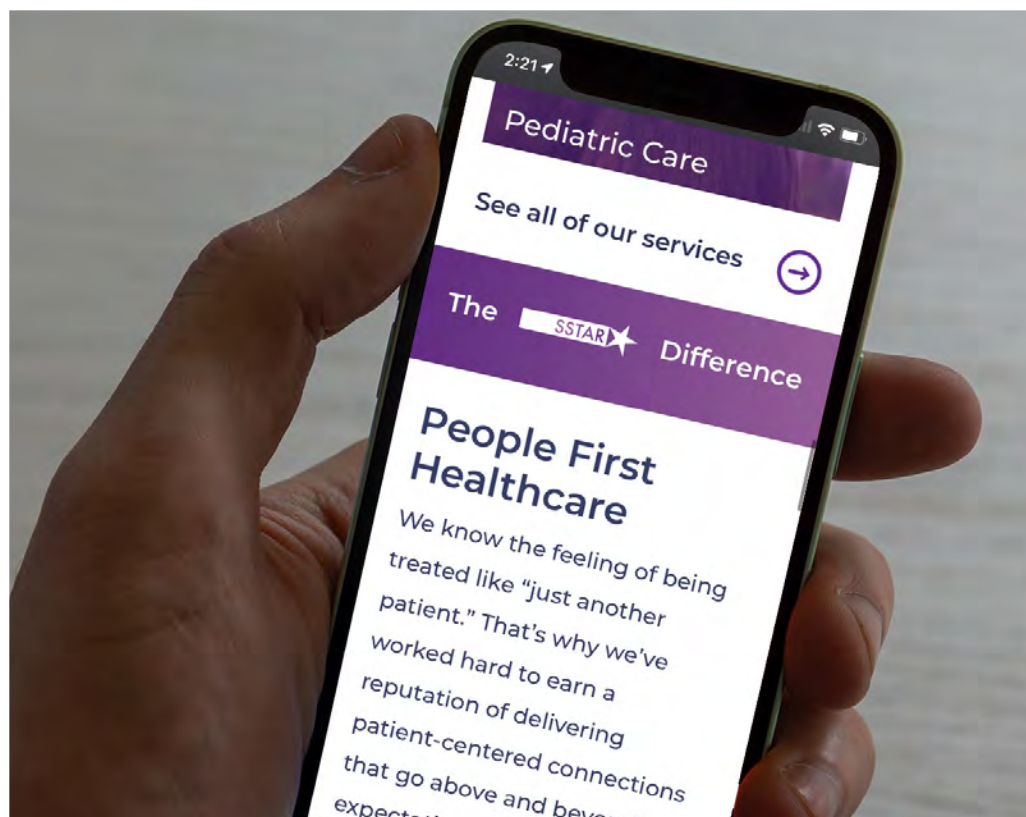
SPD collaborated with Payette Architecture to create a calming and energizing environment for the Dana-Farber cancer treatment facility at Chestnut Hill. Color, imagery, digital signs, and illuminated surfaces help patients navigate their way around a complex floor plate and a series of infusion bays feature alphabetical themed graphics highlighting Massachusetts towns.



Stanley Street Treatment and Resources (SSTAR)

Fall River, MA

Stanley Street Treatment and Resources (SSTAR) is a non-profit health care and social service agency that provides a wide range of mental health and substance abuse treatment services to people throughout the communities of southeastern Massachusetts. Selbert Perkins Design worked with SSTAR to refresh their brand with a new logo, and partnered with Facta and Larry Schooner (formerly of Fenway Health) to improve SSTAR's digital customer experience with a new website design for both mobile and desktop users.





Children's National Columbia Heights

Washington DC

Children's National Health System in Washington DC recently opened a new primary pediatric care facility located in the busy Columbia Heights neighborhood. SPD created the colorful branded window graphics for the 12 public-facing windows. Not only does the artwork bring to life and strengthen public awareness of the Children's National brand and "Grow up Stronger" campaign, but the window film is carefully designed to create privacy and visibility where needed.



Photos Courtesy of Essentia Health Vision Northland



Essentia Health Vision Northland St. Mary's Medical Center

Duluth, MN

SPD provided wayfinding and environmental graphic design services to Essentia Health Vision Northland in Duluth, MN. The monumental project has a robust exterior and interior sign system for the expansion of the existing urban campus, including new inpatient and outpatient towers. SPD collaborated with architect Ewing Cole to create an environmental graphics system that integrates storytelling focused on the geography and nature found throughout the greater Duluth area.

