

**Selbert
Perkins
Design.**

Branding / Place Branding

Capabilities

Branding

Signage and Wayfinding

Placemaking

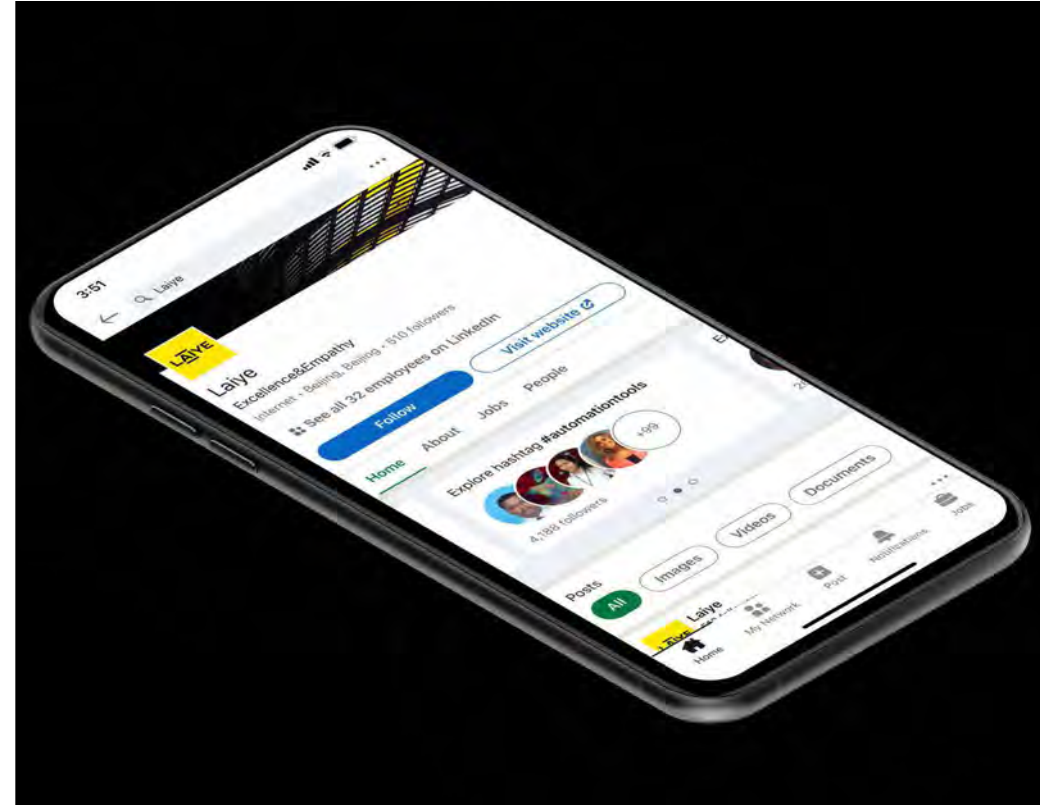
Public Art

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 create a powerful sense of place, providing a positive experience for all users.

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



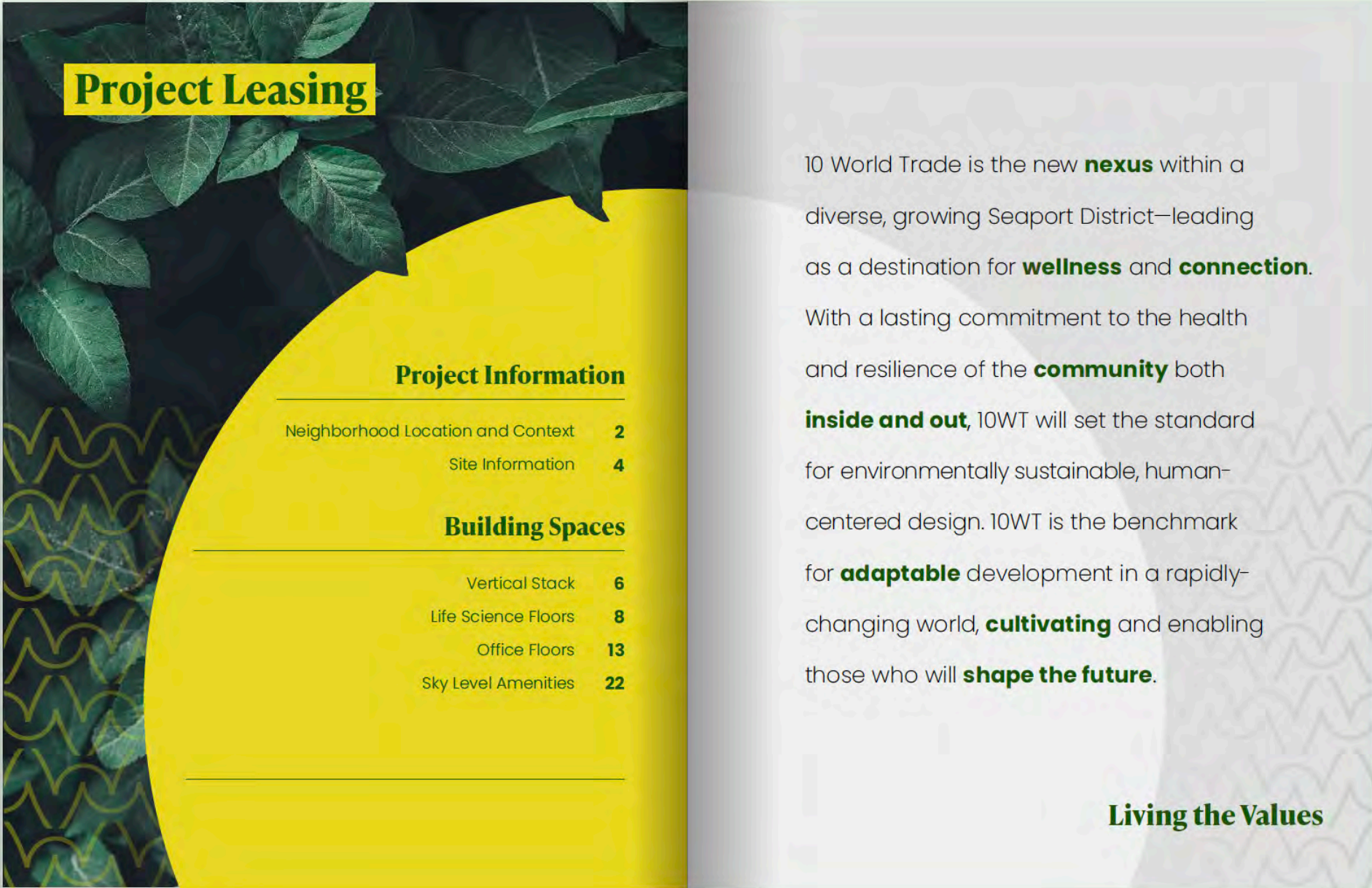
LAIYE

Laiye

Beijing, China

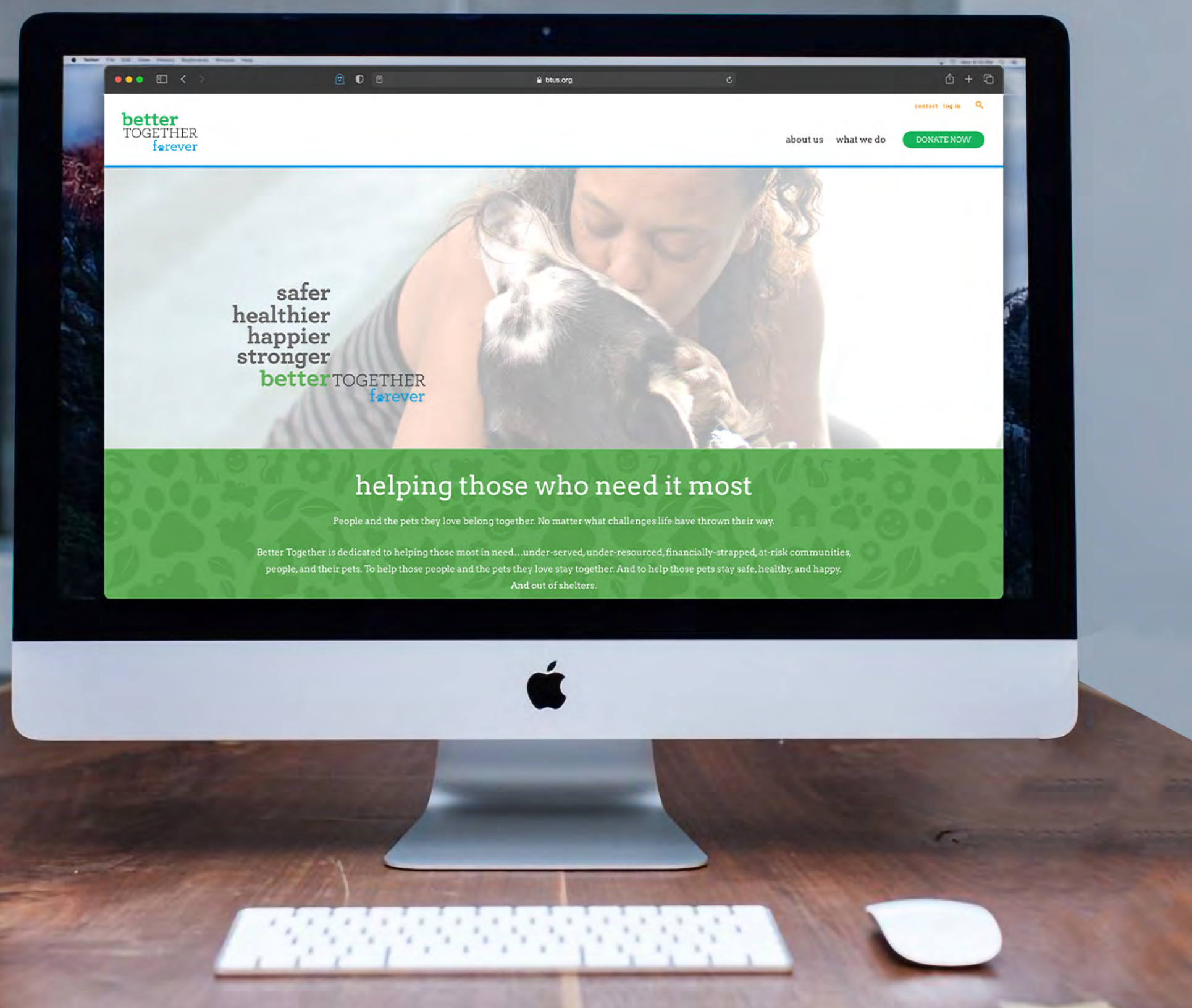
Laiye is a leading innovator in the new era of human-robot collaboration. SPD collaborated with Lighthouse Branding to develop the new corporate brand assets including the new brand strategy, logo/wordmark, brand guide, advertising, and web design, to introduce LAIYE to a worldwide audience.





10 World Trade
Boston, MA

Located in the heart of the Seaport District, 10 World Trade will be Boston's premier life science development. Selbert Perkins Design created the brand for this new 17-story lab/office building designed by Sasaki for Boston Global Investors. The W logo was inspired by the arcs and angles of the building. The open shape welcomes you to the many public amenities both inside and outside the building. A multi-level public hall will include retail and cultural space and connect to a new greenspace and improved streetscape. SPD is also developing wayfinding and placemaking for the public realm and building.

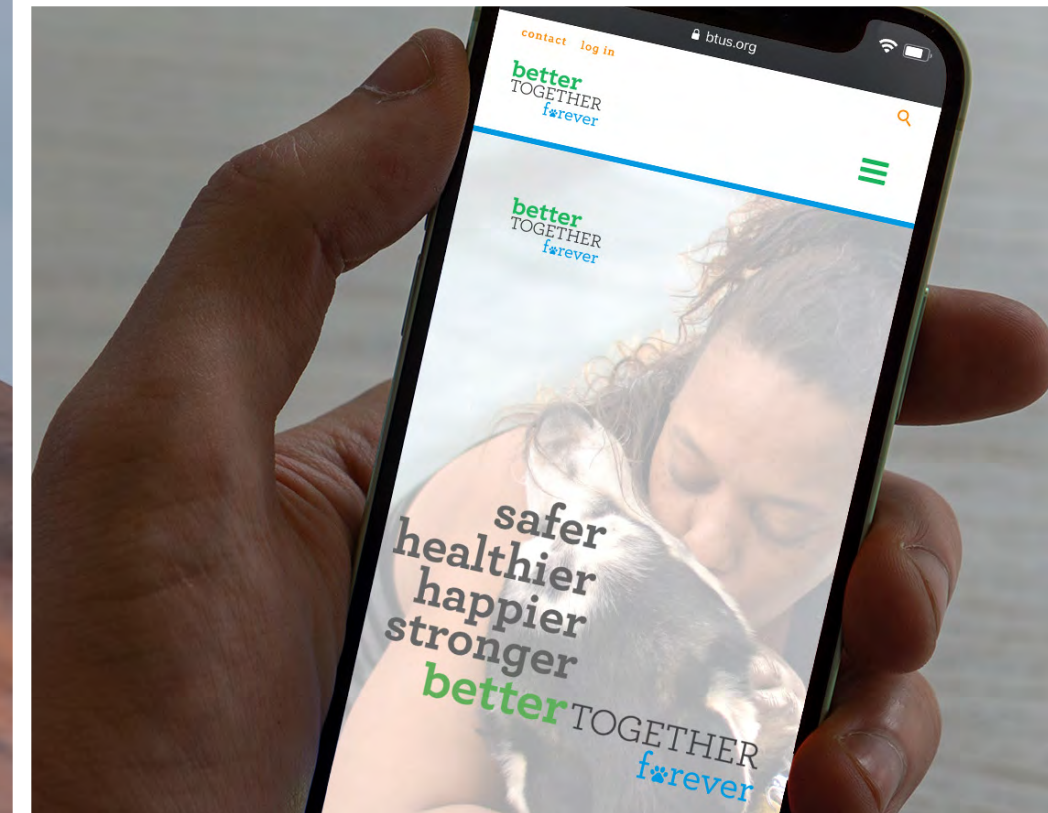


better
TOGETHER
f*ever

Better Together Forever

Los Angeles, CA

SPD designed the new logo and website for the LA-based non-profit organization Better Together Forever. People and the pets they love belong together no matter what challenges life has thrown their way. Better Together Forever is dedicated to helping pet parents in Los Angeles communities that are under-served and under-resourced access valuable services to help them stay together with the pets they love, and to keep those pets safe, healthy, happy, off the streets, and out of animal shelters.





GIA®

GEMOLOGICAL INSTITUTE OF AMERICA

5355 Armada Drive, Carlsbad, CA 92008-4602

T +1 760 603 4500

F +1 760 603 1814

E labservice@gia.edu

www.gia.edu

GIA REPORT

2141438167

IDENTITY (SEE FIGURE 1) AT 10X MAG.



GRADING SCALES

GIA COLOR SCALE

D
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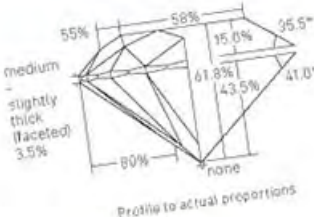
GIA CLARITY SCALE

FLAWLESS
INTERNAL FLAWLESS
VVS ₁
VVS ₂
VS ₁
VS ₂
S ₁
S ₂
I ₁
I ₂

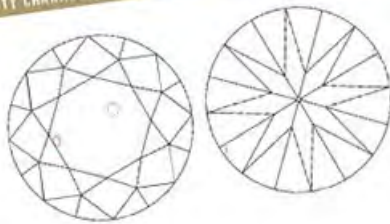
GIA CUT SCALE

EXCELLENT
VERY GOOD
GOOD
FAIR
POOR

PROPORTIONS



CLARITY CHARACTERISTICS



KEY TO SYMBOLS*

- Crystal
- Cloud
- Feather
- Natural

Additional Characteristics: *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE

*Red symbols denote internal characteristics (inclusions). Green or black symbols denote external characteristics (blemishes). Diagram is an approximate representation of the diamond, and symbols shown indicate type, position, and approximate size of clarity characteristics. All clarity characteristics may not be shown. Details of features are not shown.



