

**Selbert
Perkins
Design.**

Aviation & Transportation

Capabilities

Branding

Signage and Wayfinding

Placemaking

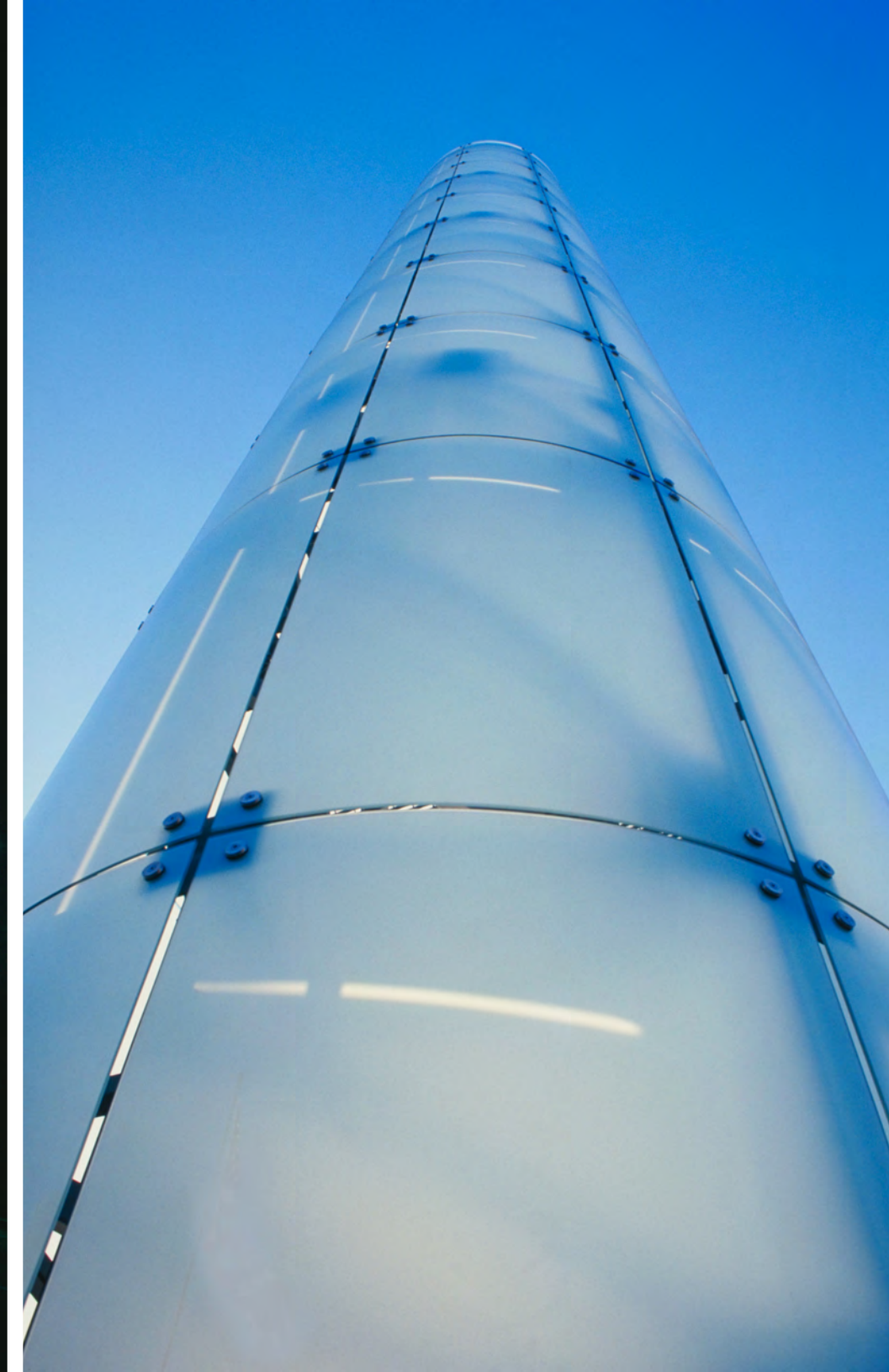
Public Art

Digital

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

We collaborate with our transit 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 travel experience for all visitors and 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.



Projects at LAX (partial list)

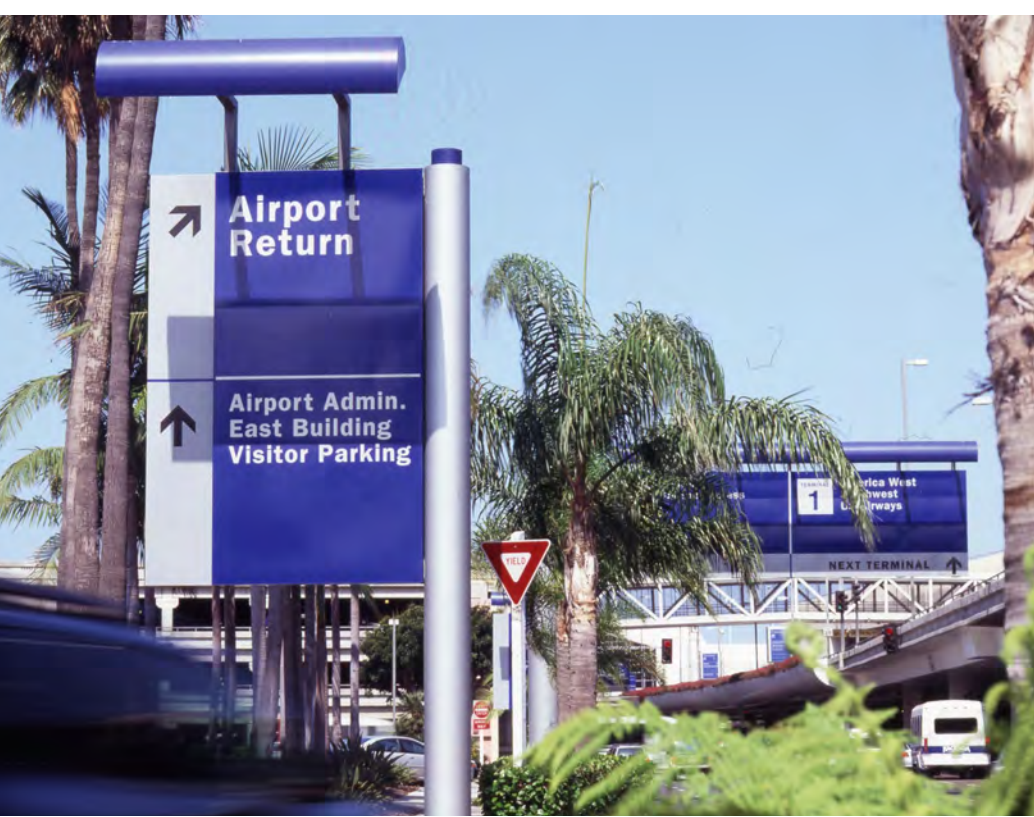
- AirTrain Systemwide Wayfinding (APM)
- All Roadway Guide Signage (RUE)
- Landmark Gateway Pylons
- Brand Identity Master Plan
- Central Terminal Area Pedestrian Wayfinding
- Economy Parking Structure E (ITFW)
- Exterior Signage Master Plan
- LAWA Comprehensive Wayfinding Standards
- Midfield Satellite Concourse, South (MSCS)
- P1-P7 Garage and Elevator Core Renovations
- Parking Lot E Roadway Guide Signs
- Rental Car Center (ConRAC)
- Secured Area Access Post (SAAP)
- TBIT Domestic Bag Claim/Tenant Relocation Strategy
- Terminal 2 Renovation
- Terminal 5 Core Renovation
- Terminal 6 Core Renovation
- Terminal 6 Renovation, Alaska Airlines
- Terminal 7 Core renovation
- Tom Bradley Core Renovation
- Tom Bradley International Terminal (TBIT)



LAX

Sepulveda Blvd SOUTH

All Terminal Parking
on 10th Lane





LAX - Tom Bradley International Airport

Los Angeles, CA

SPD developed the comprehensive environmental communications master plan system including all exterior and interior signage and wayfinding for the LEED Gold certified Tom Bradley International Terminal located at Los Angeles International Airport (LAX). The system integrates all existing sign elements including previous elements designed by SPD such as the gateway, identification signs, vehicle, and pedestrian direction signs.