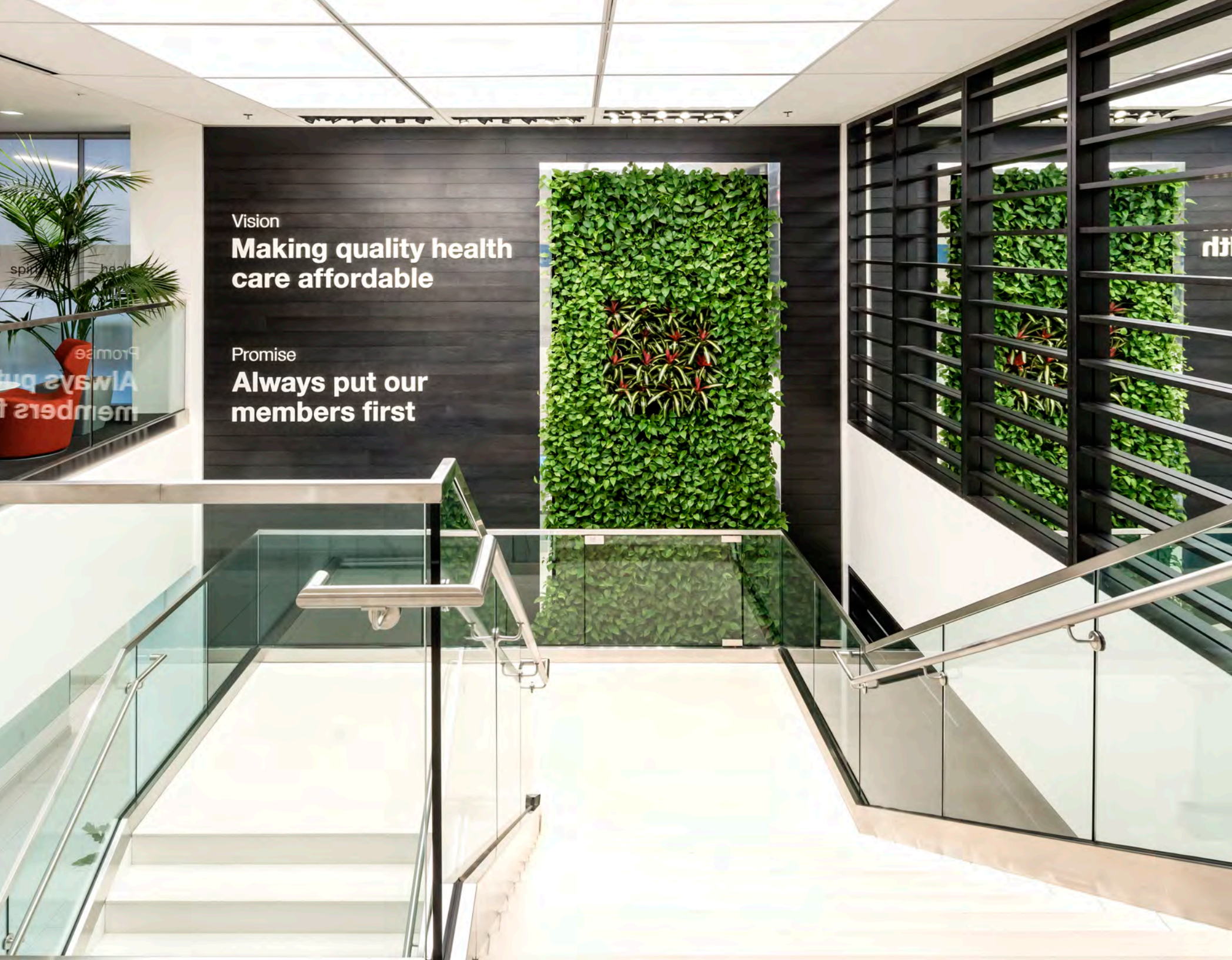


Penn State Children's Hospital Hershey Campus

Hershey, PA

The Penn State Hershey Children's Hospital is a 252,000 square foot, 5-story, world-class facility for providing specialty pediatric care. SPD developed environmental graphics, public art, signage and wayfinding for the hospital. In its designs for the facility, SPD branded the environment to be family friendly and educational to align with the comprehensive and compassionate care provided by all Penn State Medical Centers.