The results documented in this report were only for the diamond described, and were obtained using the techniques and equipment used by GIA at the time of inspection. This report is not a guarantee or valuation of the diamond. For additional information and report for limitations and disclosures, please see www.gia.edu/terms or call +1 800 857 3259 or +1 760 603 4500. ©2014 Gemological Institute of America, Inc.



GIA®

April 2, 2012
Report for: Diamond
GIA Report No.: 2141438167
Round brilliant
6.41 - 6.43 x 3.97 mm
Color: D
Clarity: VVS₁
Cut: Excellent
T.D. 61.8%
C.G. 43.5%
G.C. 35.5%
G.D. 41.0%
P.D. 80%
None
Symmetry: Excellent
Fluorescence: None
Comments: *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE* *SAMPLE



GIA®

GIA DIAMOND GRADING REPORT



GIA®



GIA®

GIA

Carlsbad, CA

The GIA brand is known and respected worldwide. SPD created the GIA logo and all branded communications for more than 2 decades, establishing the GIA brand as the global leader in the gemological industry.



GIA®

GIA DIAMOND GRADING REPORT



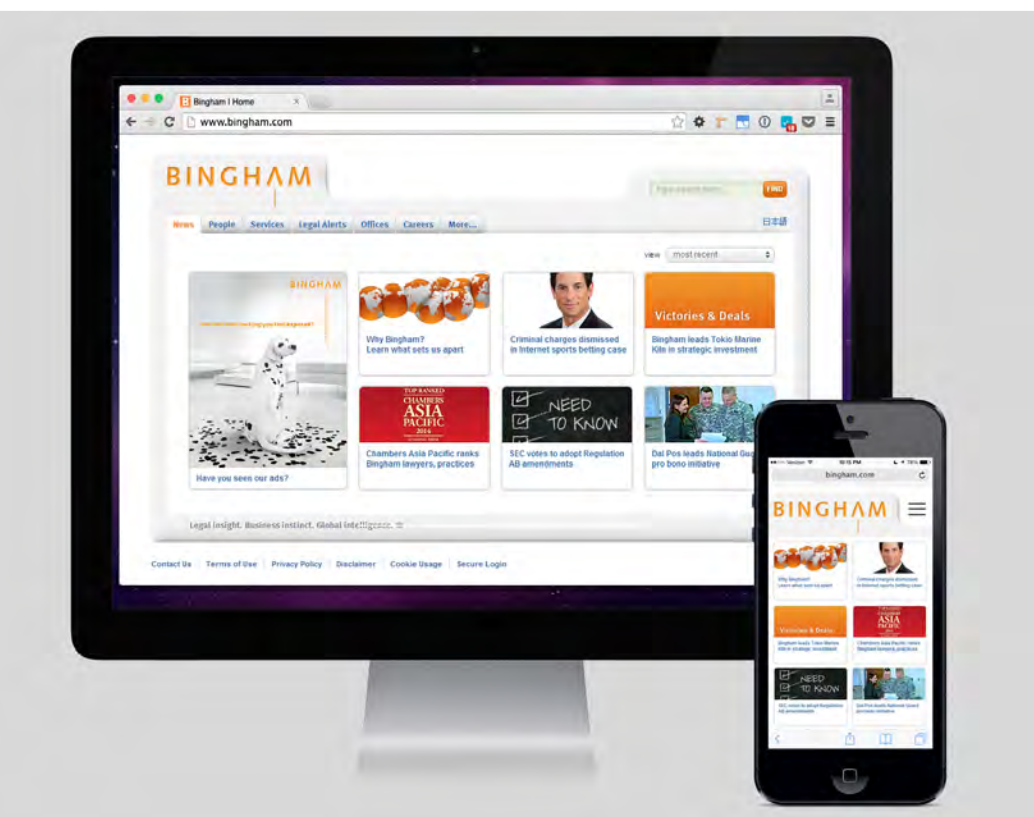


BINGHAM

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 new identity was strategically applied to a comprehensive multi-language communication system, fusing print, digital, bold advertising, and environments, to establish the brand worldwide.





BINGHAM

LEGAL INSIGHT. BUSINESS INSTINCT.

The tougher the deal, the more we enjoy it.

> bingham.com



BINGHAM

LEGAL INSIGHT. BUSINESS INSTINCT.

Are new laws making you feel exposed?

> bingham.com

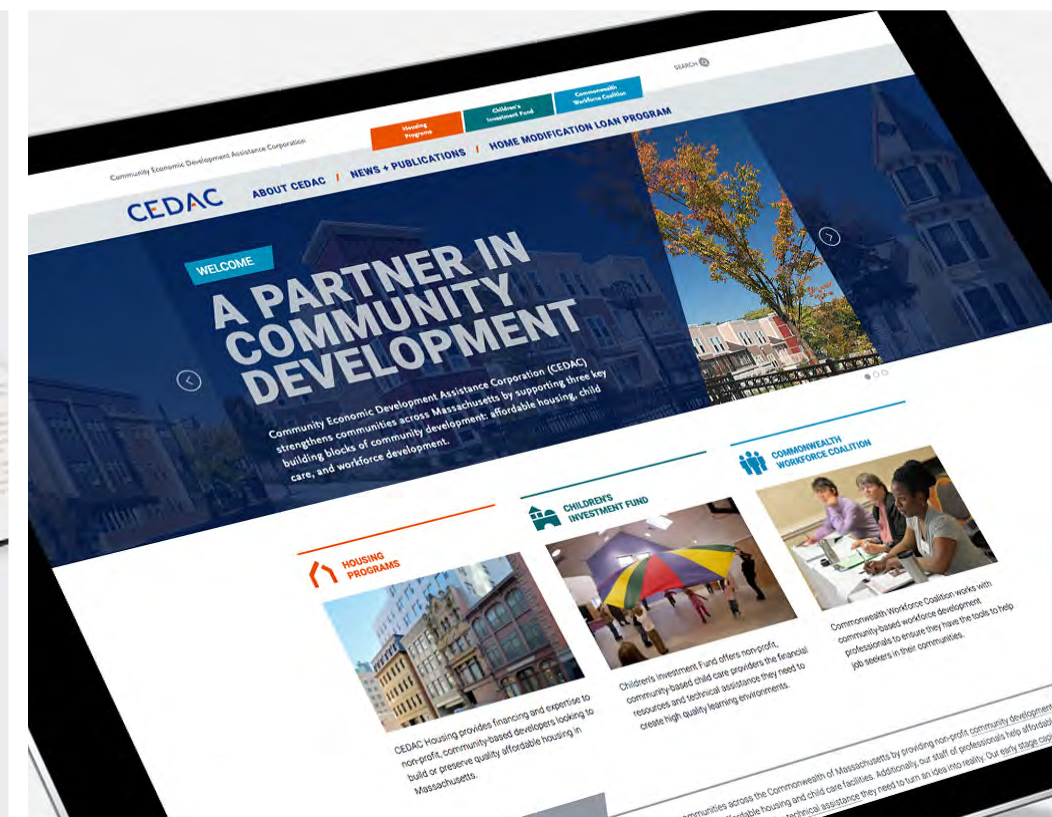


CEDAC
Community Economic Development
Assistance Corporation

CEDAC

Boston, MA

CEDAC (Community Economic Development 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.

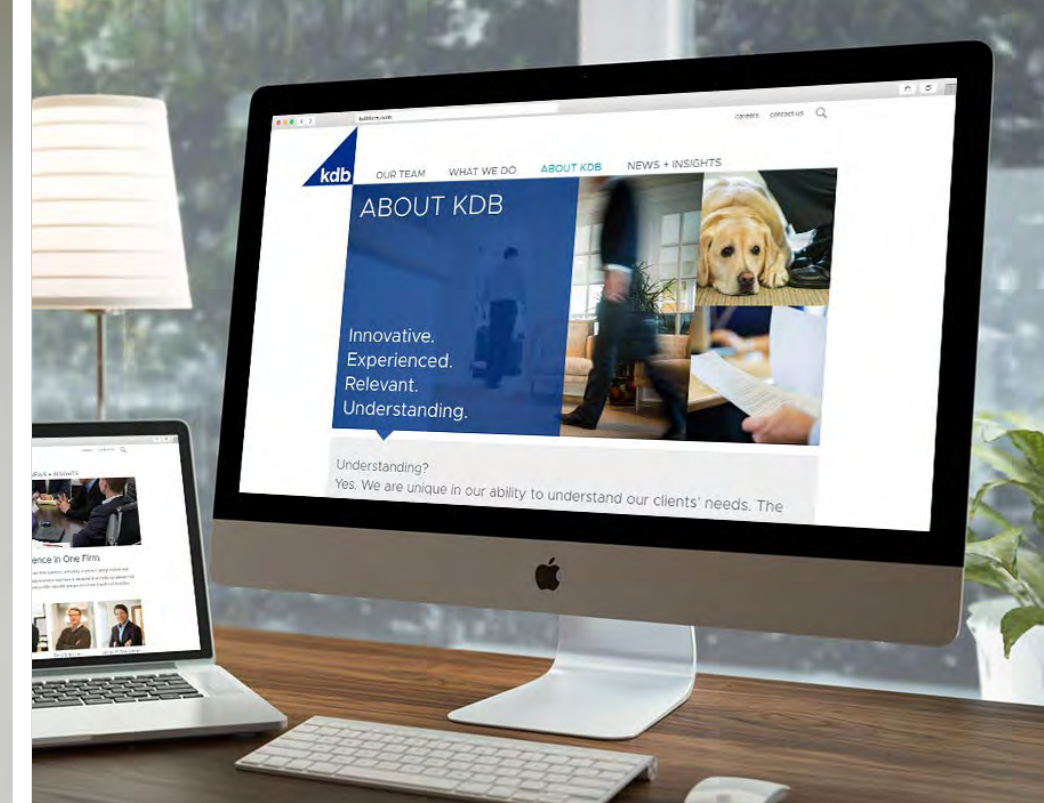




Friedman Kaplan Seiler & Adelman

New York, NY

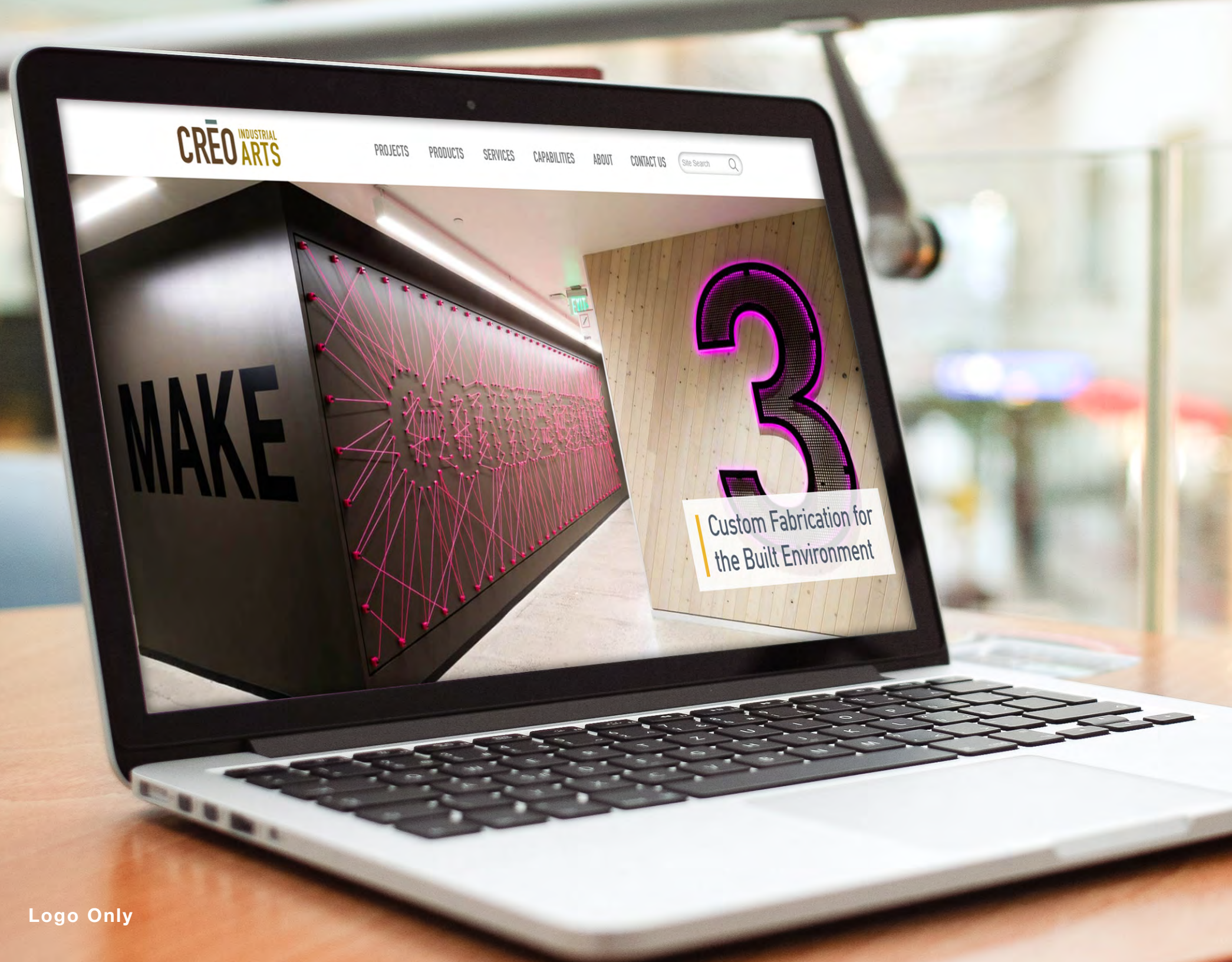
New York law firm Friedman Kaplan Seiler & Adelman's reputation for cutting-edge, complex, high-stakes matters required the development of a distinctive, branded system of cohesive communication elements. SPD created the brand identity, print and digital communications. The redesigned, intuitive website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



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.



Logo Only



CREO 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.

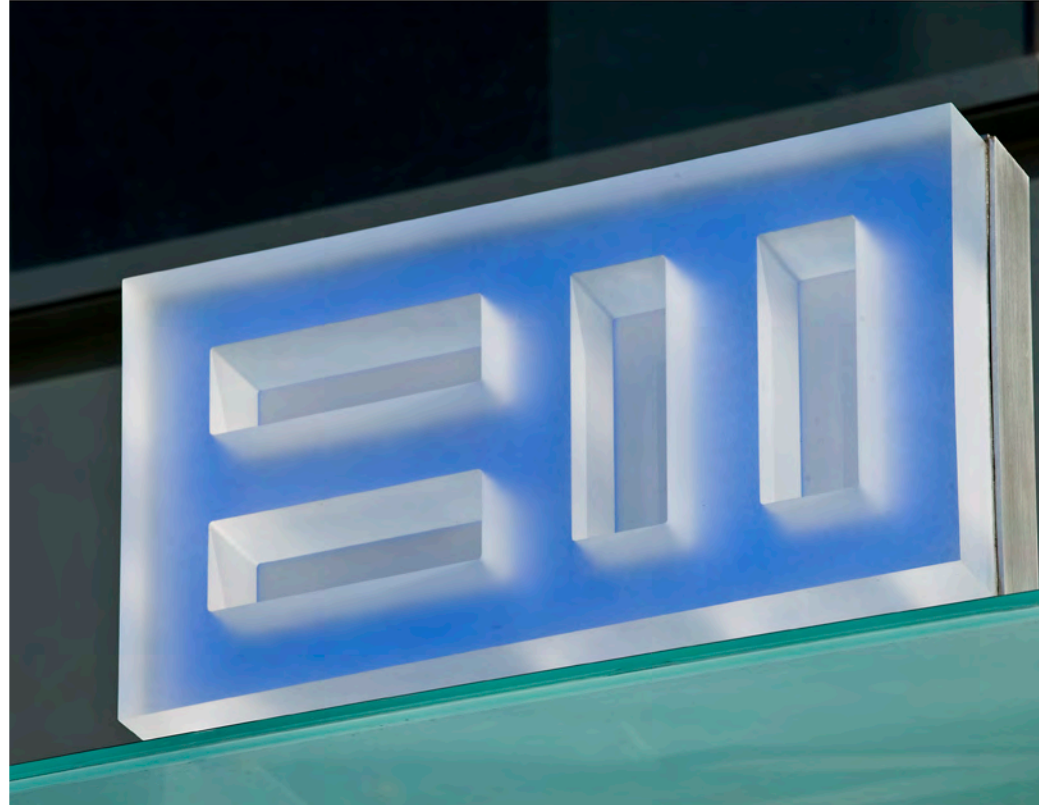


Antelope Valley Medical Center

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.