LAX - Terminal 2

Los Angeles, CA

Upon completion of the Tom Bradley International Terminal expansion sign system, SPD was contracted to update the signage at Terminal 2 as it underwent a major renovation to accommodate new amenities. In collaboration with Westfield, SPD implemented the new signage standard throughout the terminal and created a first-of-its-kind retail passenger experience at LAX.



LAX - Parking Garages

Los Angeles, CA

During the replacement of all parking structure elevators at the CTA, SPD created new, highly visible wayfinding, code-required and identity signage around and inside the new elevator cores. This clean, simple style has since become the standard for all parking facilities at LAWA.

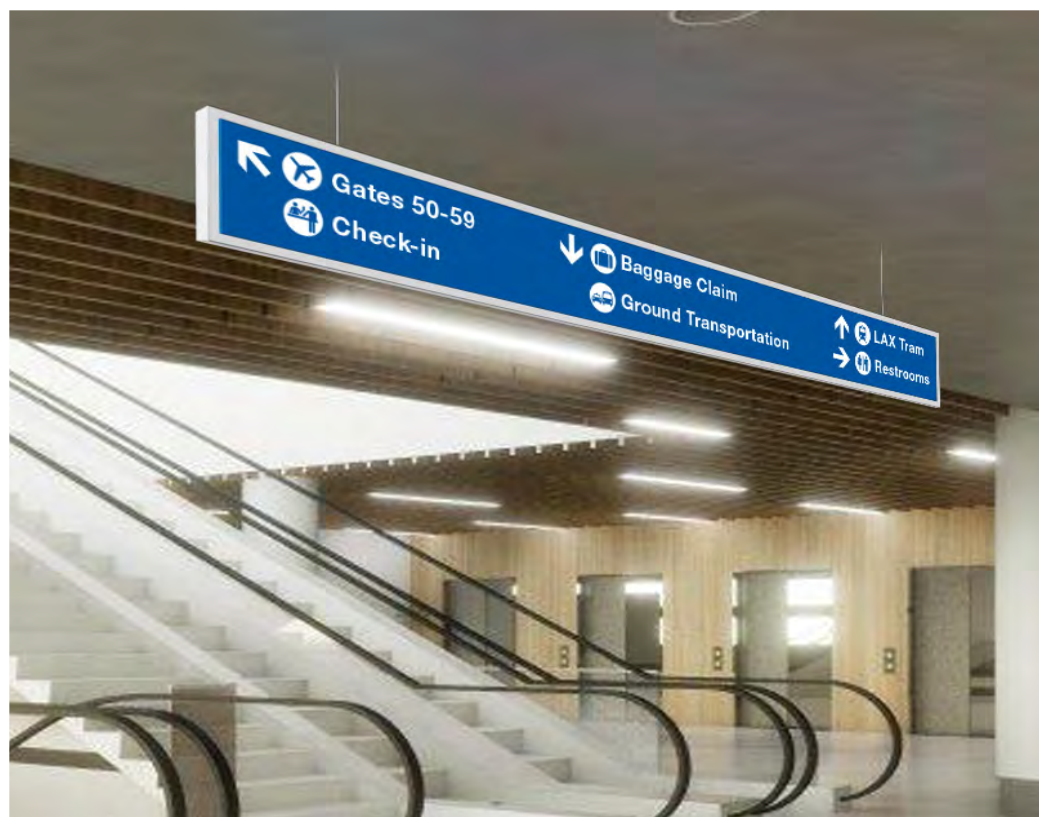


LAX - Automated People Mover (APM)

Los Angeles, CA

Selbert Perkins Design (SPD), as part of the LINXS (LAX Integrated Express Solutions) team, is providing design and advertising services for the new Los Angeles International Airport Automated People Mover (LAX APM) project. The LAX APM consists of approximately 2.25 miles of elevated, guideway connecting passenger terminals in the LAX Central Terminal Area (CTA) with the new offsite Car Rental Center and Economy Parking Structure.





LAX - Terminal Cores

Los Angeles, CA

In support of the Landside Access Modernization Program (LAMP), this project is a major terminal improvement at LAX that integrates the new Automated People Mover (APM) system with the existing terminals. The “Cores” are the multi-level land-side interface that connects the pedestrian bridges to the APM platforms and other terminals across the CTA. SPD designed and coordinated the wayfinding for terminals 5, 6, and TBIT.



LAX Economy Parking Structure at Skyline Station E

Los Angeles, CA

Selbert Perkins Design provided signage and wayfinding design services to Swinerton for the new state-of-the-art LAX Economy Parking structure. The four-story, 1.7-million-square-foot facility has approximately 4,300 new parking stalls for LAX. It features the latest in smart parking technology to create a streamlined parking experience, including pre-booked parking, intuitive wayfinding, electric vehicle chargers and more. The sign system maintains consistency with the existing LAX signage standards and brand identity, improves wayfinding for all users, and will facilitate pedestrian circulation to the new APM.







LAX - Car Rental Center

Los Angeles, CA

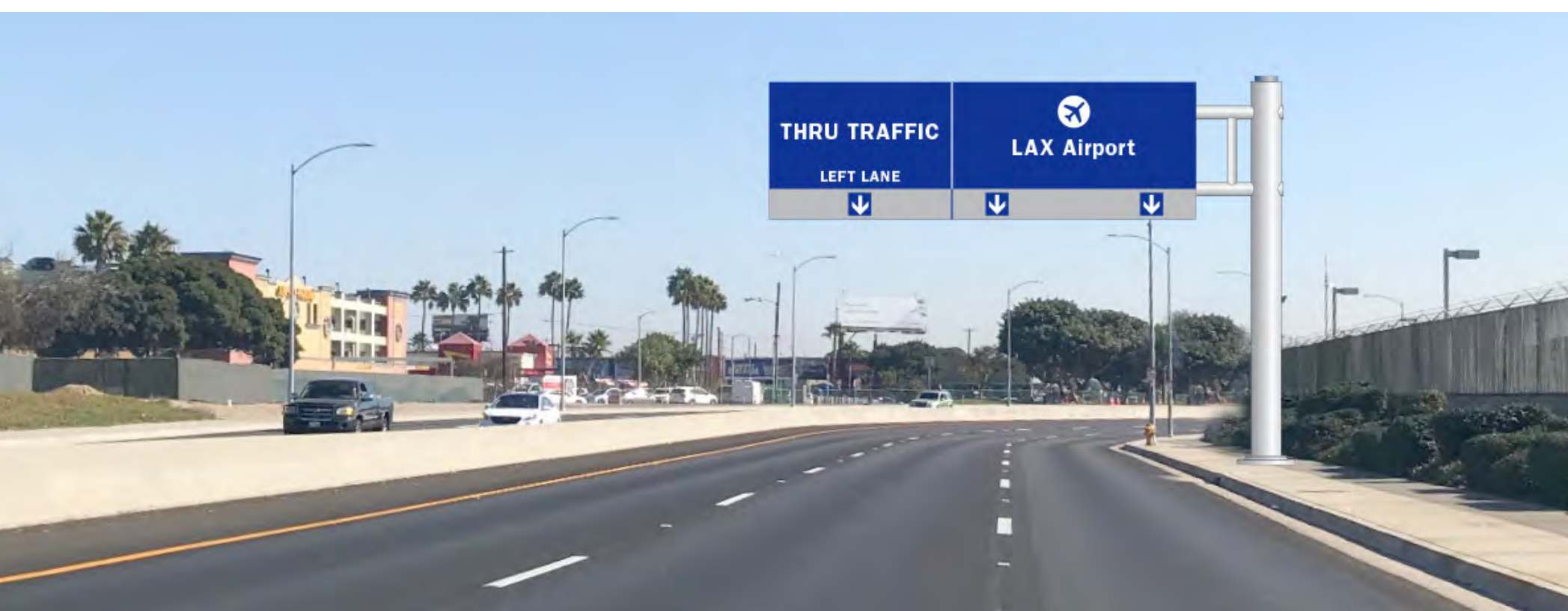
Selbert Perkins Design is designing all signage and wayfinding for the largest Consolidated Rental Car facility in North America. Opening in 2023, the 6.4 million-square-foot ConRAC will house over 18,000 rental car vehicles, including ready/return, idle storage and employee parking, with a rental car leaving the facility approximately every two seconds during peak activities. It provides integrated access to LAX via the Automated People Mover (APM) train system.