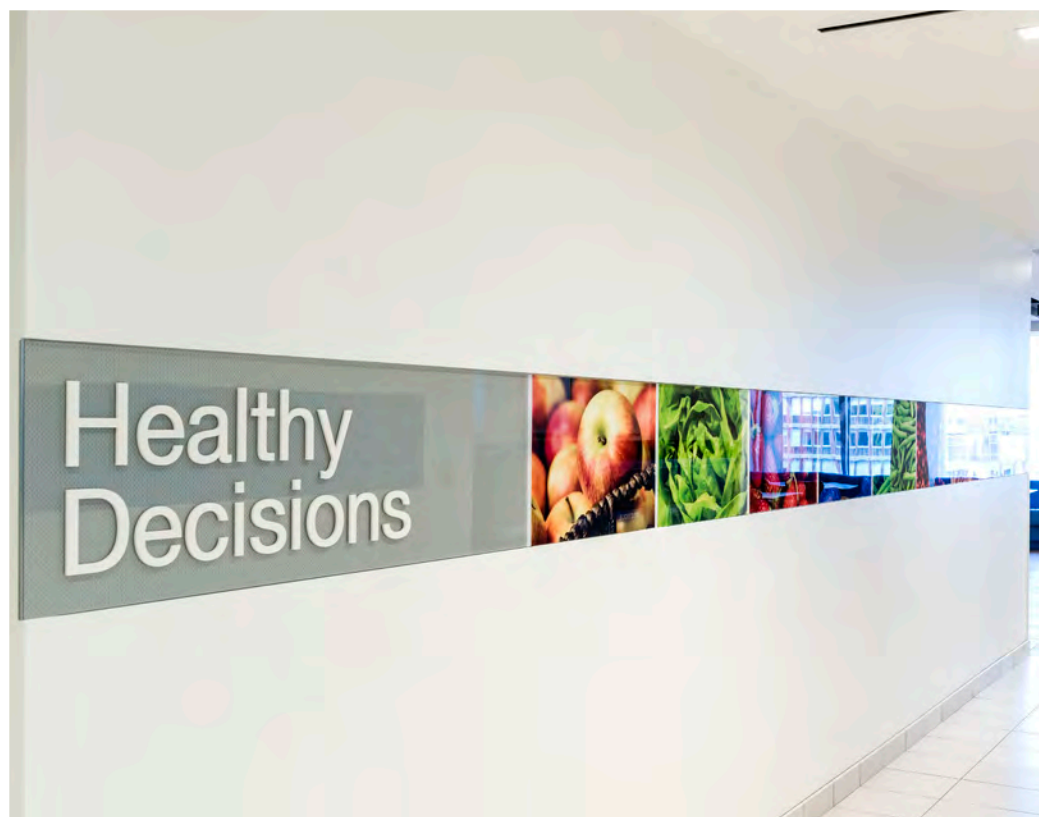




Blue Cross Blue Shield of Massachusetts

Boston, MA

SPD worked closely with the BCBSMA marketing and branding teams to translate their national brand and advertising campaigns into three dimensional graphics, interior environments, and featured exhibits. To build on BCBSMA's "Blue Community" concept, as the life force of the company, SPD carved a blue band into the walls of their new 14 floor headquarters in the Prudential Tower. The blue band carries brand messages, digital displays, company timelines, wayfinding signage and associate milestones.





Cheryl and Haim Saban



Harriet and Frederic
The Johnny Mercer
The Johnny Mercer
Irene Combe Miller
Irene Combe Miller
Mrs. M. Kinzie Miller
Mrs. M. Kinzie Miller
Tally and Bill Mingst
Tally and Bill Mingst
The Larry and Celia
The Larry and Celia
Moh Foundation
Moh Foundation
In Honor of Mildred
In Honor of Mildred
Esterbrook Mudd
Esterbrook Mudd
Mary Duque Juniors
Mary Duque Juniors
A. Linn Murphree, MD
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Nissan Motor Acceptance
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Corporation
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Mr. Charles W. Noah
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The Kenneth T. and
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Eileen L. Norris Foundation
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Mr. Jose L. Oliva Jr.
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Alex and Margaret Oser
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As. Mary Joan Palevsky
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Children's Hospital Los Angeles

Los Angeles, CA

SPD created a dynamic and flexible donor recognition program that prepares Children's Hospital Los Angeles for the future, and establishes a foundation for success with its next fundraising campaign. Our design team enhanced the overall patient and visitor experience through interactive digital displays that engage all users while also serving as a donor recognition piece for ongoing sponsorships.