FENWAY HEALTH

Boston, MA

The brand master plan created by SPD supports the mission and purpose of Fenway Health to serve the LGBTQ community. The logo and branded communications symbolize equality for all, and provide a welcome, safe, and secure experience.

MIT
MANAGEMENT
SLOAN SCHOOL

IDEAS
MADE TO
MATTER



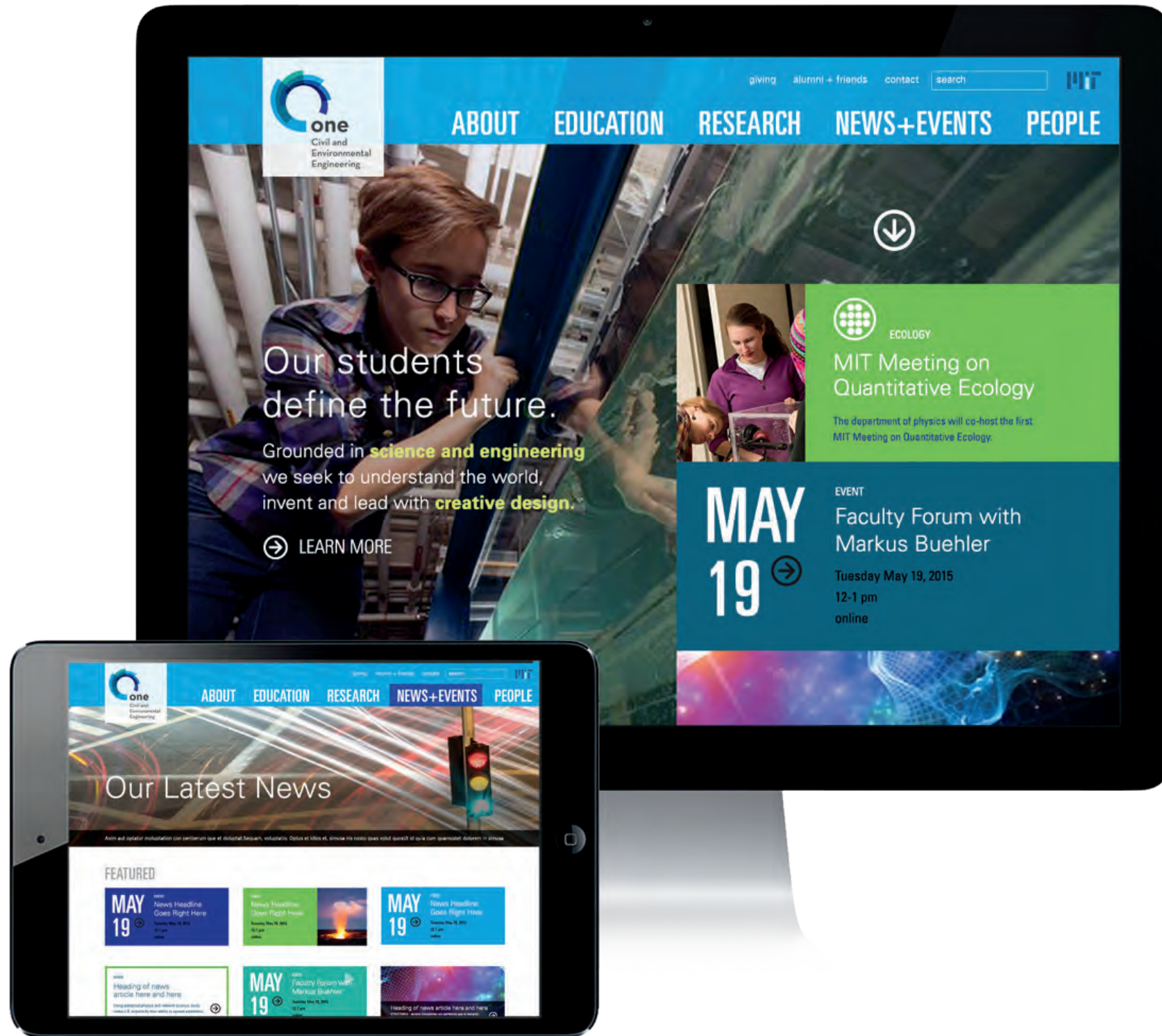
MIT
MANAGEMENT
SLOAN SCHOOL

MIT Sloan School of Management

Cambridge, MA

SPD developed new brand standards to express the core mission of “Ideas Made to Matter.” The new logo, admissions collateral, website, and storytelling exhibits reflect the vibrant pace of change presenting real world situations and solutions. The brand experience is expressed throughout the building with experiential graphics, interactive displays, and wayfinding signage.





MIT: Civil and Environmental Engineering (CEE)

Cambridge, MA

The new brand standards for CEE at MIT symbolize the community collaboration and vision that are the core of the science, engineering, and cultural mission of CEE. The new logo, multi-colored palette, web site, and branded environments unite the school's synergistic approach to addressing the interrelated issues of today's society.



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



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.




7:30 AM Student meeting to review thesis project
10:00 AM Job site visit to assess quality of construction
11:30 PM Take a break to work on design sketches
5:00 PM BAC Interior Design Advisory Board meeting
7:00 PM Watch 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.

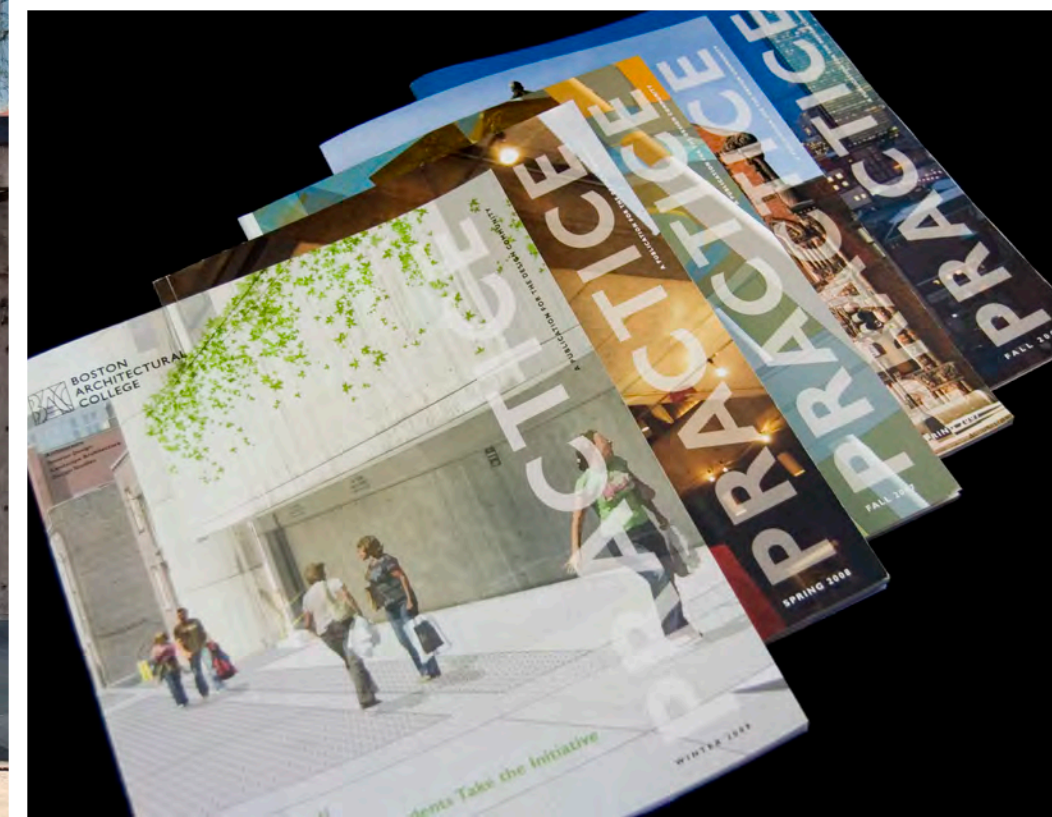
The BAC taught me the importance of collaboration. Interacting with clients, architects, and contractors takes design from sketches to construction. Together we work to transform space into an exciting experience.



Boston Architectural College

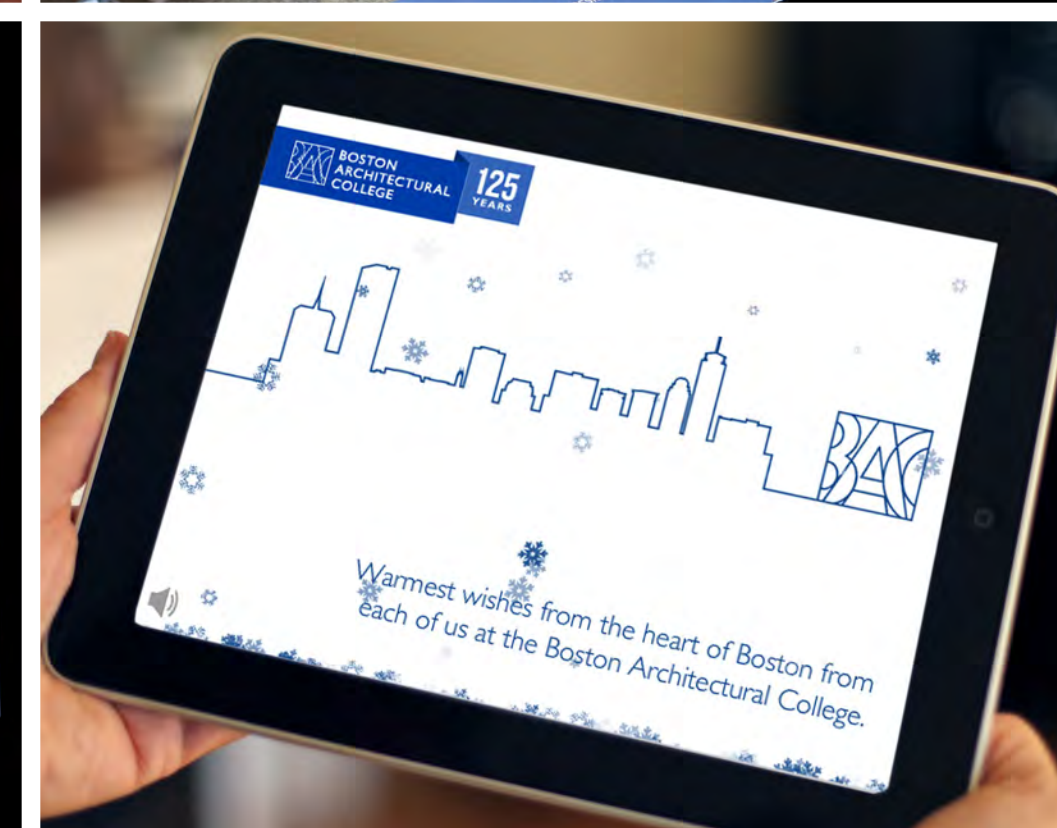
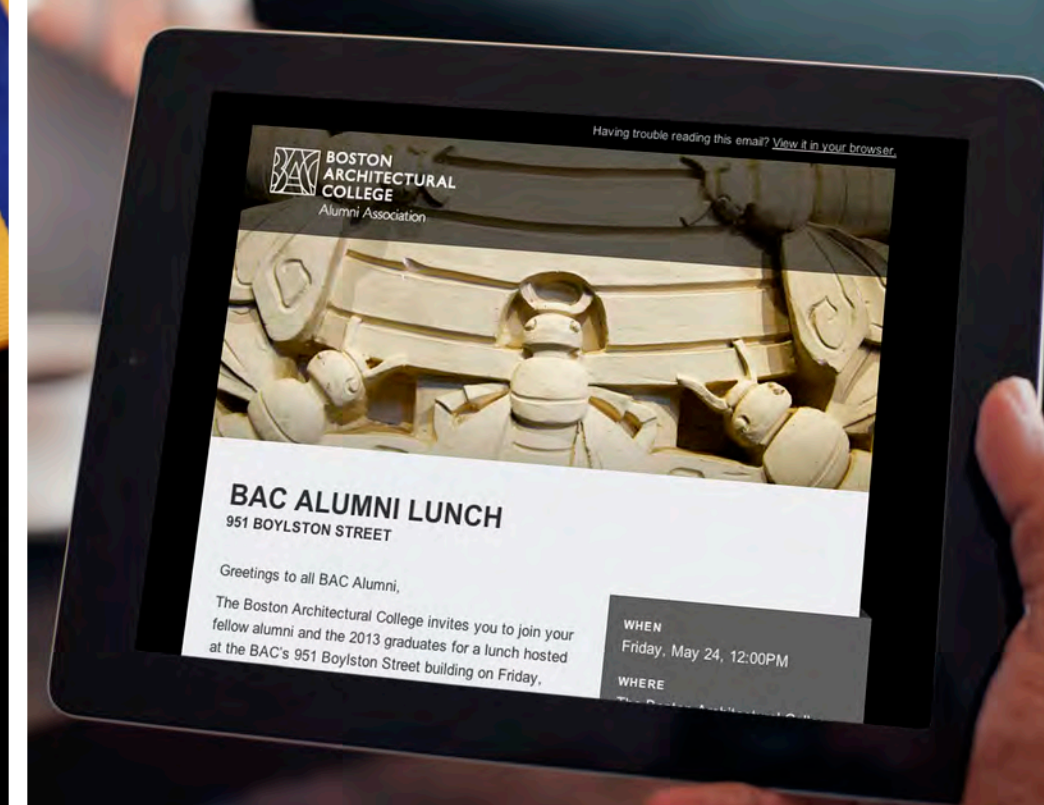
Boston, MA

A new name and identity launched the rebirth of the Boston Architectural College. Applied to new admissions materials, advertising, signage, and web site, the new BAC brand dramatically increased fundraising, applicants, and improved brand rankings, reinforcing its status as a leading educational institution.











Salem State University

Salem, MA

Salem State University is one of the largest state universities in Massachusetts. SPD guided the institution through a name change, and developed the new logo, university seal, graphic standards, and a distinctive signage and wayfinding system that united four campuses. The new branded system dramatically increased fundraising and admissions and reinforced its status as a leading educational institution.