LAX - Roadway Signage System

Los Angeles, CA

As the wayfinding consultant for LAMP (Landside Access Modernization Program), RUE (Roadways, Utilities & Enabling), and the APM (Automated People Mover), SPD has coordinated with many stakeholders and authorities having jurisdiction, including CalTrans, LADOT, the BOE, the City of Inglewood, the City of El Segundo, LA Metro and private property owners, during the implementation of nearly 80 roadway signs within 12 square miles around LAX.

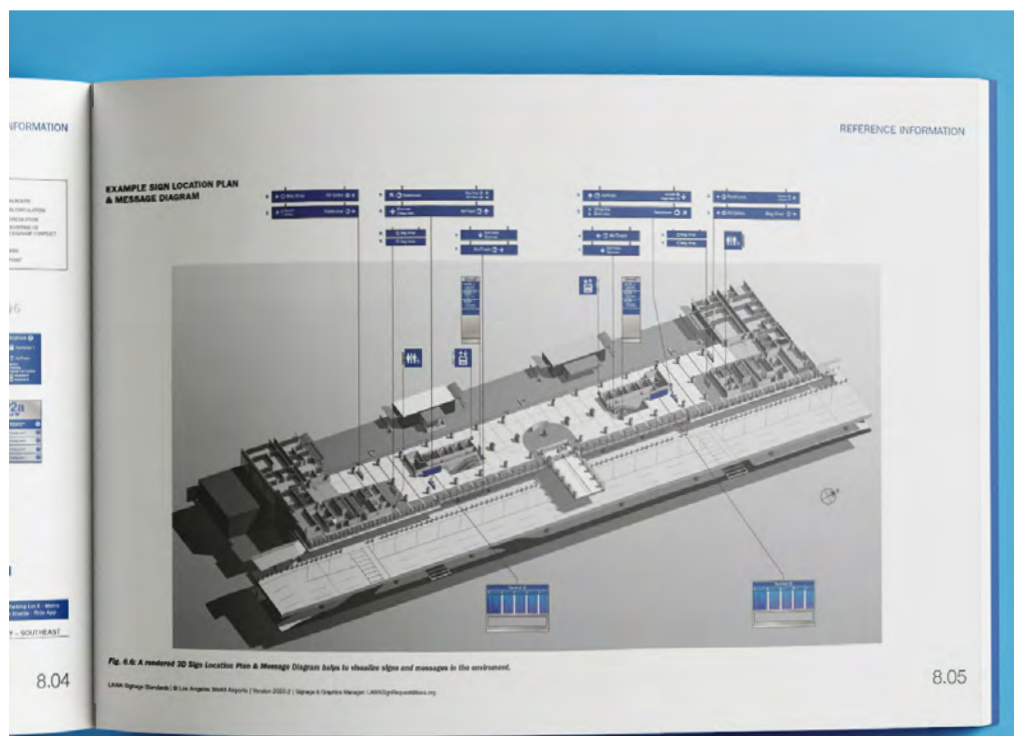


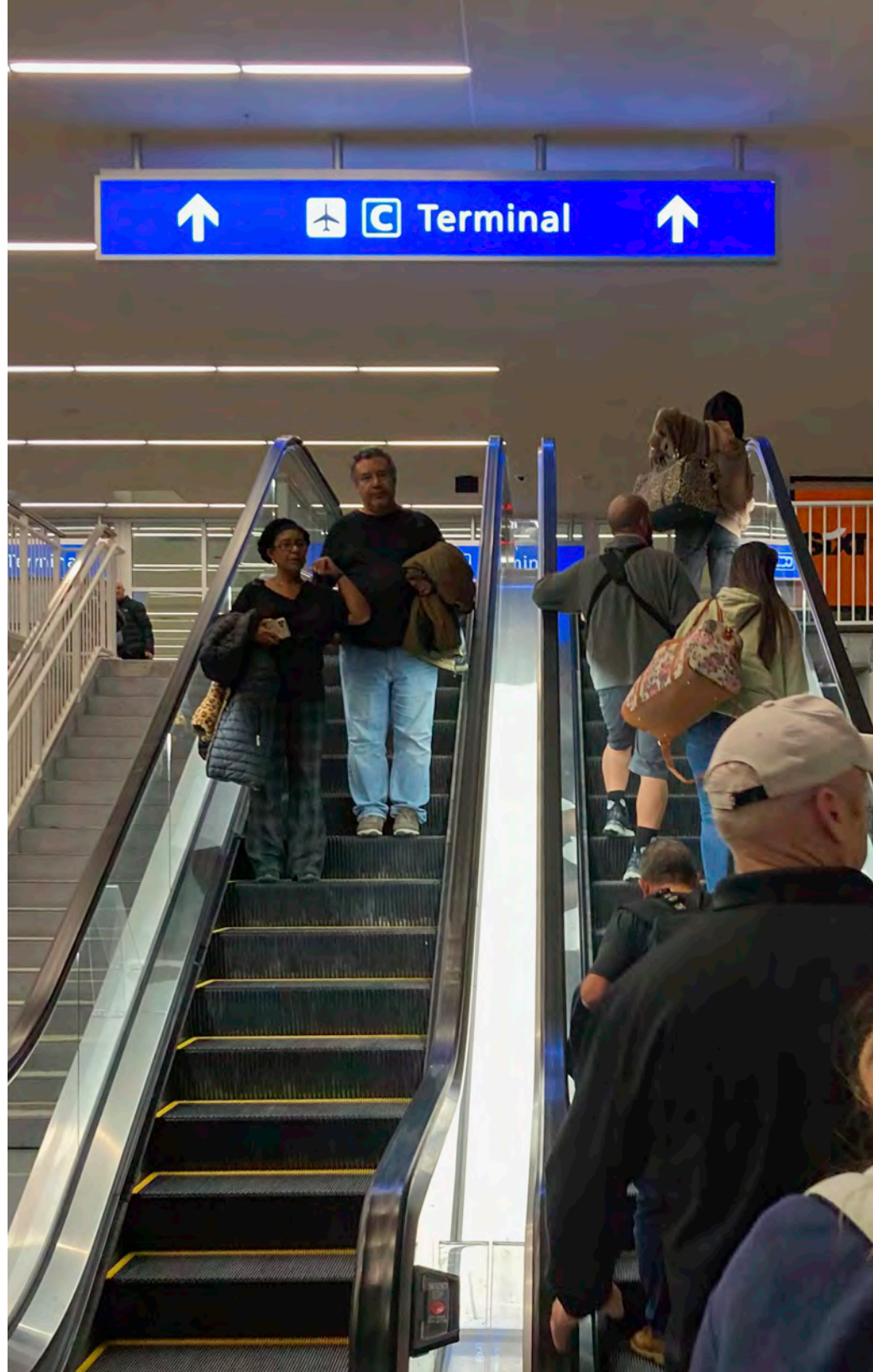


Los Angeles World Airports (LAWA) - Signage Standards

Los Angeles, CA

SPD developed an extensive and comprehensive signage standards document for LAWA airports & systems. The integrated signage and wayfinding standards are designed to enhance and facilitate the visitor experience for all international and domestic travelers.