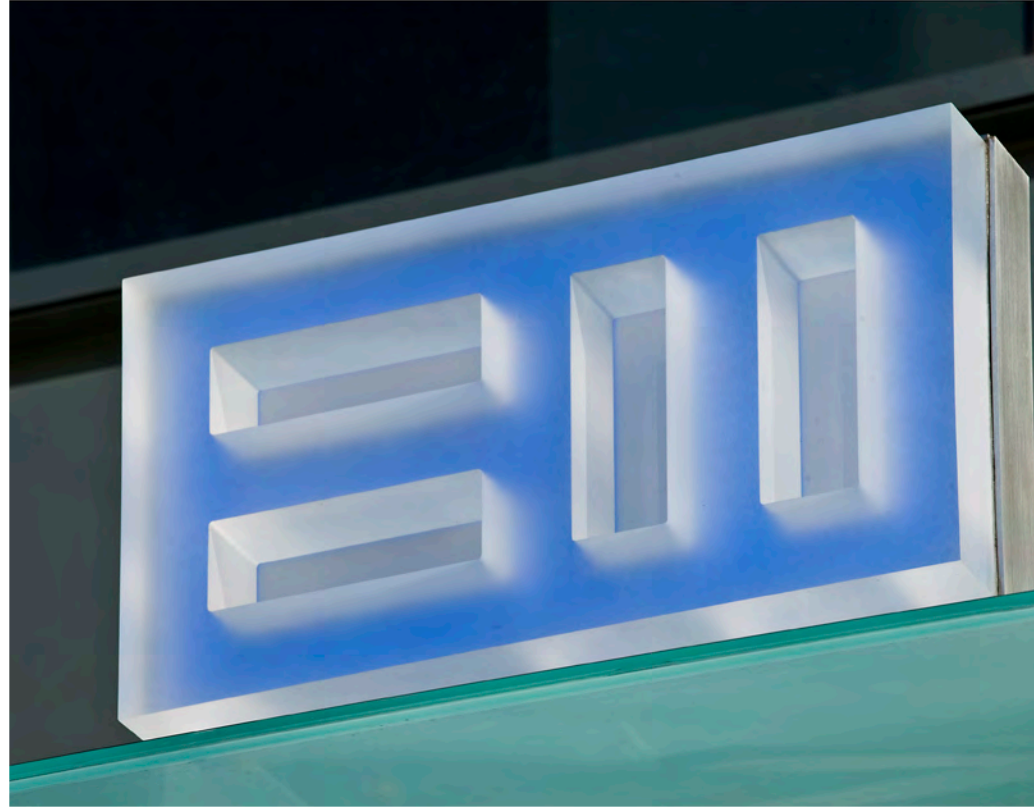


Keck Hospital of USC

Los Angeles, CA

SPD developed the interior signage plan for Keck Hospital of USC, located near downtown Los Angeles. The teaching hospital is approximately 543,981 GSF, including 401-beds and clinical, administrative, and public spaces. The interior signage plan SPD developed reinforces the USC brand and integrates all the Keck Hospital building components to facilitate the circulation of patients, doctors, and visitors.