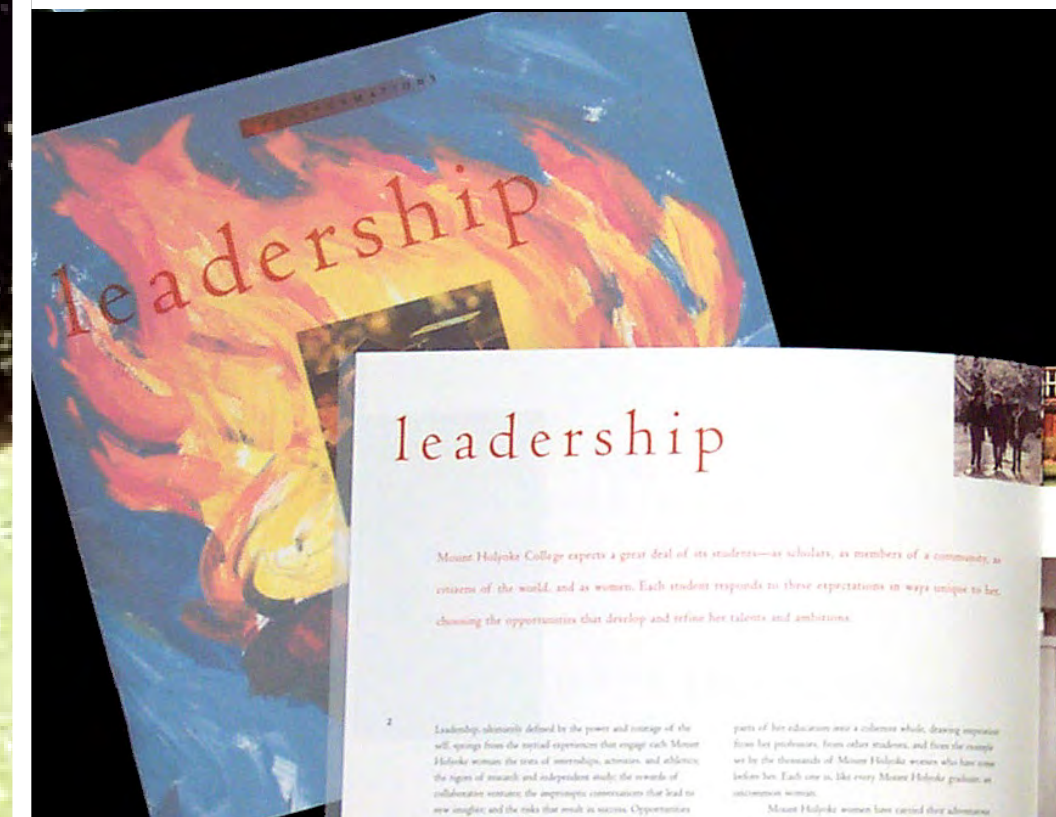


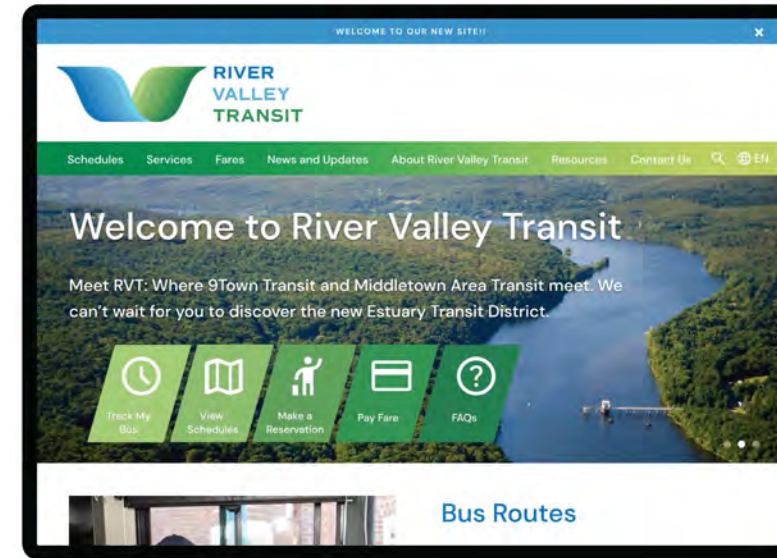
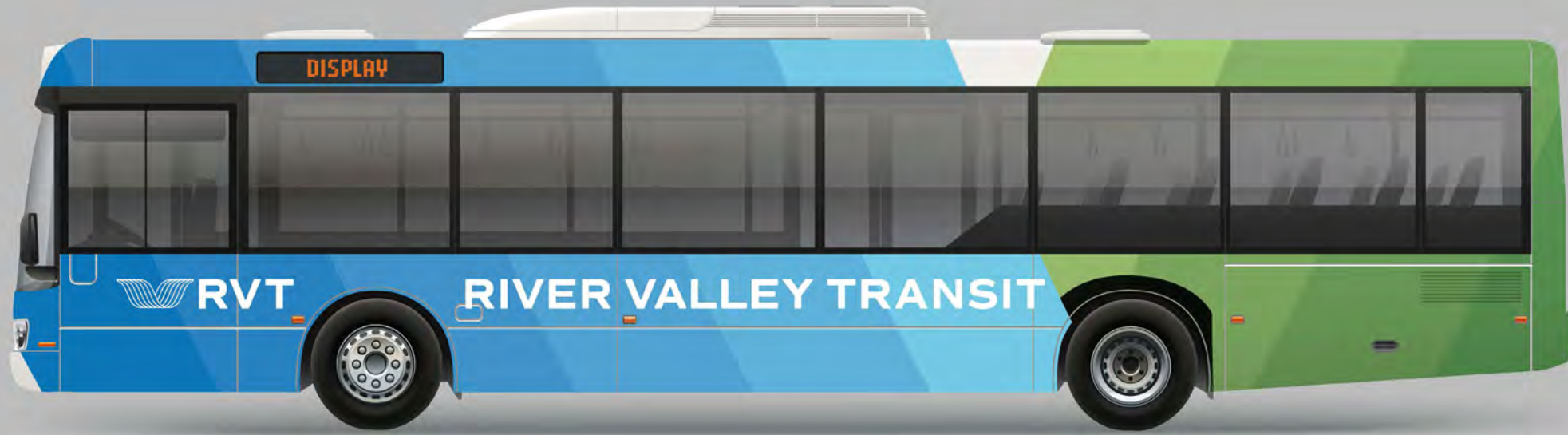
MOUNT HOLYOKE COLLEGE

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.





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.





City of Lancaster

Lancaster, CA

SPD collaborated with the City of Lancaster to research, plan, design, and implement a new logo and brand for Lancaster CA. The new brand repositions Lancaster as a vibrant community at the center of innovation, technology, and nature. The logo represents the California poppy, the CA state flower, and celebrates the Lancaster poppy reserve. The research process included hundreds of community interviews, and electronic surveys that received thousands of responses to guide the design decisions.

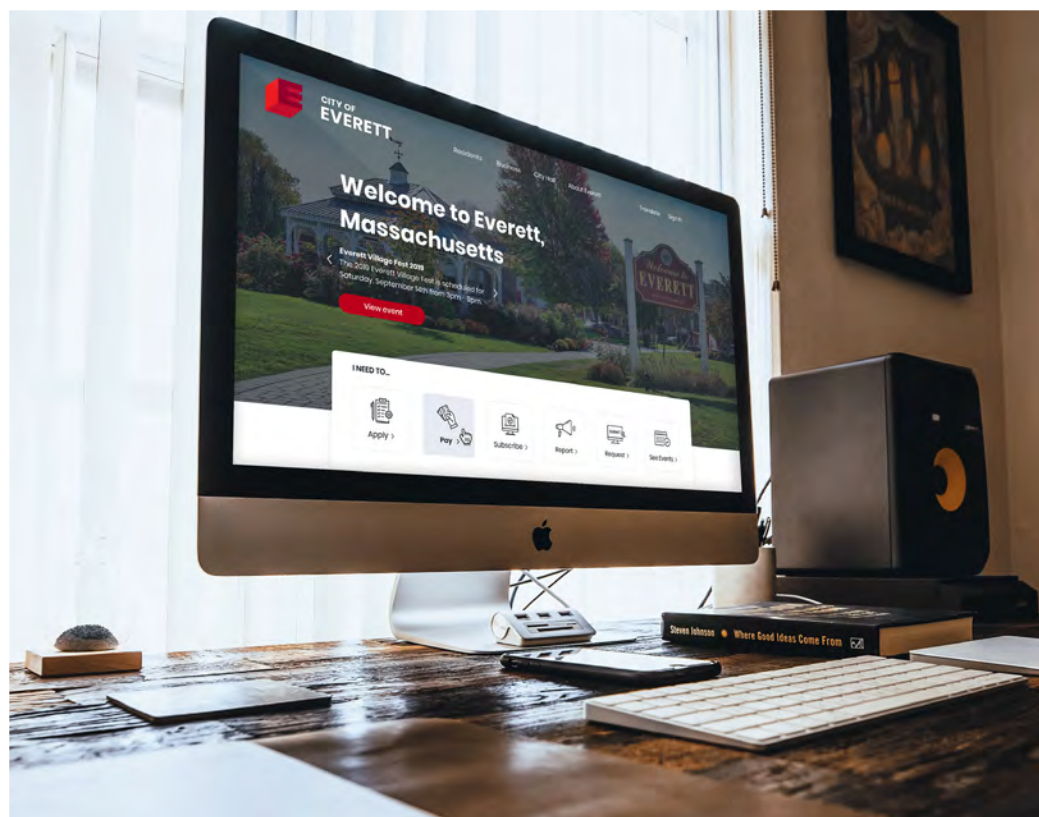




City of Everett

Everett, MA

A bold new identity and “Forever Everett” brand campaign is re-establishing Everett as a dynamic city of the future. The strategic brand initiatives have created a new vision for the city, helping to attract diverse new developments and attractions to energize the city.





City of Worcester

Worcester, MA

The logo for the City of Worcester, Massachusetts reflects the diverse neighborhoods of this historic and creative city. The brand standards were applied to all print and digital communications, exhibits, and the new citywide wayfinding system, seamlessly connecting the stories of the past, present, and future.



Kailua Village

Kailua, HI

Collaborating with community leaders, SPD created the new name, logo, website, welcoming gateways, street furniture, exhibits, and merchandise for Historic Kailua Village. The new brand reflects the rich history of Kailua and has successfully rejuvenated the image of this village, restoring civic pride and energizing the local economy.

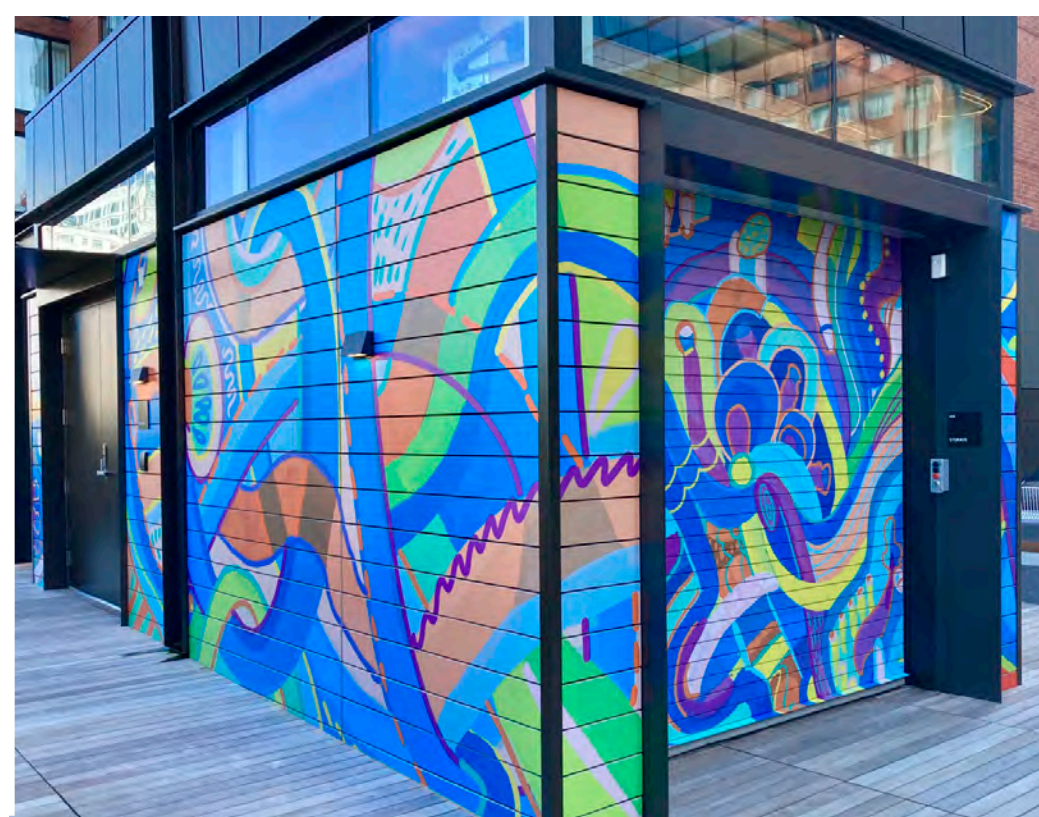


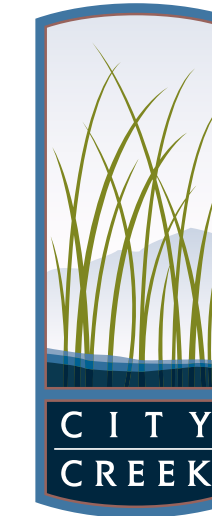
Urban Park at Kendall Center

Cambridge, MA

Urban Park (UP) at Kendall Center is a three-level public space in the heart of “the most Innovative square mile on earth” surrounding 325 Main, Google’s new office building. Selbert Perkins Design developed an experience master plan, envisioning the name, brand, wayfinding, and art for the public realm in collaboration with BXP. The UP brand includes an extensive kit-of-parts with patterns and templates for temporary and event signage. The project enlivens the existing plaza, terrace, roof garden, streetscape, parking garage, and public train entrance.







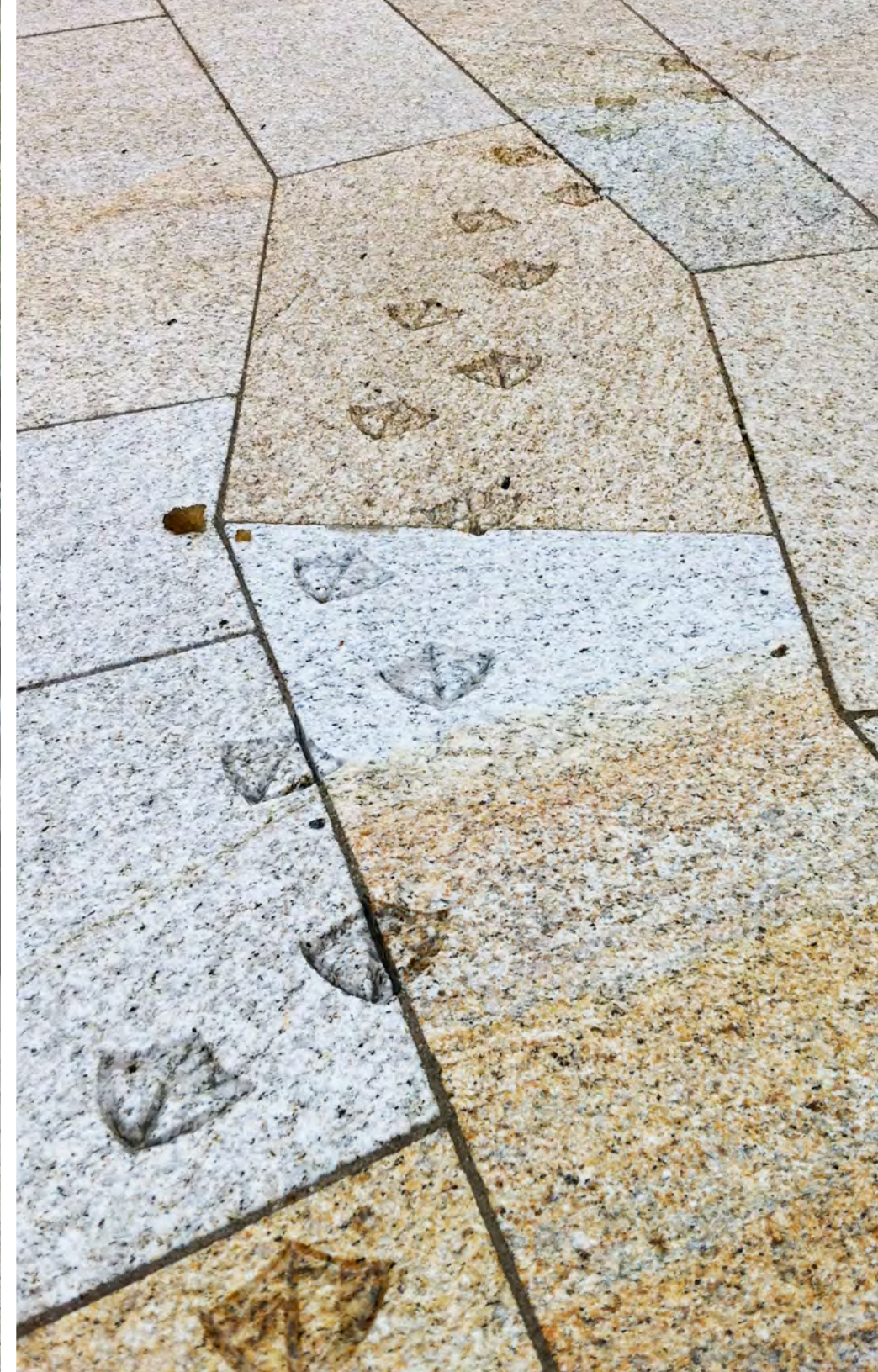
City Creek Center

Salt Lake City, UT

Inspired by the historic creek that flowed through the site, SPD developed the new brand identity for City Creek, one of America's largest mixed-use destinations. The bold, yet elegant logo elements are seamlessly integrated throughout the site, evoking a pleasant and relaxing experience.