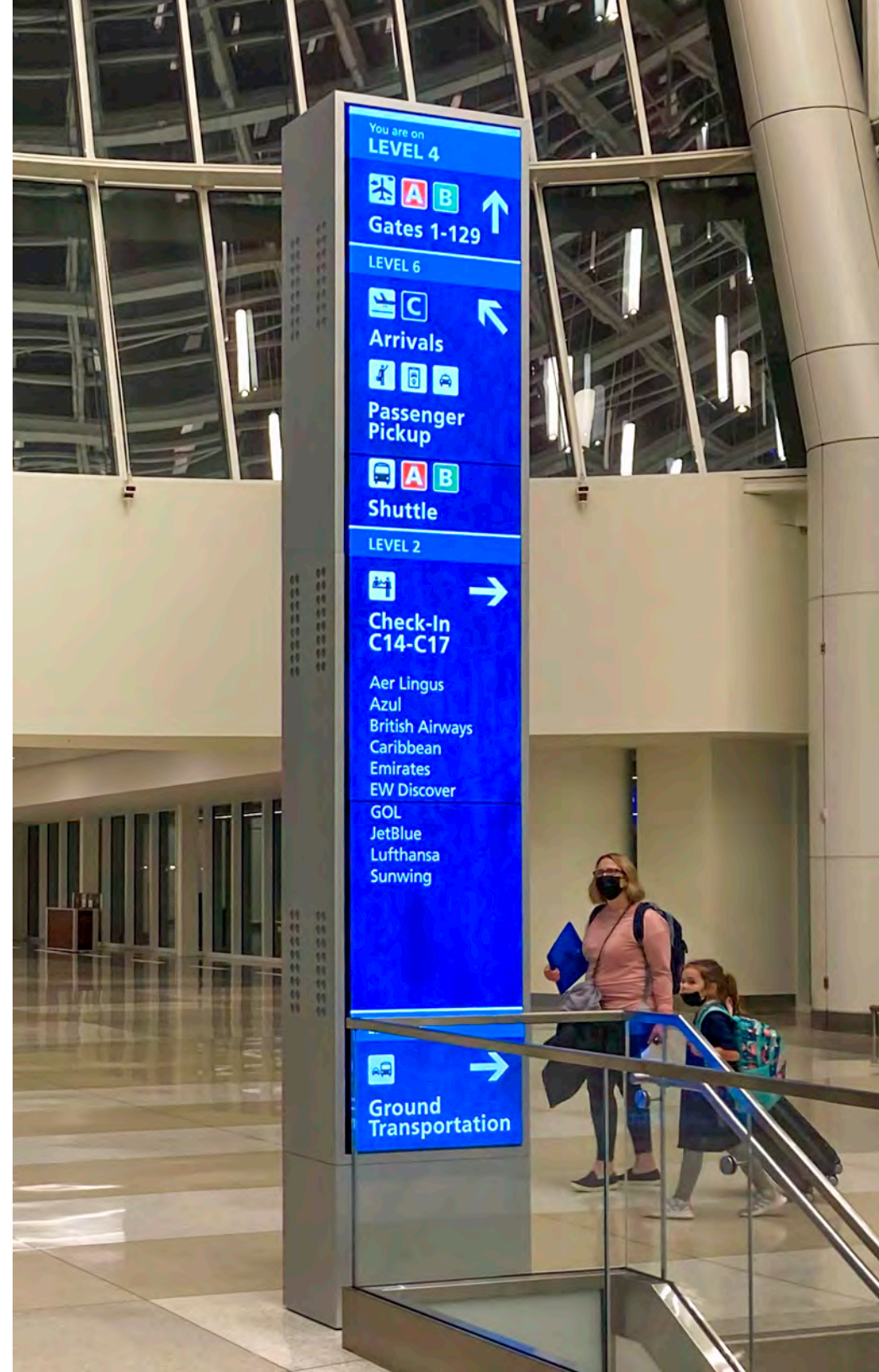
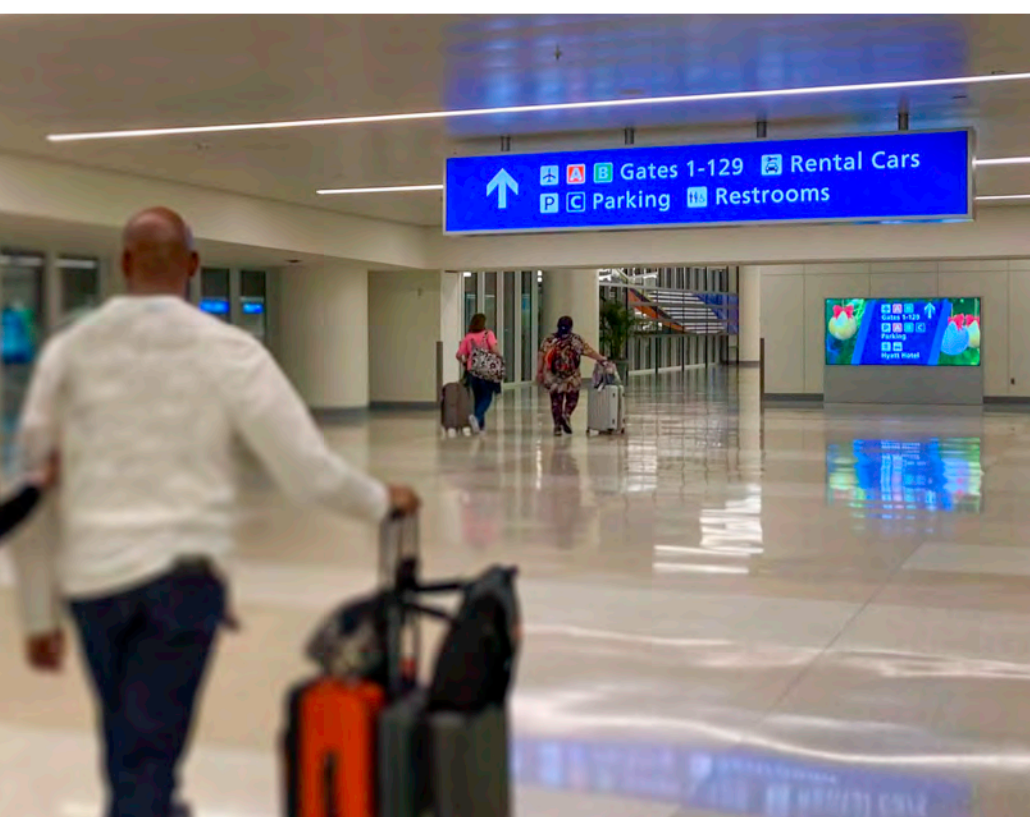




Orlando International Airport

Orlando, FL

SPD is developing the signage and wayfinding master plan for the new South Terminal Complex - Phase 1 at Orlando International Airport (MCO). The master plan will reinforce "The Orlando Experience" - a world-class, technologically advanced, passenger-friendly, culturally sensitive and sustainable terminal complex that will accommodate up to 45 million passengers.





←  Gates C230-C245

 Have a question? We have answers.



DEPARTURES

City	Airline	Flight	Time	Gate	Status
Agua de Pedra	JetBlue	JetBlue	8:00	C231	On Time
Boston	JetBlue	JetBlue	19:52	C232	On Time
Brasilia	GOL	GOL	7:04	C237	On Time
Campinas	Azul	Azul	8:07	C241	On Time
Doha	Emirates	Emirates	2:20	C243	On Time
Hartford	JetBlue	JetBlue	4:38	C240	On Time
London Gatwick	British Airways	British Airways	20:38	C244	On Time
New York JFK	JetBlue	JetBlue	3:54	C233	On Time
New York LGA	JetBlue	JetBlue	17:08	C235	On Time
New York LGA	JetBlue	JetBlue	9:08	C230	On Time
Newark	JetBlue	JetBlue	8:28	C236	On Time

City	Airline	Flight	Time	Gate	Status
Porto	JetBlue	JetBlue	10:10	C238	On Time
Providence	JetBlue	JetBlue	10:16	C234	On Time
San Jose	JetBlue	JetBlue	10:18	C239	On Time
Santo Domingo	JetBlue	JetBlue	14:05	C239	On Time