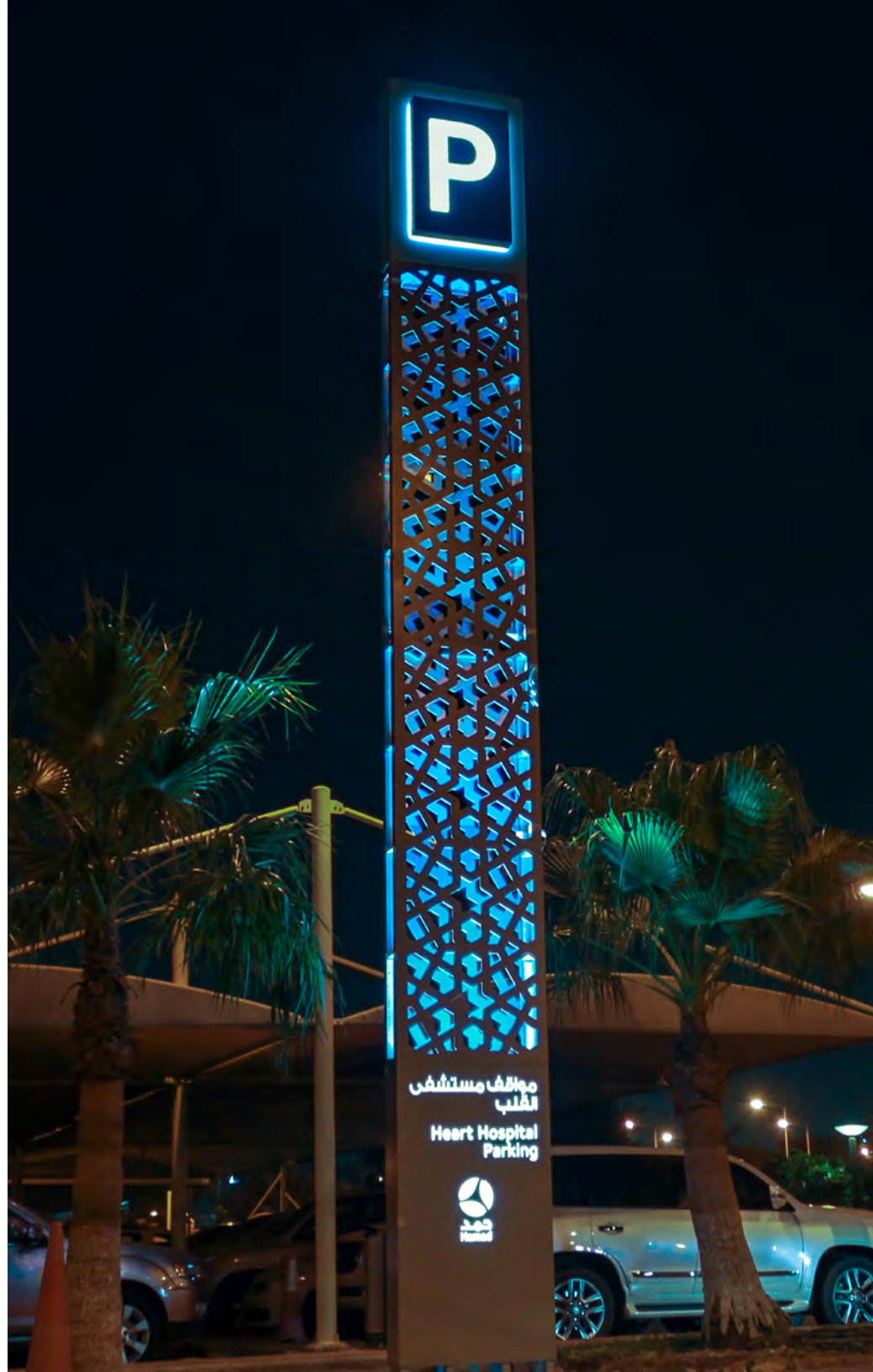


FENWAY  HEALTH

Fenway Health

Boston, MA

SPD created a comprehensive brand master plan communications program that powerfully identifies Fenway Health and its facilities while integrating all print, web and environmental communications. SPD created 3 dynamic visual approaches that embrace and balance the sophistication and meaning of Fenway Community Health Center and establish FCH as a signature regional and community resource.



Hamad Medical Center

Doha, QATAR

Selbert Perkins Design created the exterior and interior signage and wayfinding System for the 350-acre Hamad Medical Corporation (HMC) campus in Doha, Qatar. The branded signage and wayfinding system includes 22,000 signs and standardizes nomenclature, establishes a new room number program, and unifies all sites and buildings while complementing the various architectural styles. Elements include gateway/monument signs, vehicular and pedestrian circulation, directories and parking identification, as well as an interactive/digital secondary wayfinding system featuring graphic/voice link with the ability to print information maps.

Logos to Landmarks™

**Selbert
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