Los Angeles World Airports

Los Angeles, CA

SPD has collaborated with LAX for 25 years. We created the complete Brand Standards, including the new name, logo, and signage, as well as the celebrated LAX gateway for Los Angeles World Airports (LAWA). The new name recognizes the global importance of the LAWA system, and the logo represents the four airports managed by LAWA. The iconic gateway represents the energy, diversity, and unity of LA.





Downtown Disney

Anaheim, CA

SPD developed the Downtown Disney name, logo, and branded environmental communications master plan for this mile-long retail and entertainment streetscape at the heart of Disneyland in Anaheim, CA. The lush public spaces are enhanced with a variety of branded gateways and monuments to evoke the experience of a garden oasis in the city.



Redondo Landing on the Pier

Redondo Beach, CA

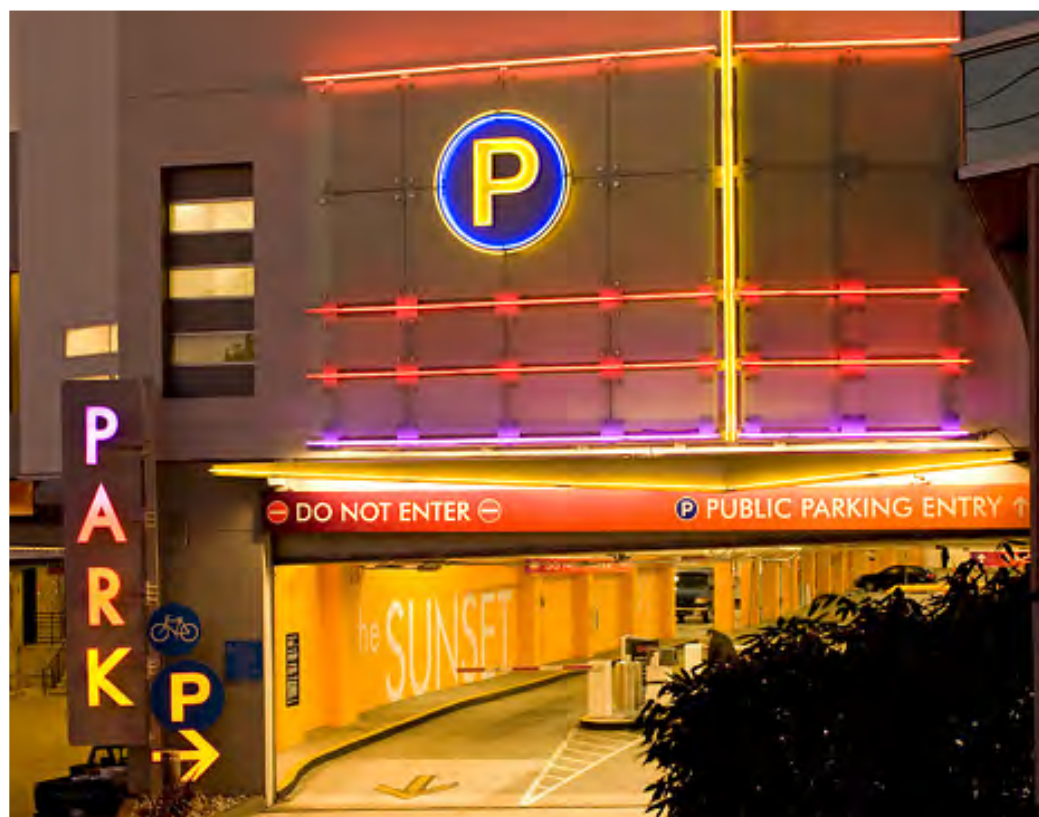
SPD created the vintage inspired logo and brand communications plan for the historic 1898 building and pier at Redondo Beach, California. The varied visual elements tell stories of the pier's history and reflect the vibrant waterfront environment.

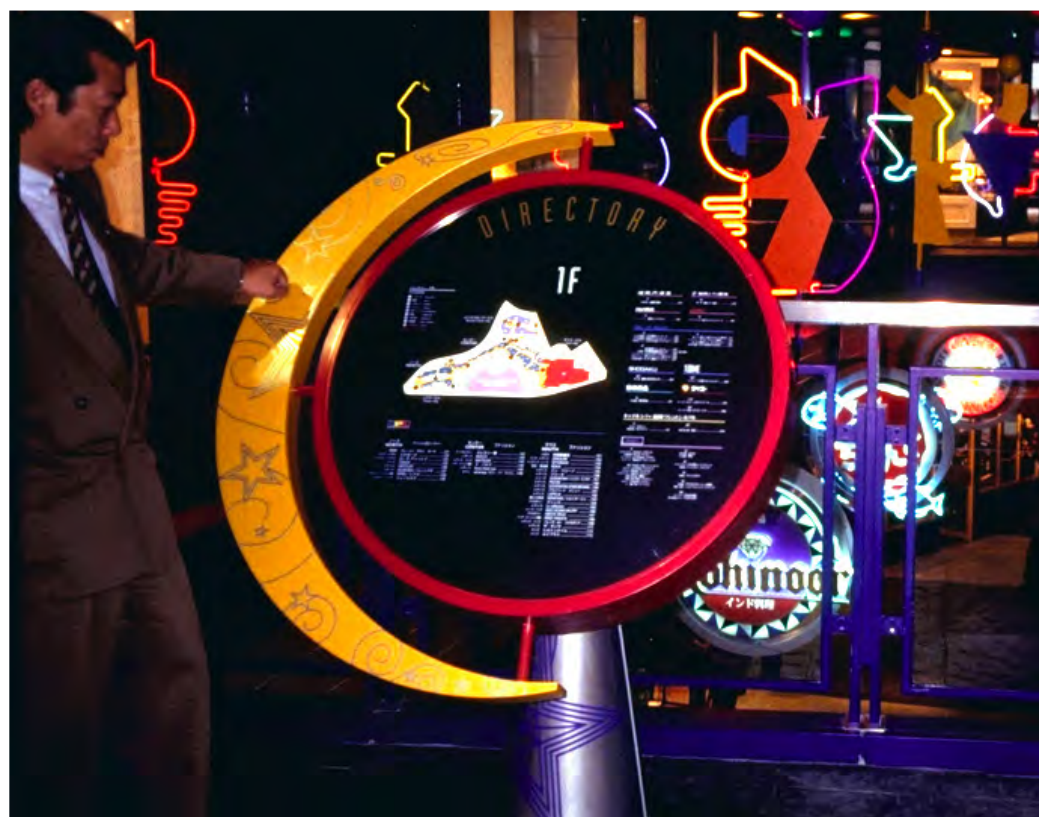


The Sunset

West Hollywood, CA

The logo and brand standards re-energized this prominent site as a dramatic mixed use destination on the famous Sunset Strip in West Hollywood. The master plan linked a wide range of site uses, creating a vibrant new urban destination.





Canal City

Fukuoka, Japan

SPD created the name, brand identity, and storytelling sculptures for Canal City, the iconic mixed-use center in the heart of Fukuoka Japan. The logo symbolizes the elements of nature - water, earth, and sky, and is integrated into all branded communications, signs, sculptures, and merchandise.



壹海城
ONE
CITY

One City

Shenzhen, China

One City is a premier mixed-use center in Shenzhen China. The logo and brand master plan unifies the complex site and creates a dynamic placemaking experience.



Kuntsevo Plaza

Moscow, Russia

The brand master plan positions Kuntsevo Plaza as a landmark mixed-use destination reflecting Moscow's future. The simple logo reflects the dramatic landmark towers that unify the sites multimedia experience.



Fremont East

Fremont East

Las Vegas, NV

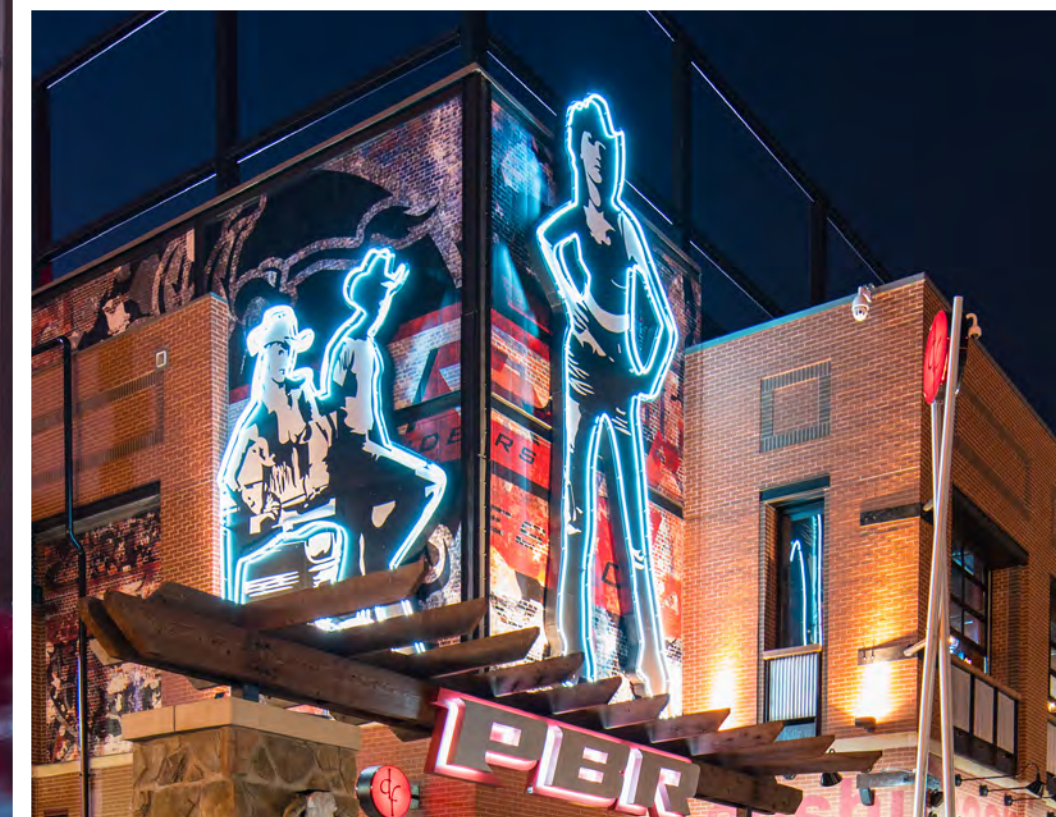
Historic Fremont Street is where Las Vegas began. Inspired by the googie style of the historic neon signs, SPD created the new brand and applied it to gateways and a series of 30' landmark street sculptures. The result has transformed Fremont Street into a thriving art, music and entertainment destination.



Ballpark Village

Saint Louis, MO

Play Ball! SPD developed the Ballpark Village brand to celebrate America's love of baseball and entertainment. The branded environment creates a fun and entertaining destination for fans and families and has transformed downtown Saint Louis into a thriving destination day and night.





TEXAS *Live!*

Texas Live!

Arlington, TX

In the heart of the sports & entertainment district in Arlington, SPD collaborated with The Cordish Companies and Texas Rangers to design the complete exterior & interior signage & wayfinding for the Texas Live! Located in between Globe Life Field and AT&T Stadium, Texas Live! is the place to tailgate before a Rangers or Cowboys game. SPD designed the six 80 ft LED towers march toward the main entrance for Globe Life Field as well as signage for the eight venues within Texas Live including Miller Tavern & Beer Garden, Sports & Social Arlington and the Arlington Backyard concert venue.



FOURTH *Live!* STREET

Fourth Street Live!

Louisville, KY

The Fourth Street 'Live' logo and brand transformed downtown Louisville into an exciting entertainment destination. The 'Live' brand has been extended to many other cities in the USA, rejuvenating downtowns, and serving as the development catalyst for billions of dollars in new construction.



Kansas City Power & Light District

Kansas City, MO

The Kansas City Power & Light District is the cornerstone of the massive \$5 billion urban renaissance of Kansas City. The new logo was applied to dynamic signage and landmarks to create a warm sense of place, and a positive experience for all visitors.



ONE LIGHT

LUXURY APARTMENTS

One Light Residential Tower

Kansas City, MO

Selbert Perkins Design provided planning and design services to The Cordish Companies to create a comprehensive interior and exterior sign program for the One Light residential tower. One Light was the first newly constructed high-rise apartment building in downtown Kansas City in over 50 years and rises 25 stories at the corner of 13th and Walnut Streets in the heart of downtown Kansas City's Power & Light District. Its central location puts residents just steps away from Kansas City's most popular cultural and entertainment destinations.



TWO LIGHT

Two Light Residential Tower

Kansas City, MO

After the success of the One Light residential tower, Selbert Perkins Design collaborated with The Cordish Companies to create a comprehensive interior and exterior sign program for the Two Light residential tower. In addition to the signage & wayfinding, SPD weaved art and storytelling throughout the exterior and interior amenity spaces that celebrates Kansas City history. Located in the heart of the Kansas City Power & Light District, Two Light defines luxury urban living in Kansas City.