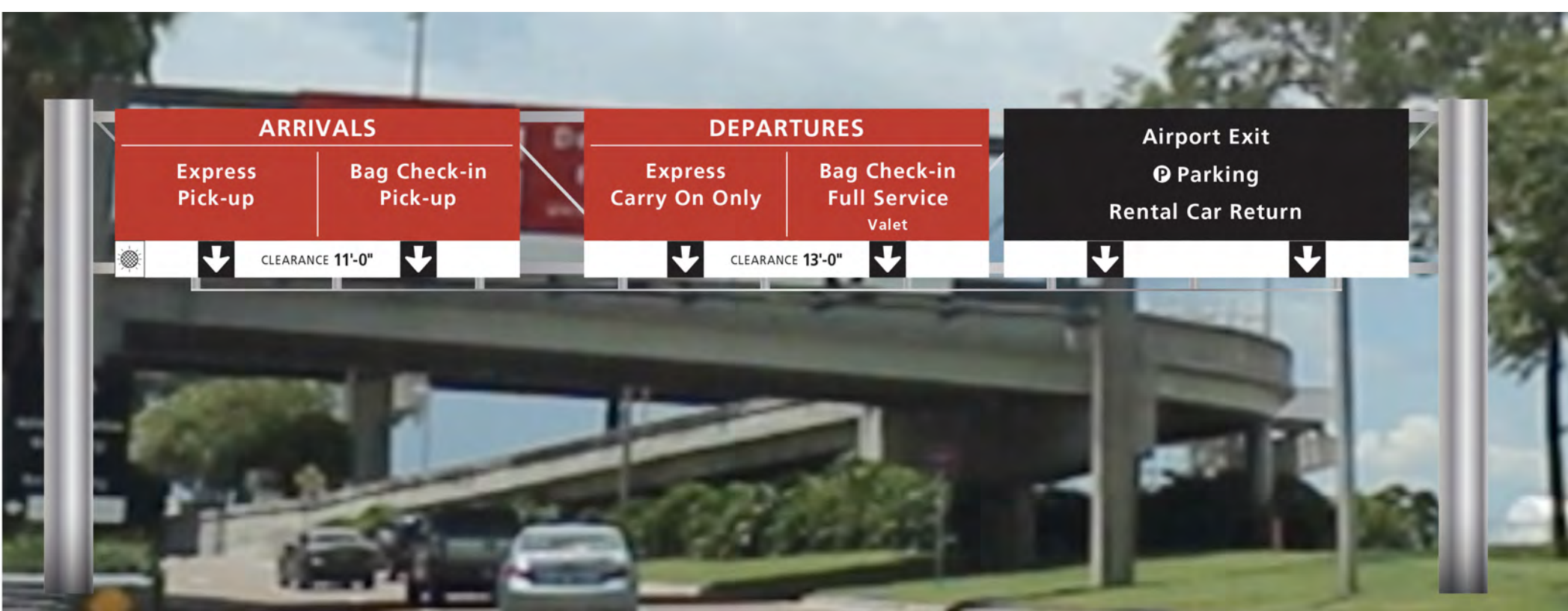
  



Tampa International Airport

Tampa, FL

SPD developed signage and wayfinding to support the red side/blue side express terminal curbside project at Tampa International Airport. As part of the wayfinding scope, SPD updated and redesigned the exterior roadway system with new signs including new nomenclature to redirect traffic to express curb side drop off and pick up. Curbsides nationwide have become more congested as air travel continues to increase along with the popularity of ridesharing. Tampa International Airport's goal for the innovative new express curbsides is to make the airport more efficient by allowing guests to bypass the ticketing level or baggage claim.

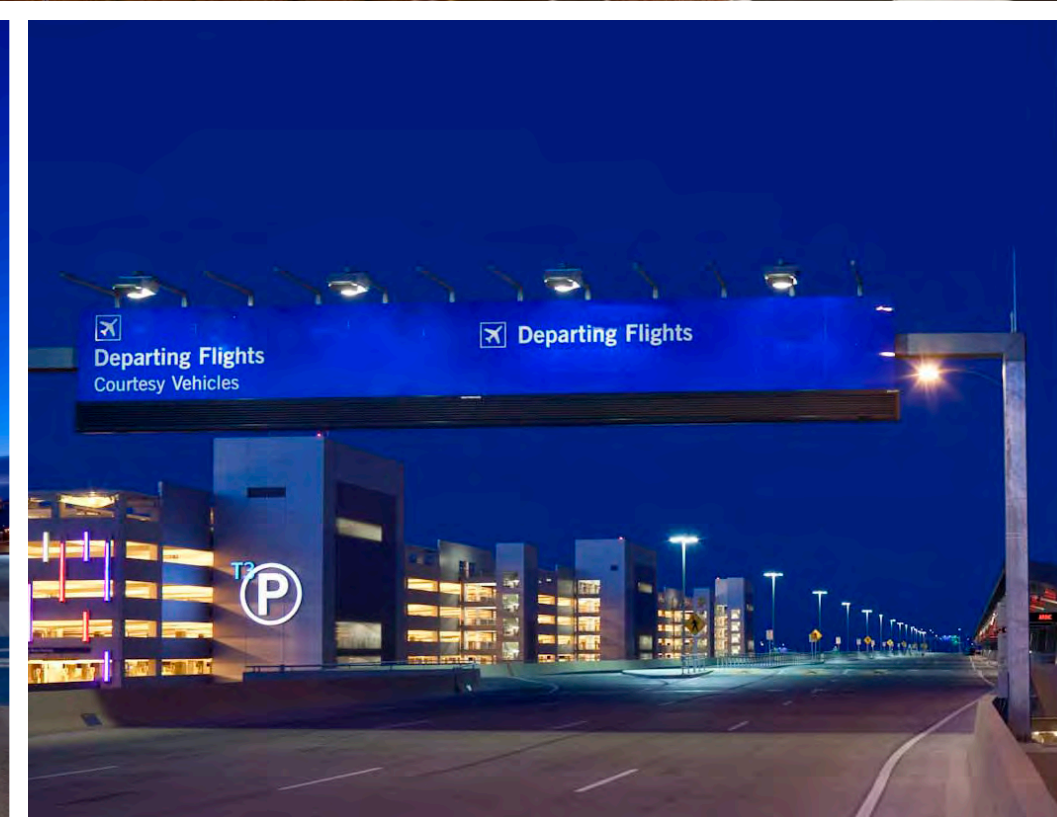
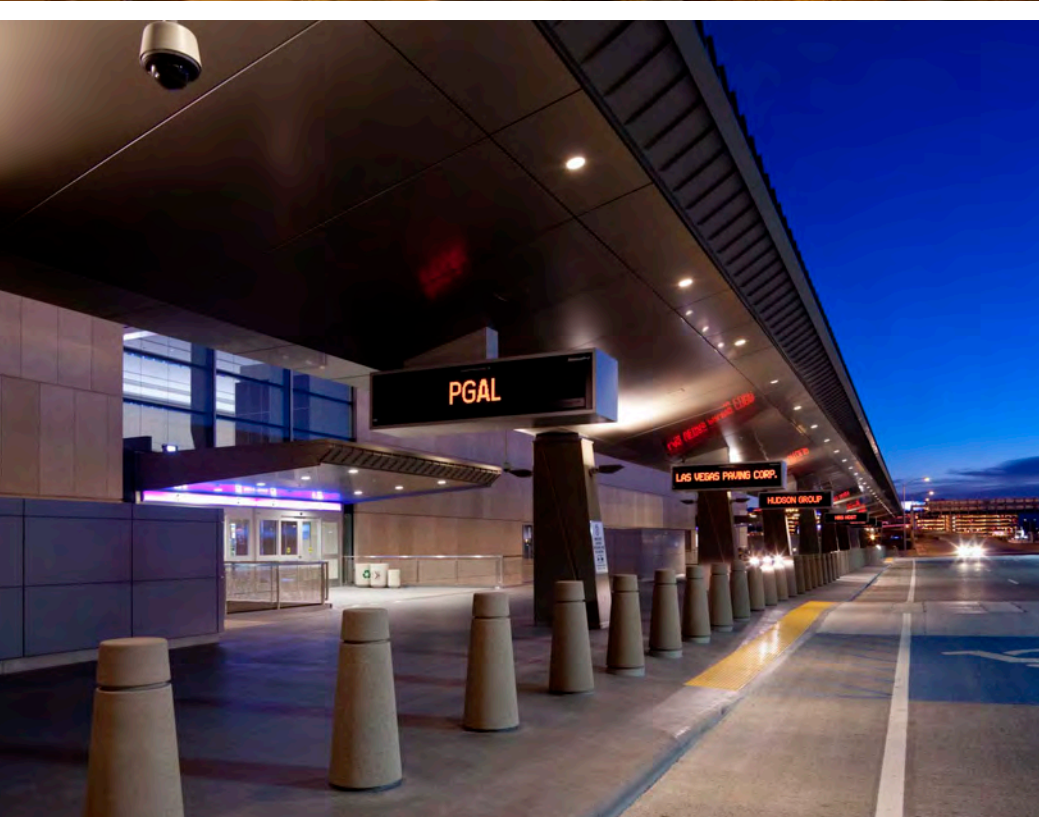




Harry Reid International Airport

Las Vegas, NV

SPD developed the comprehensive signage and wayfinding system for the interior and exterior of Terminal 3, all airport roadways, and a parking garage at Harry Reid International Airport in Las Vegas. The state-of-the-art sign system incorporates dynamic signage throughout the airport (formerly known as McCarran International Airport) for terminal information and “infotainment.”