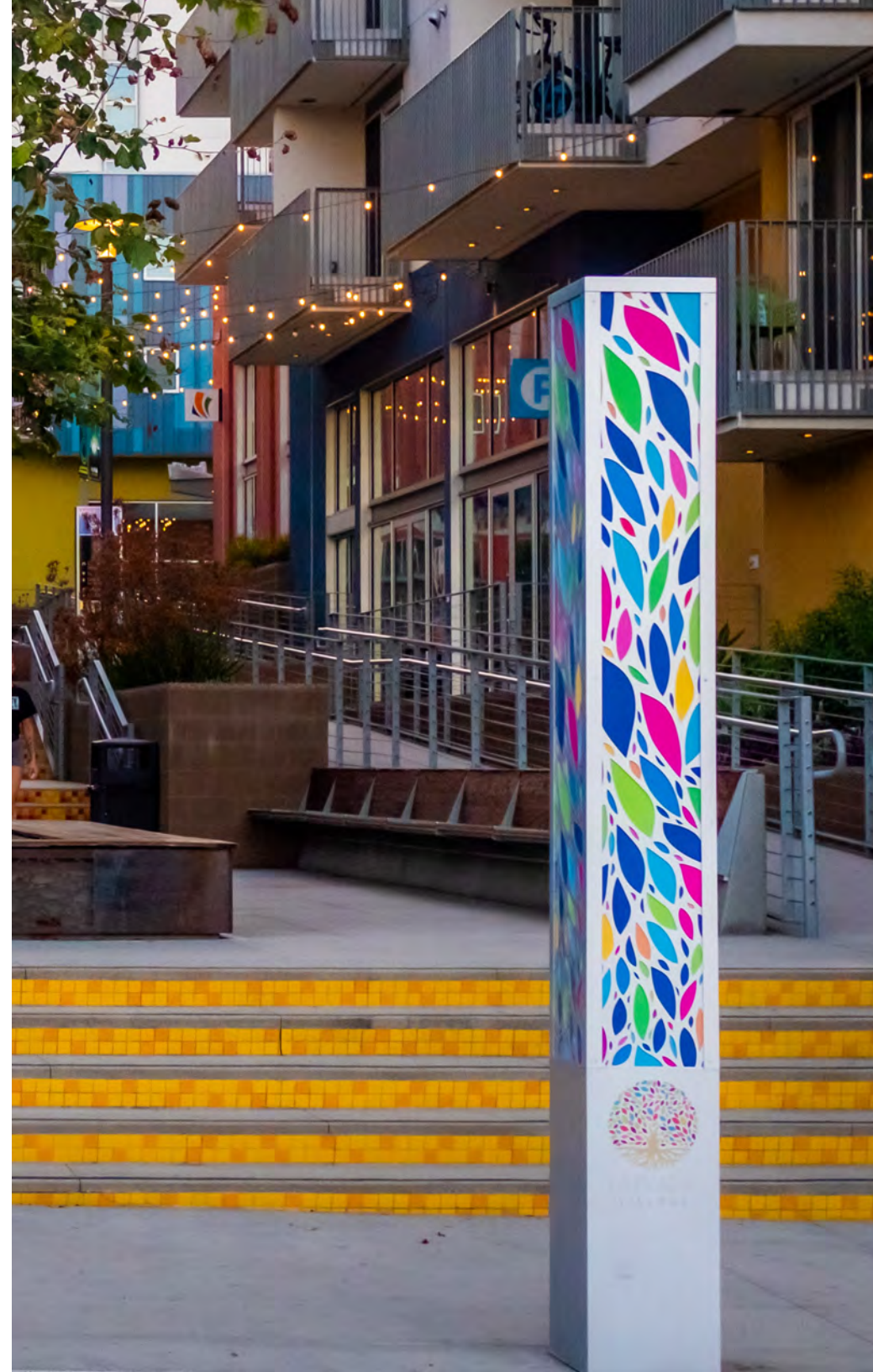


Eddystone

Detroit , MI

Located in the heart of District Detroit, the Eddystone is a redevelopment of the historic Eddystone Hotel built in 1924. SPD worked closely with Olympia Development and Kraemer Architects to design the logo and branding for this iconic building as well as a complete exterior and interior environmental graphics and wayfinding system. The system integrates nods to the past including stair murals at every landing that celebrates the history of Detroit and encourage the residents and visitors to take the stairs to promote wellness.





La Plaza Village

Los Angeles, CA

Collaborating with community leaders, artists, designers and architects, SPD created the brand standards for this mixed-use residential development located in the heart of El Pueblo, the historic core of Los Angeles. A rich palette of colors, textures, and stories of Mexican heritage are woven throughout this landmark destination creating a unique sense of place and a dynamic experience for all visitors.



BEVERLY CENTER

Beverly Center

Los Angeles, CA

SPD developed the new brand identity for the Beverly Center in Los Angeles, CA. The fresh new identity makes a bold statement on the exterior of the building and enhances the arrival experience at this iconic Los Angeles retail and entertainment destination.



WATERSIDE DISTRICT

Waterside District

Norfolk, VA

SPD rebranded the Waterside District in Norfolk Virginia, located in the heart of the city's central business district. It features entertainment, restaurants, and live music, and is a central gathering place for residents and visitors alike. The Waterside District brand identity is prominent throughout the property and includes a highly visible building top sign that lights up over the city at night.



Battle Road Byway

Arlington, Concord, Lexington and Lincoln, MA

More than 200 significant places lie along the 15-mile Battle Road Byway, tracing the historic pathways of the Revolutionary War through four historic towns and the Minute Man National Historical Park. A distinctive new logo system, sign program, content-rich website, and exhibition graphics inform, educate, and guide visitors through the picturesque and historic New England landscape.

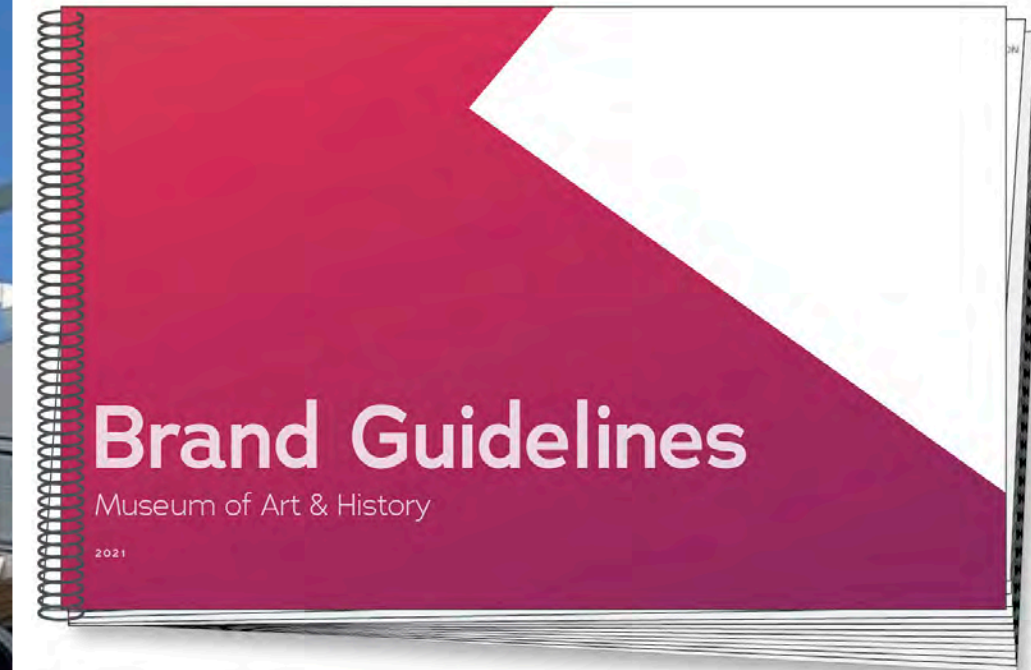




Blackstone River Valley

Blackstone River Valley National Heritage Corridor, MA & RI

The Blackstone River Valley is the birthplace of the American Industrial Revolution. The comprehensive Brand Master plan created by SPD included naming, logo, design guidelines for all publications, maps, exhibits, wayfinding, and extensive storytelling to enhance the visitor experience through 25 New England cities along the 45-mile route of this unique National Park.



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.





Fox Theatre, 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.

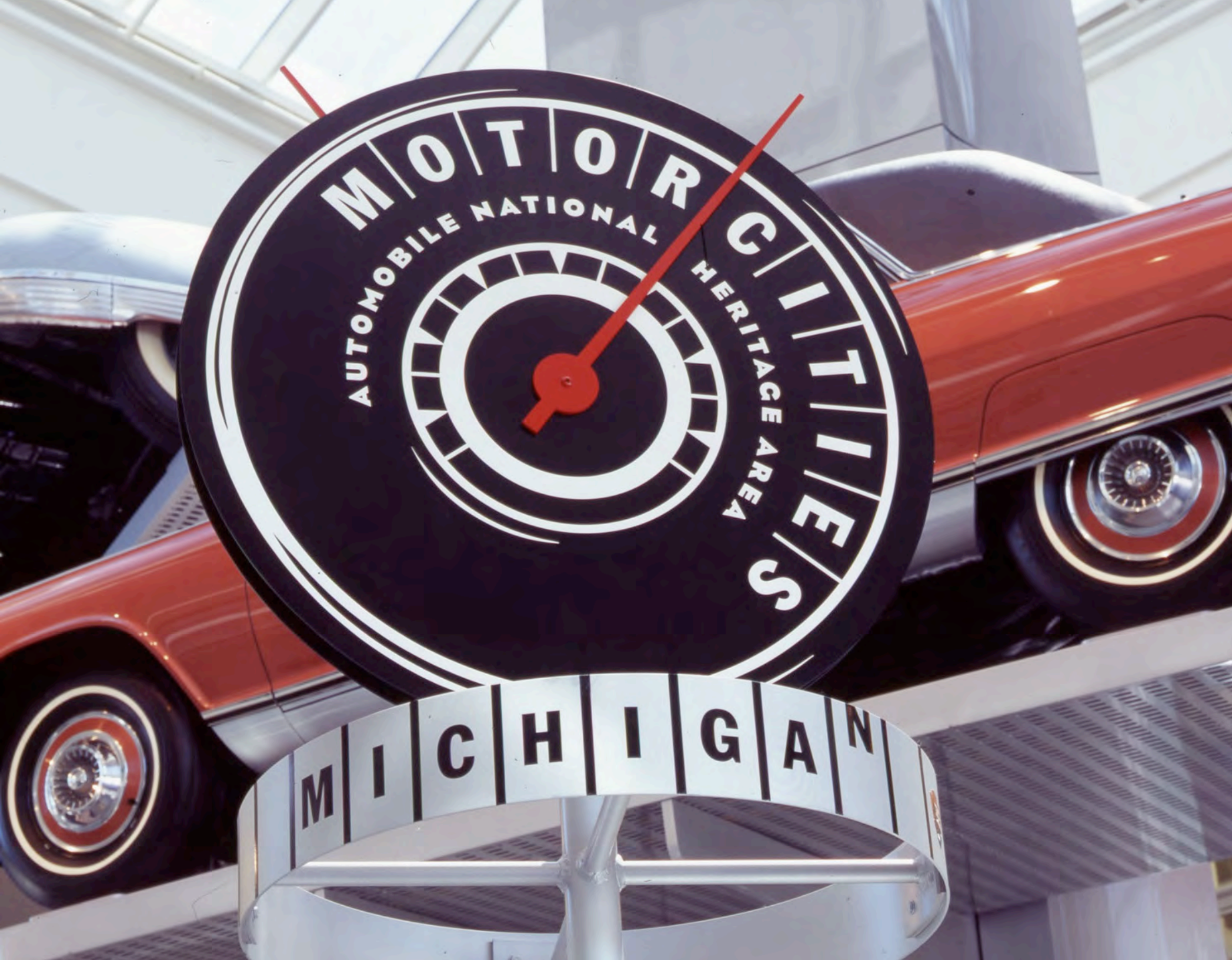


**GRAMMY
MUSEUMSM**
AT L.A. LIVE

Grammy Museum at LA Live

Los Angeles, CA

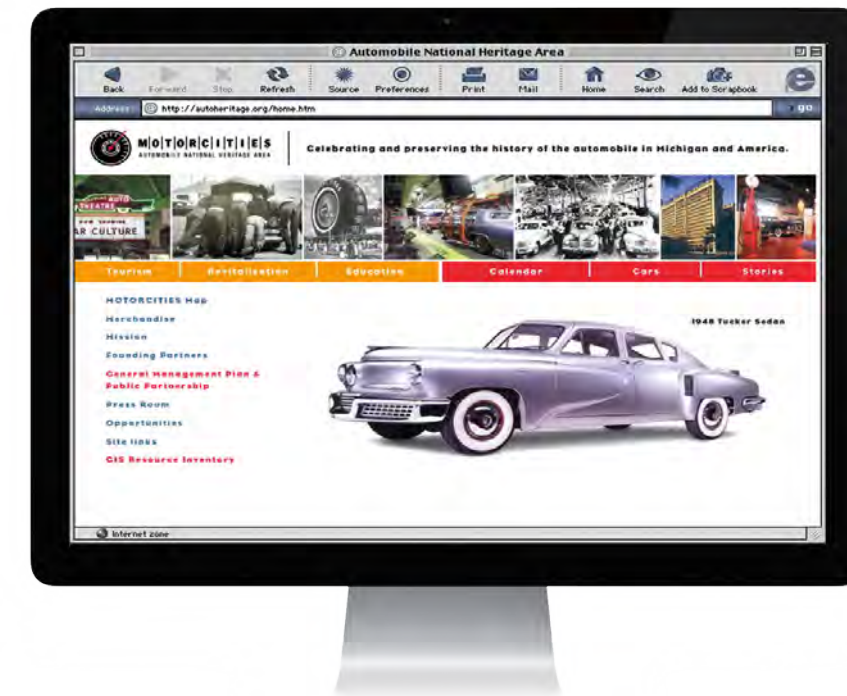
SPD created the logo for the Grammy Museum, the iconic center of the music industry. The logo anchors the museum façade, and is applied to a wide range of communications materials, merchandise and exhibits.

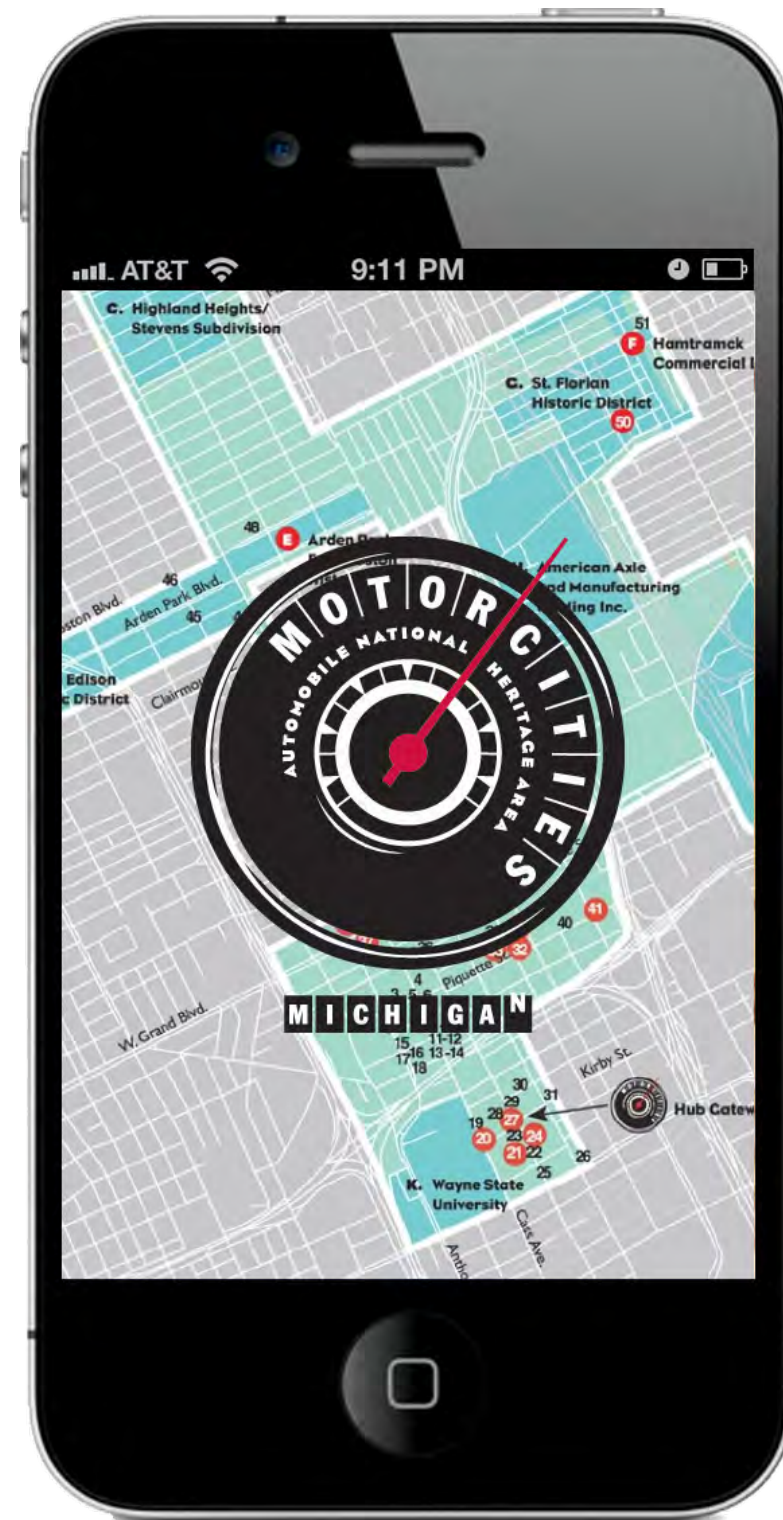
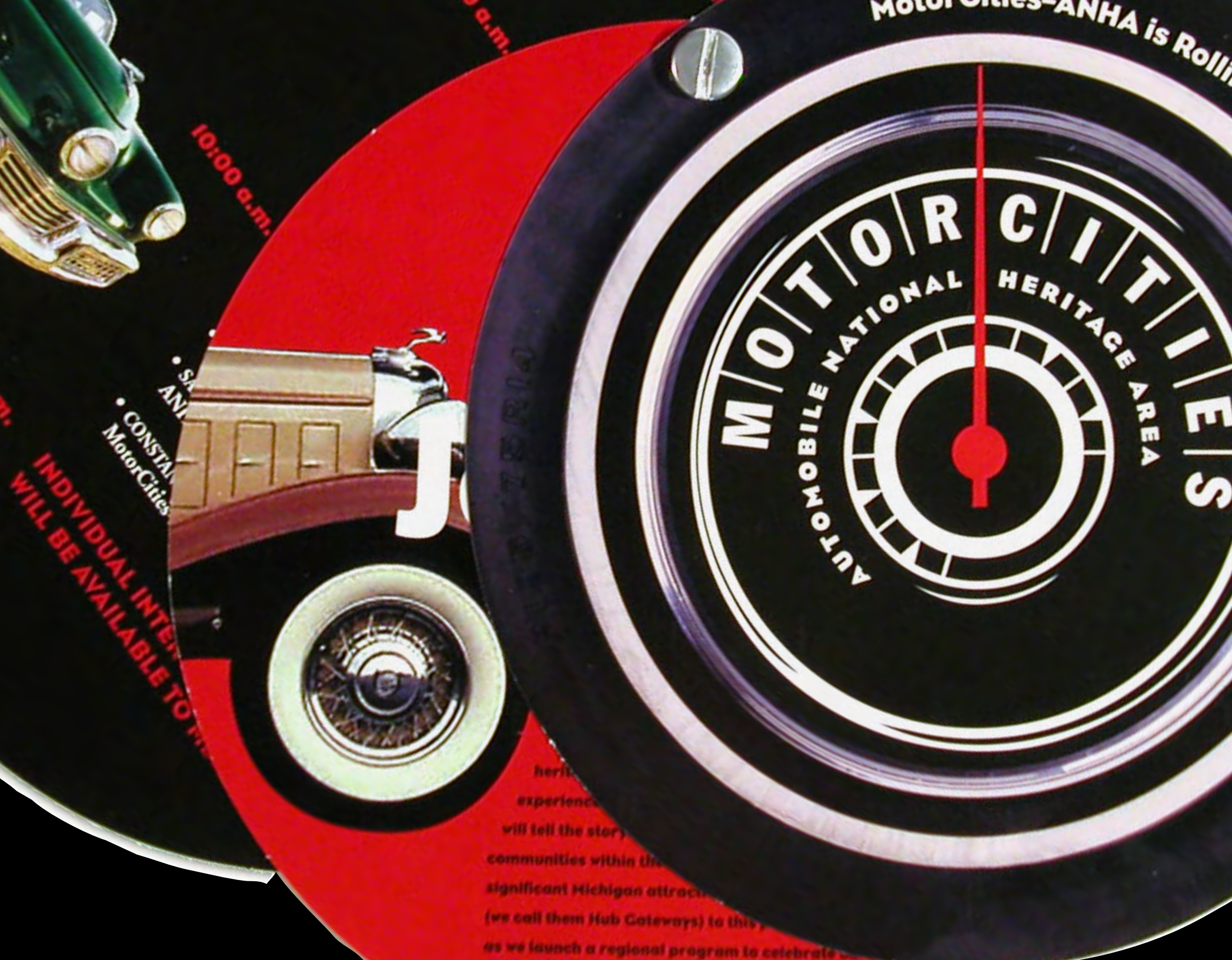


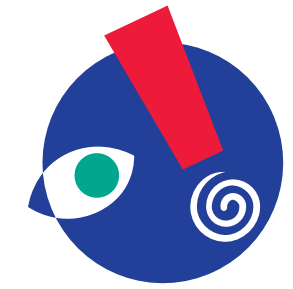
Motor Cities

Detroit, MI

The Motor Cities National Heritage Area celebrates the people, places, and innovations of the American automobile industry. The brand identity, landmarks, website, and exhibits throughout Michigan capture the legacy and impact of America's passion for the automobile.







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.



H O T E L
N I A

Hotel Nia

Menlo Park, CA

SPD created the distinctive logotype for this innovative contemporary hotel. The simple letterforms transform into a witty range of symbols and patterns throughout the Silicon Valley hotel.



Morongo Casino, Resort & Spa

Palm Desert, CA

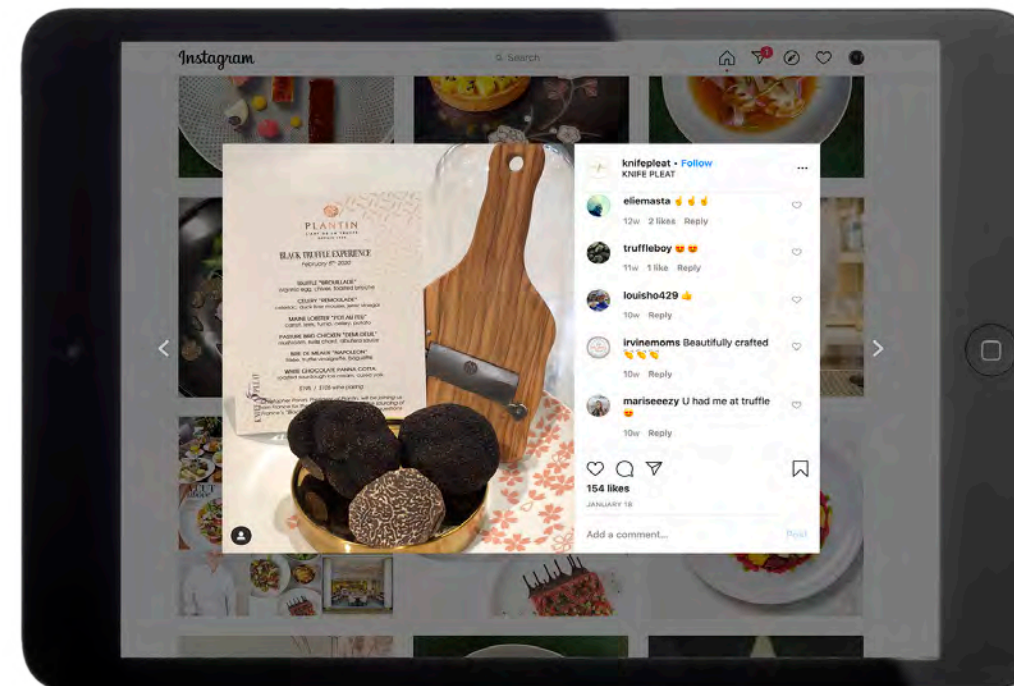
SPD created the comprehensive brand master plan for this successful hotel, casino, and spa. The logo reflects the dramatic architecture at the hotel's port-cochere. Additional elements include design of all exterior and interior graphics and wayfinding systems for all hotel destinations, including digital exterior signs, interactive kiosks, casino, restaurants, and in-room amenities.

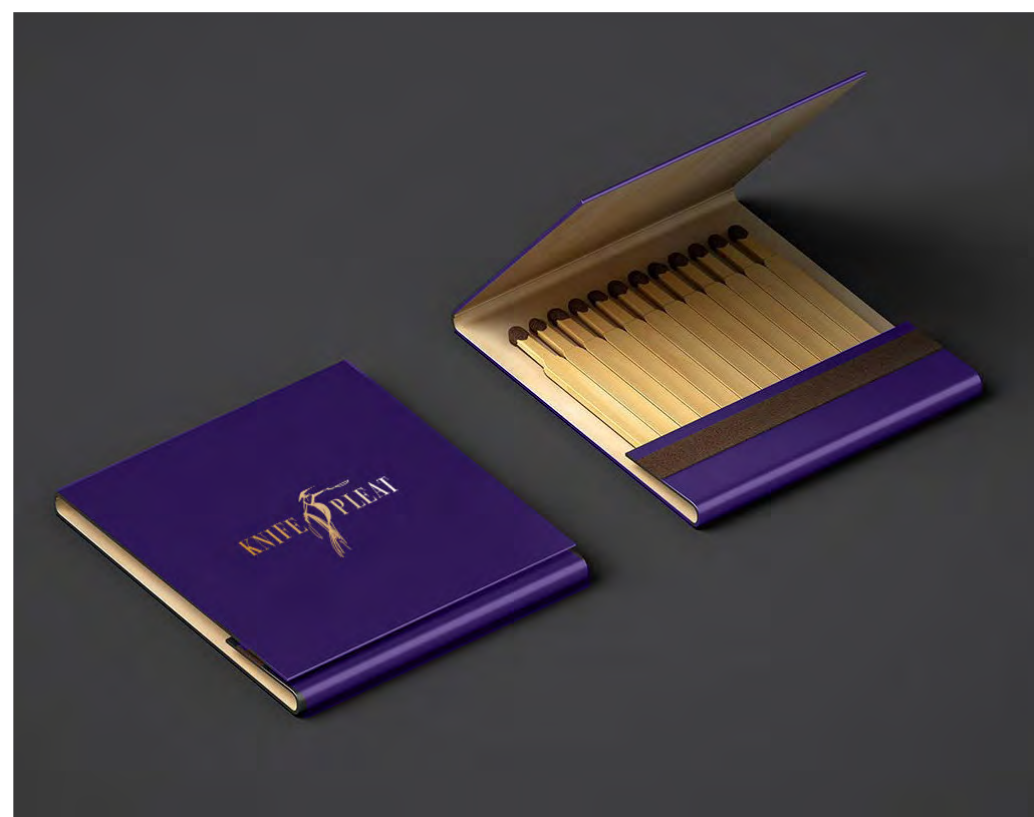
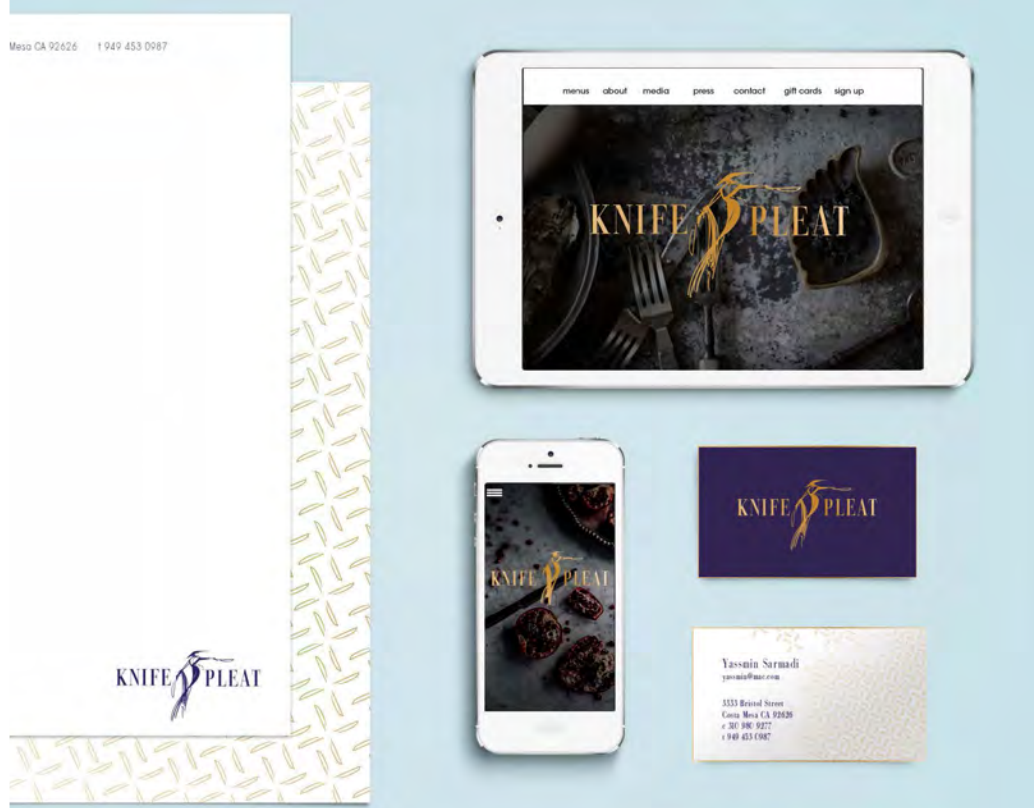


Knife Pleat

Costa Mesa, CA

The whimsical logo for Knife Pleat expresses the innovative, elegant, and entertaining culinary experience at this popular and critically acclaimed California restaurant. Created by culinary innovators, Tony Esnault and Yassmin Sarmadi, the restaurant has become an iconic center for a diverse audience.





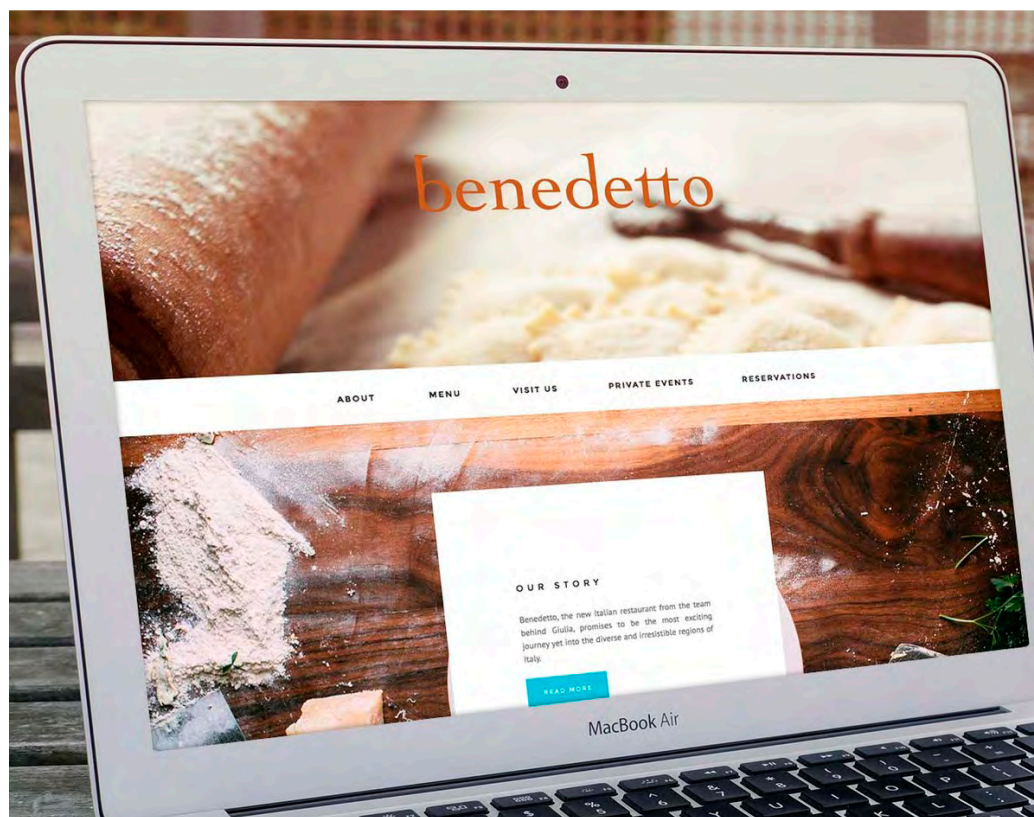


benedetto

Benedetto Restaurant

Cambridge, MA

SPD created the new visual identity, brand standards, and digital collateral for this new restaurant, featuring rustic Italian cuisine and handmade pasta in the farmhouse-chic dining room at the classic Charles Hotel.