Reno-Tahoe International Airport

Reno, NV

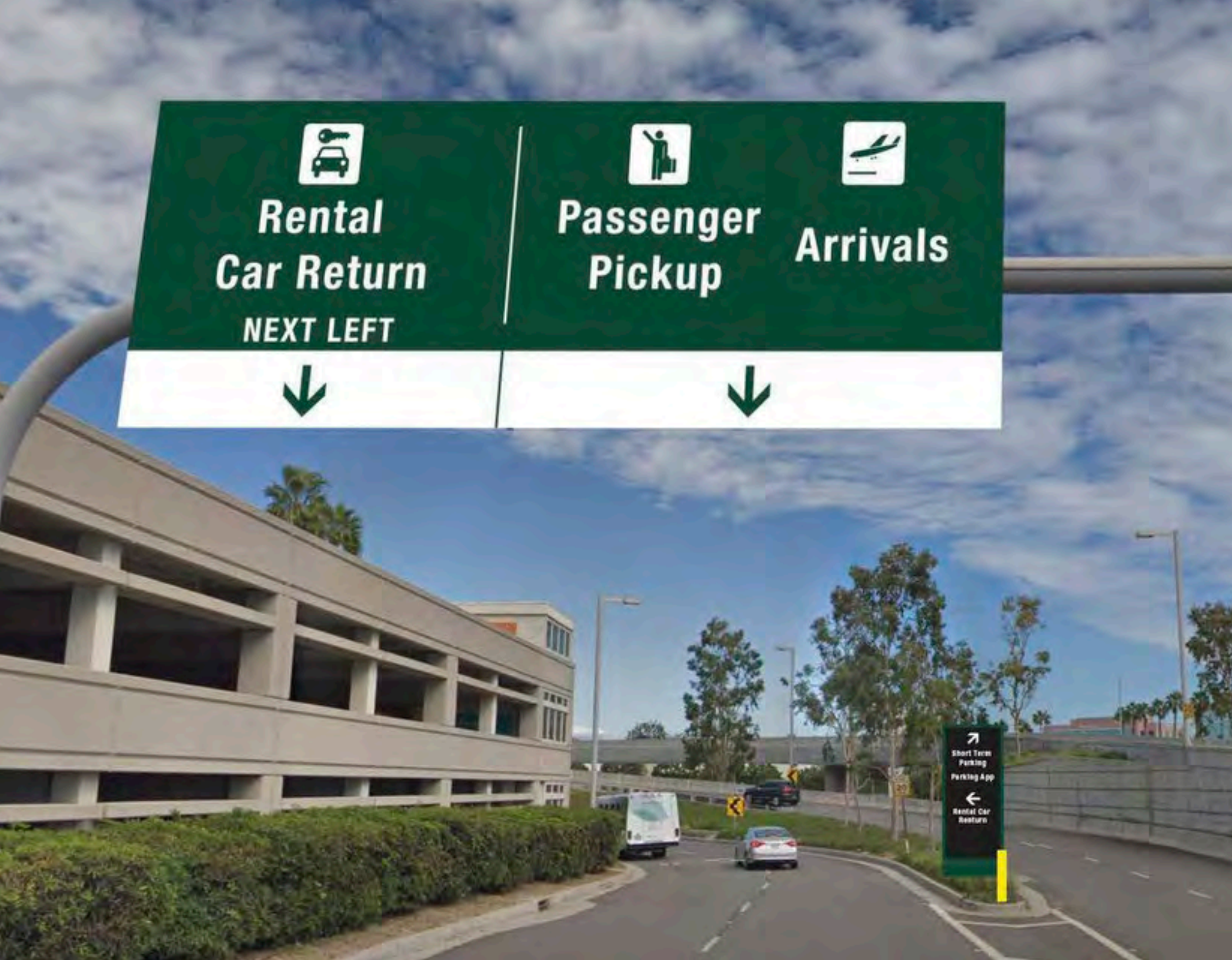
Selbert Perkins Design is providing signage and wayfinding design consulting services for the Reno International Airport ticketing hall expansion. SPD is collaborating with the architect and airport leaders to develop dynamic, airline identity and wayfinding signs throughout the expansion. The new signage designed for the ticketing hall will become the new wayfinding standard to be implemented later throughout the airport.



SeaTac International Airport

Seattle, WA

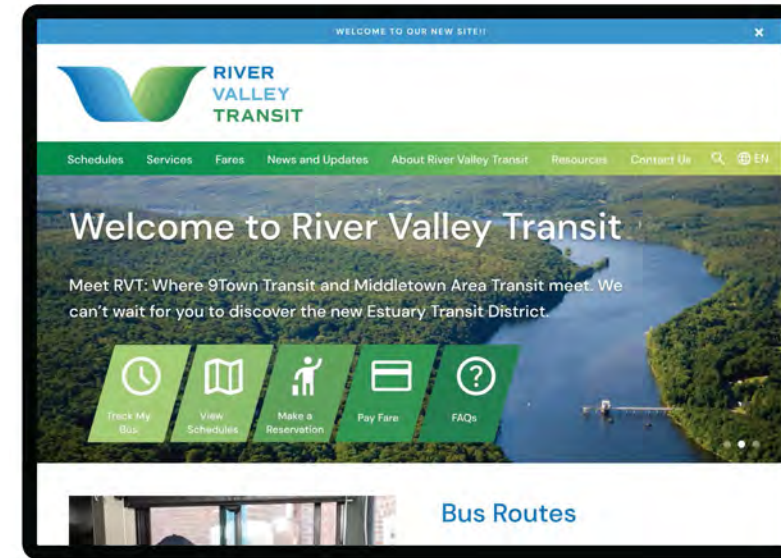
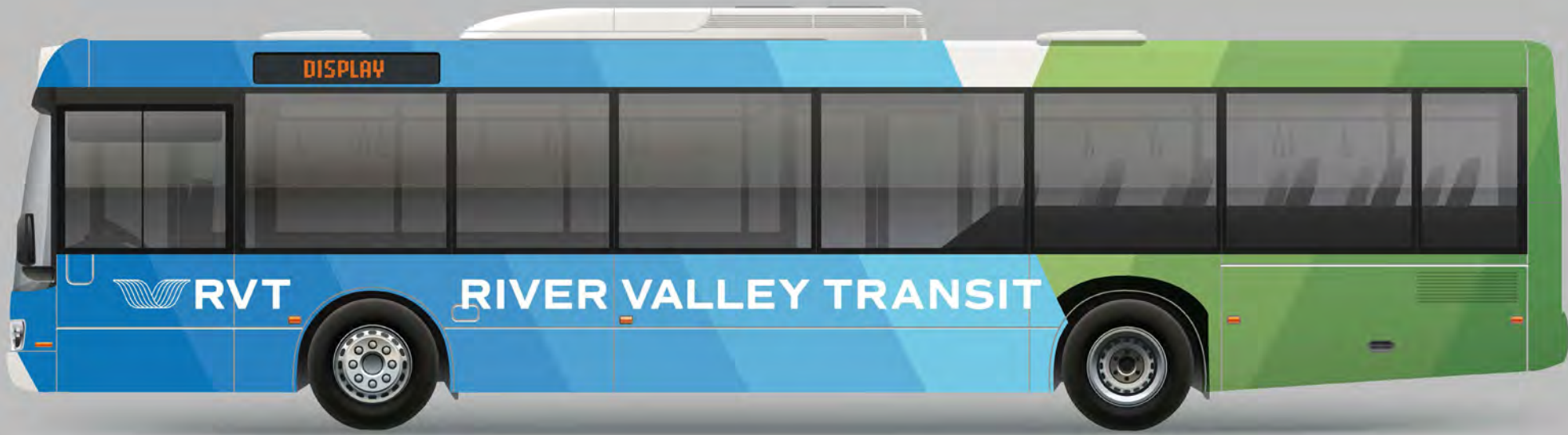
SPD is currently working at SeaTac Airport with the Port of Seattle to develop a new wayfinding system that will be implemented at a newly redefined Security Checkpoint. Checkpoint 1 is the first in 10 Checkpoints to be consolidated into 5 and will set the standard for the remaining checkpoints and wayfinding for the entire airport. SPD is concurrently working with Alaska Airlines and the Port of Seattle to implement the new wayfinding in Alaska's envisioned ticketing experience to be completed in 2023.