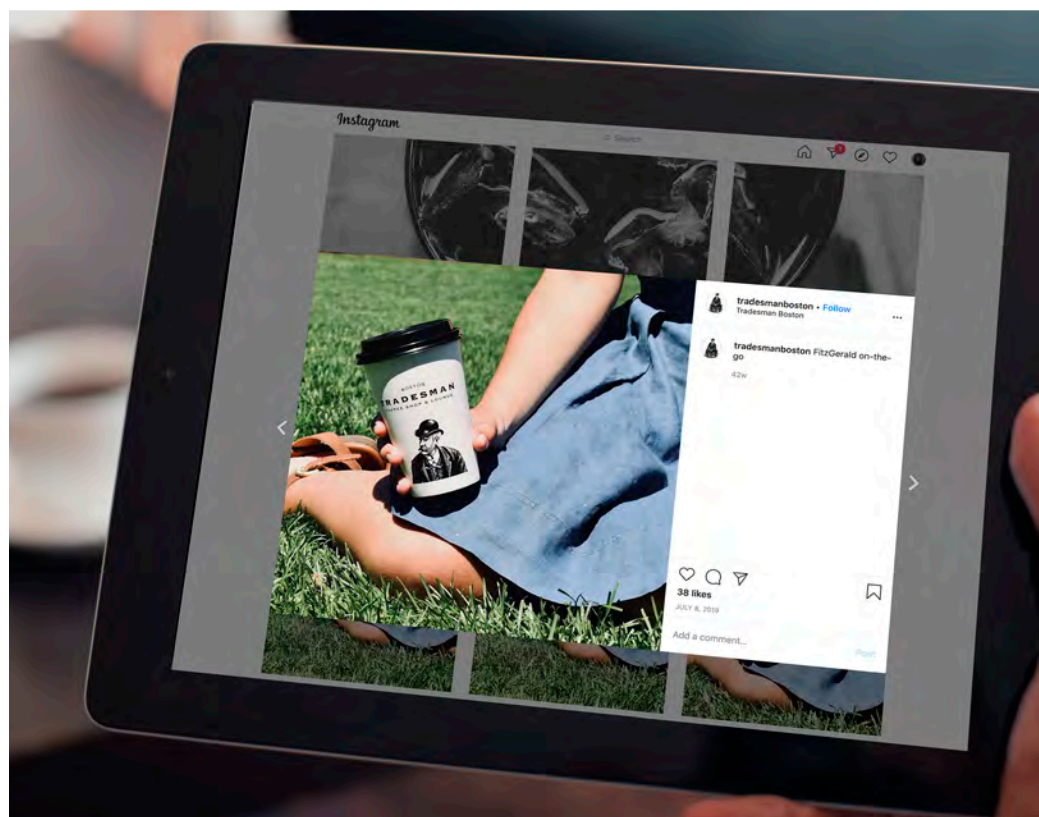




Tradesman Coffee Shop & Lounge

Boston, MA

SPD created the new visual identity and brand collateral for Tradesman Coffee Shop and Lounge, located in the Hilton Hotel, in Boston's financial district. The imagery references the unique character of Boston and integrates artifacts of world travel and cuisine.

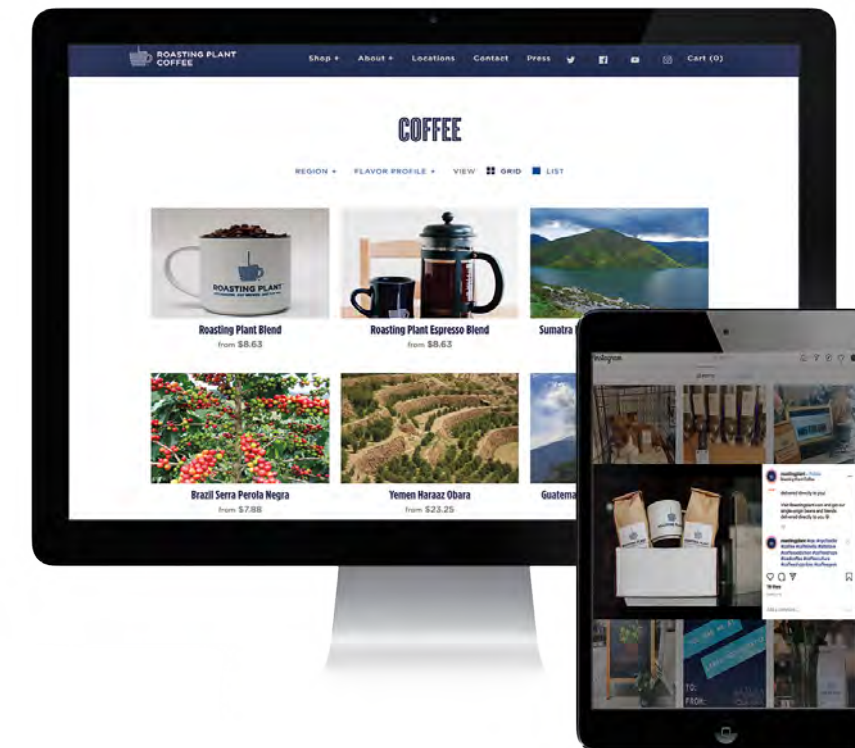


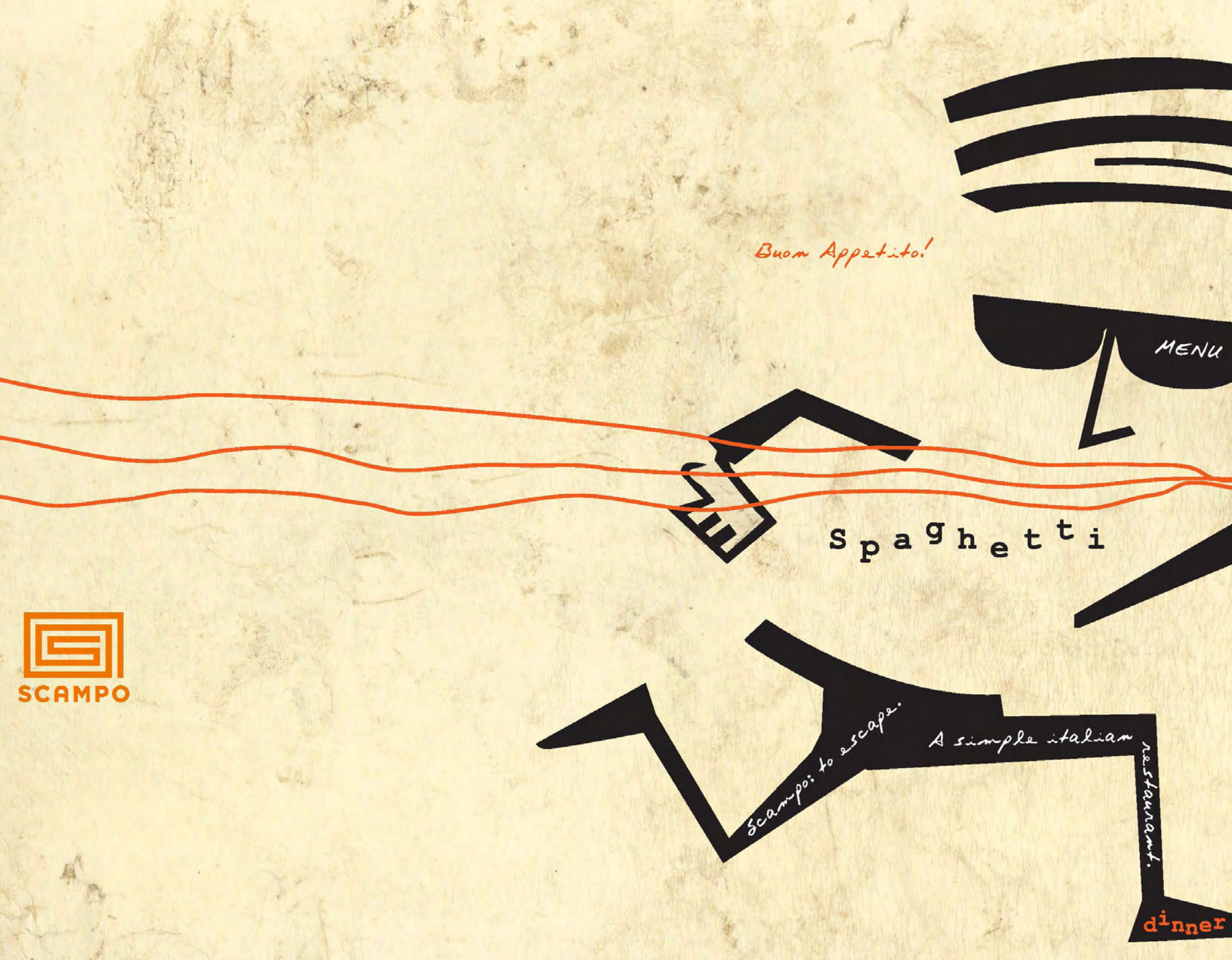


Roasting Plant

New York, NY

SPD developed the identity and branding communication program for Roasting Plant, an innovative coffee roaster and retailer with multiple locations in the USA. The name and logo express their iconic and patented 'Javabot' roasting process, and is applied to all print and digital media, equipment, menus, packaging, apparel, merchandise, storytelling murals, and signage to create a truly 'experiential' branded retail environment.





Scampo

Boston, MA

Scampo - "to escape" - is an award-winning culinary destination located in the Boston's historic Charles Street jail. The name, logo, menus, colors, and eclectic branded environments include whimsical references to escapees, escape routes, and engaging comic book art from the 30's and 40's, all reflecting the vivid personality of legendary chef, Lydia Shire.





Alibi Bar + Lounge

Boston, MA

Set in the old 'drunk tank' of Boston's historic Charles Street Jail, Alibi presents an original dining experience amongst repurposed jail cells enhanced with branded imagery of celebrity mug shots, tattoos and alibis. The name, logo, and visual language provide a fun and unique environment that attracts a loyal global clientele.





TRAXX
BAR

Traxx Restaurant and Bar

Los Angeles, CA

Located within the historic Union Station in Los Angeles, Traxx restaurant evokes the romance of rail travel. The name, logo, menus, and branded environment are seamlessly integrated into the architecture of the legendary station, providing a romantic and lively experience for all travelers and visitors.



Mike's PIZZA BAR

Mike's Pizza Bar

Detroit, MI

With its location at Little Caesars Arena in the District Detroit, Mike's Pizza Bar is an engaging, highly-visible dining experience for fans attending Red Wings and Pistons games. The eatery, centered around pizza and sports, was designed to acknowledge the early career of Little Caesars Pizza co-founder Mike Ilitch. Collaborating with The Cordish Companies and Olympia Development, SPD designed the Mike's Pizza logo, (based off Mr. Ilitch's hand-written signature) as well as the branded venue signage and an exhibit celebrating Mr. Ilitch's early days of serving pizza out of the back of Haig's Bar in Detroit.





Sports & Social

Multiple Locations, USA

Working closely with the Cordish Companies, SPD designed the brand and signage standards for Sports & Social, a sports themed food and beverage concept. SPD designed and coordinated the brand integration in several Sports & Social locations including St Louis, Philadelphia, Pittsburgh, Detroit and Maryland. Each location is customized to integrate the name of the city and environmental graphics within the space to celebrate the city's sports teams.





BIRRACIBO

BirraCibo

Louisville, KY

Working closely with The Cordish Companies, SPD designed the branding and exterior & interior signage for BirraCibo at Fourth Street Live! in Louisville, Kentucky. In addition to the logo and brand standards, SPD integrated the brand into the storefront of the entertainment district with fascia signage, blade signage and etched wood branded graphics for the interior of the restaurant.



2005 ROSE PARADE® & ROSE BOWL GAME®



Tournament of Roses

Pasadena, CA

SPD developed the branding and all communications elements for the annual Tournament of Roses Parade and Rose Bowl game for the years 2001-2011. Inspired by new themes each year, the branded system included logo design, commemorative posters, press kits, stationery, game and parade tickets, pins, and placemaking elements to establish the Rose Parade as America's official New Year's celebration.



**Selbert
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Additional Logos

NOVUS
PLACE

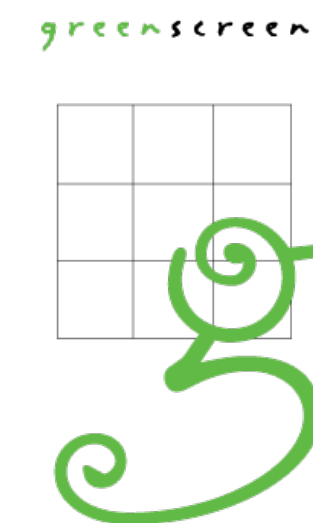




THE
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BIBLE

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Celadon





BELLA
BRIDESMAIDS



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lily's

GARDEN & PATIO





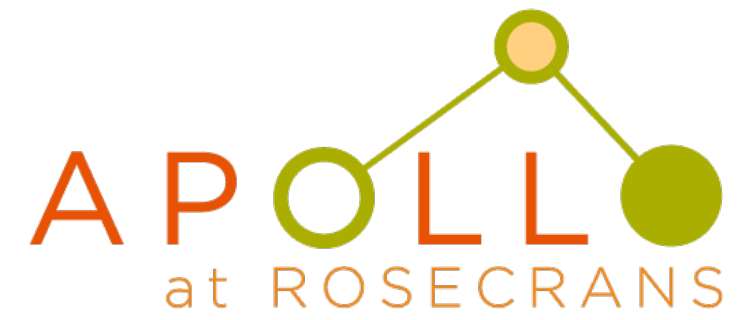


JEWISH CHILDREN'S MUSEUM





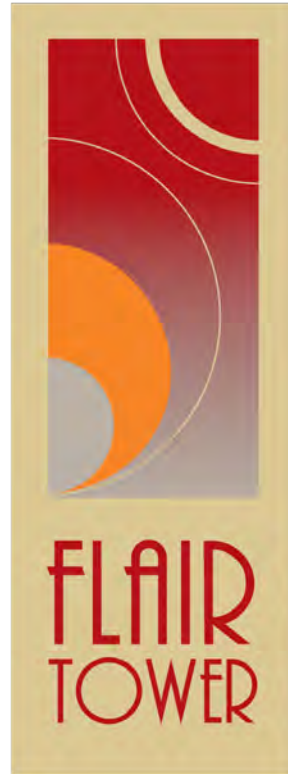




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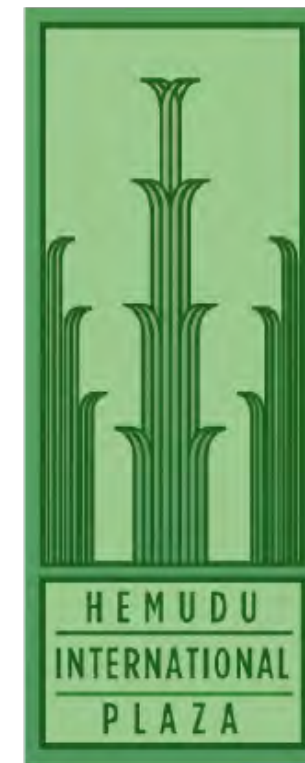


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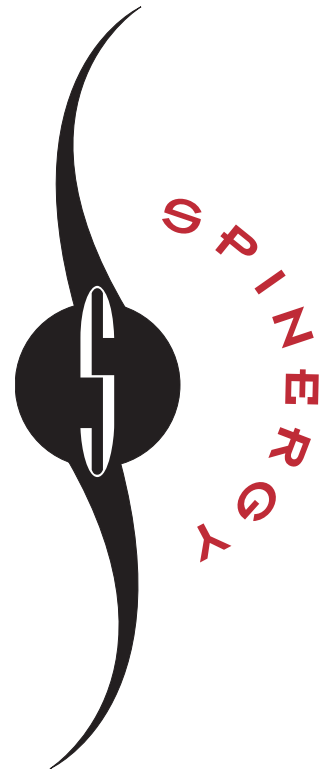




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CONDOMINIUMS





Logos to Landmarks™

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Design.**

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