John Wayne Airport Car Rental Center

Santa Ana, CA

John Wayne Airport (SNA) is undergoing a remodel of their Consolidated Rental Car Center that includes architectural upgrades within the interior of a 5-story parking garage in the Central Terminal Area. Signage upgrades include new roadway guide signs, branded entrance identities, interior wayfinding and rental car agency kiosk identities.



River Valley Transit

Middletown, CT

The Estuary Transit District selected Selbert Perkins Design to assist them with a full rebrand when they merged with another transit system in central Connecticut. The new name and brand for River Valley Transit (RVT) keeps the brand equity of ETD's colors and reflects the natural beauty of the CT River Valley, movement, and connectivity. The comprehensive brand standards include several applications, including graphics for their fleet of buses, merchandise, and advertisements.





ARTIC - Anaheim Regional Transportation Intermodal Center

Anaheim, CA

SPD developed a comprehensive signage and wayfinding system including the interior and exterior of this LEED-certified multi-modal transportation hub for train, bus, taxi, and light rail. ARTIC is an iconic transportation facility where people will seamlessly move between multi-modal transit services to reach Southern California activity centers and business districts, and set the standards for all other buildings of this type worldwide. This site combines a transportation gateway and mixed-use activity center on a 16-acre area.





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 Harbor Gateway Transit Center

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.



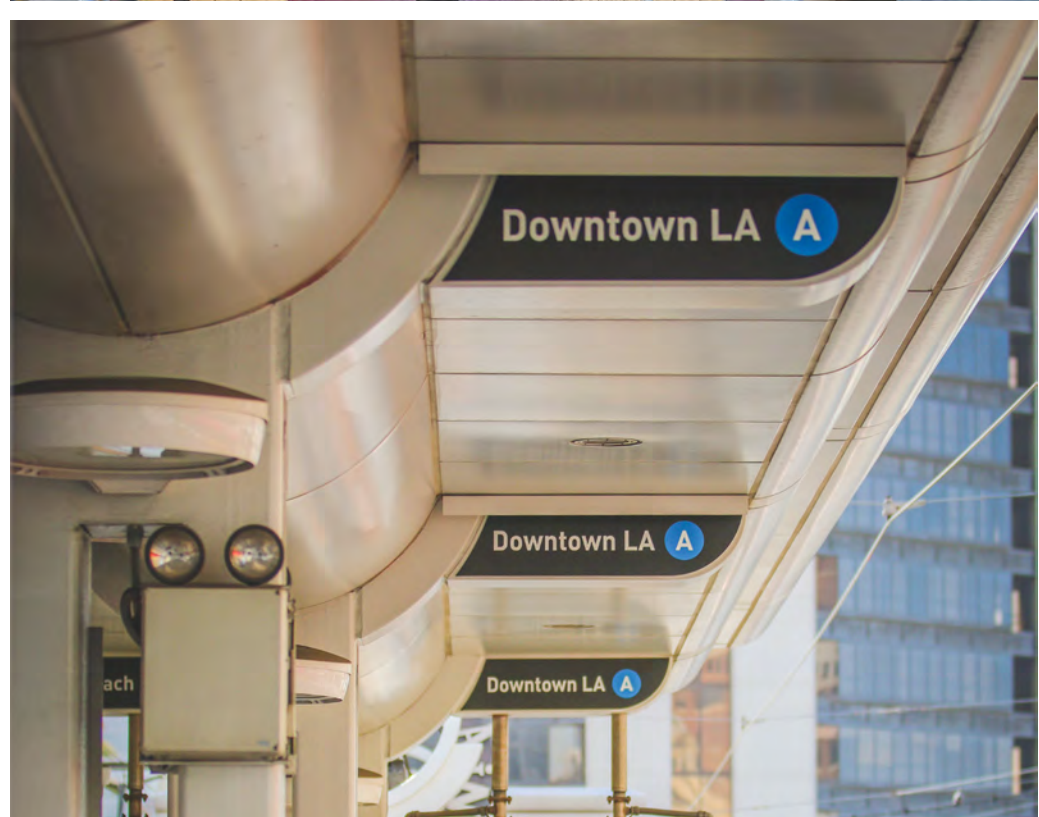
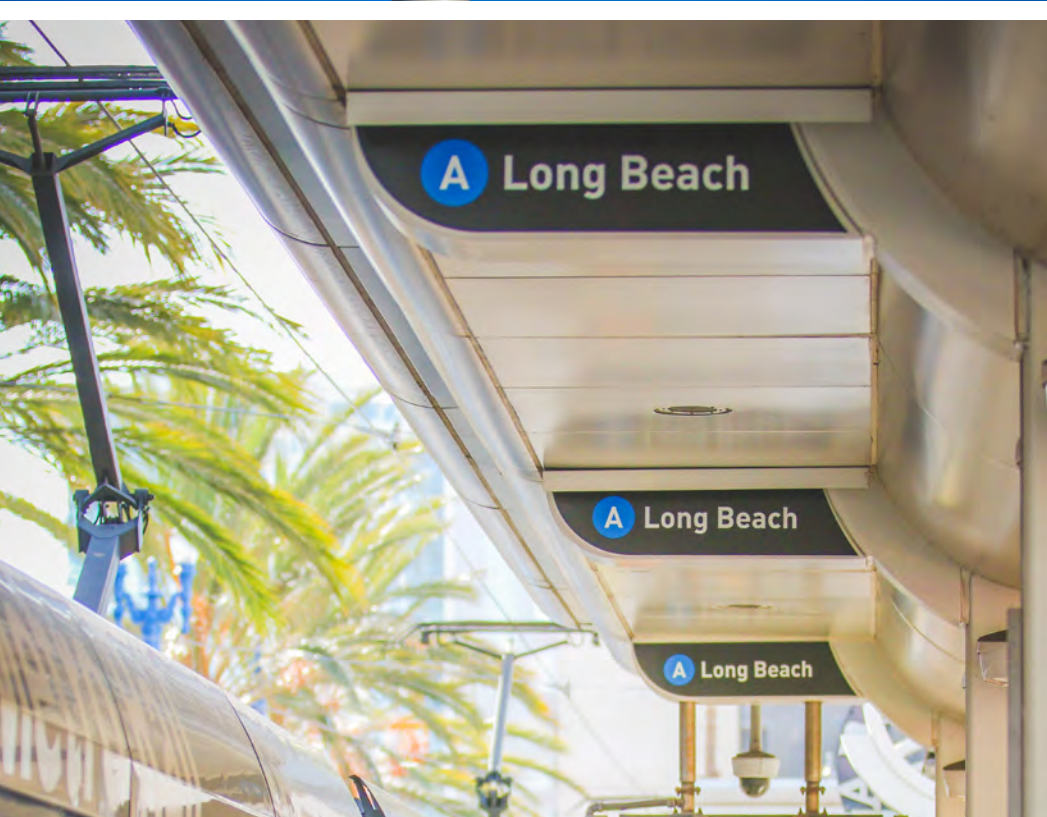




Metro A Line Stations

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.

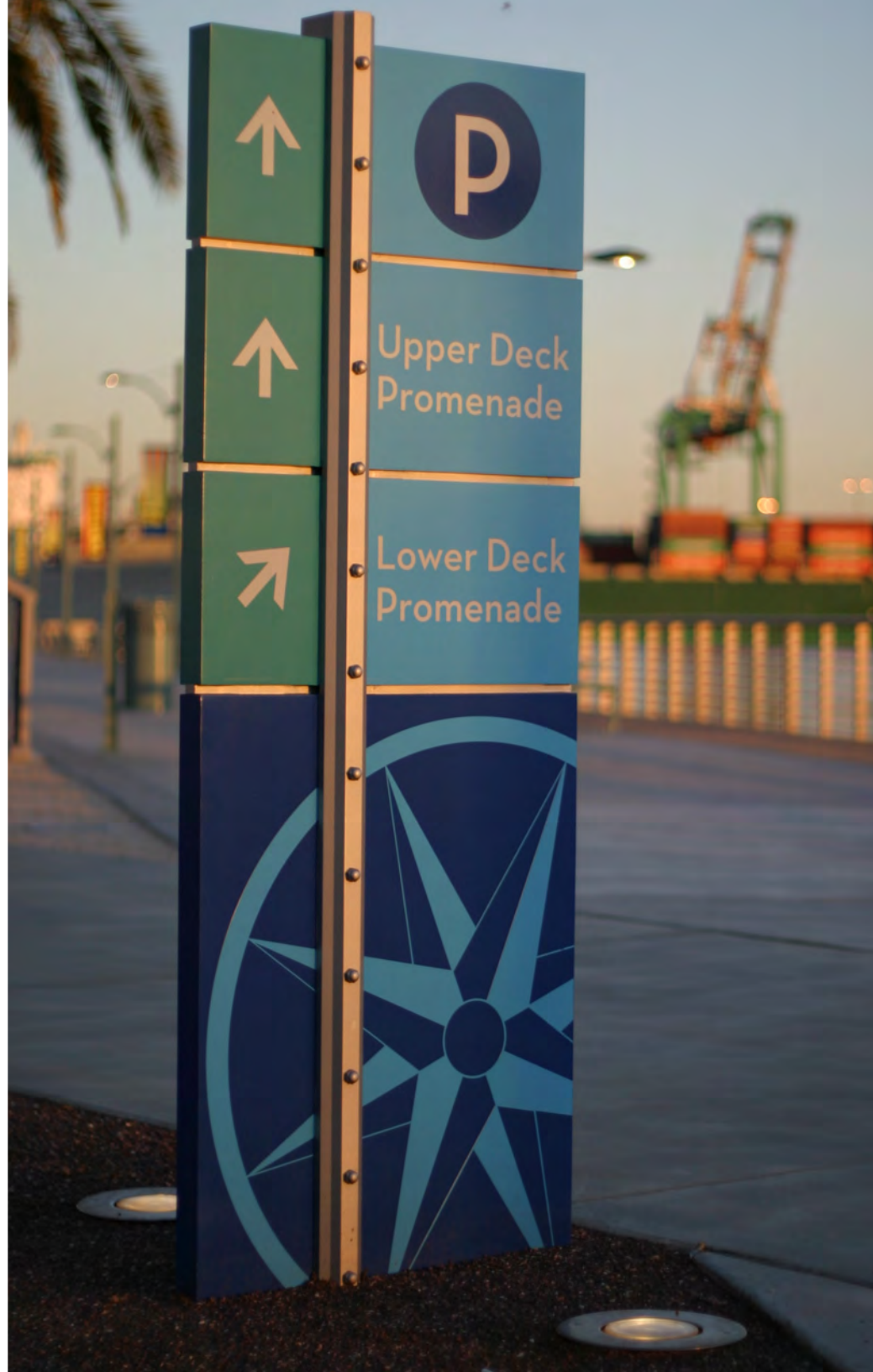




Metro K Line Stations

Los Angeles, CA

Collaborating with HNTB and Metro, Selbert Perkins Design developed a comprehensive branded signage system for eight Metro K Line Stations along the Crenshaw/LAX Transit Corridor. The system SPD developed was the first to implement new Metro Signage Standards. The wayfinding reinforces the Metro identity, increases brand recognition within the stations, and fosters an easily accessed and maintained environment that encourages greater use of the Metro transit system.

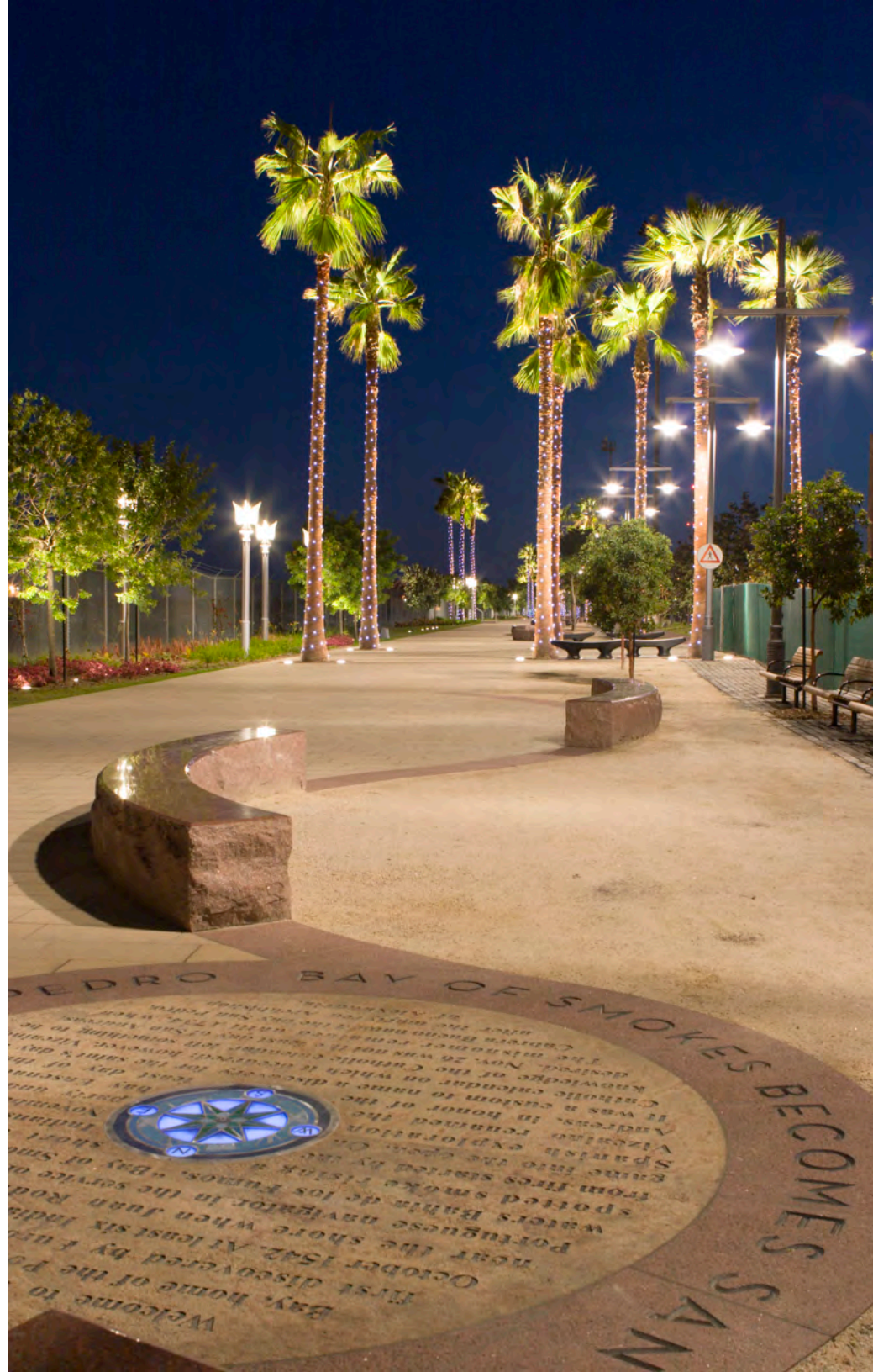


Port of Los Angeles

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.







Big Blue Bus

Santa Monica, CA

SPD collaborated with HOK Architects to design the signage and graphics for the renovation and expansion of the existing Big Blue Bus headquarters in Santa Monica. Interior and exterior signage was designed incorporating the existing logo and graphic standards established previously for the Big Blue Bus brand.



Emirate of Abu Dhabi

Abu Dhabi, UAE

Abu Dhabi, the capitol 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 nations' 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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