

**Selbert  
Perkins  
Design.**

## Capabilities

Branding

Signage and Wayfinding

Placemaking

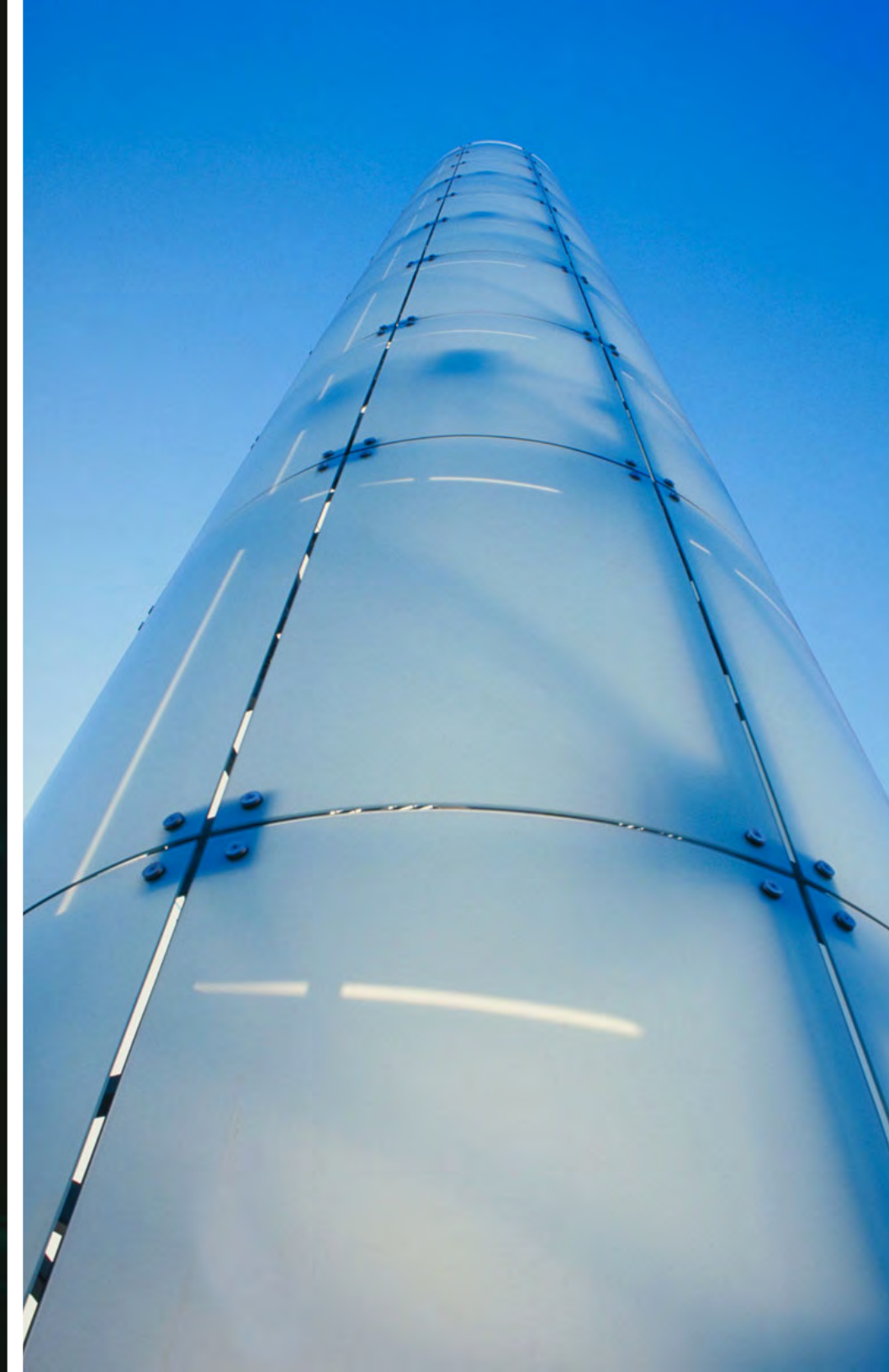
Public Art

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.™**



## 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 new name, logo, signage and wayfinding program for all airport facilities and the new Automated People Mover System. The LAX Gateway welcomes all visitors to LA with dramatic 32' high LAX letter-forms, and a ring of 12 - 100' 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)







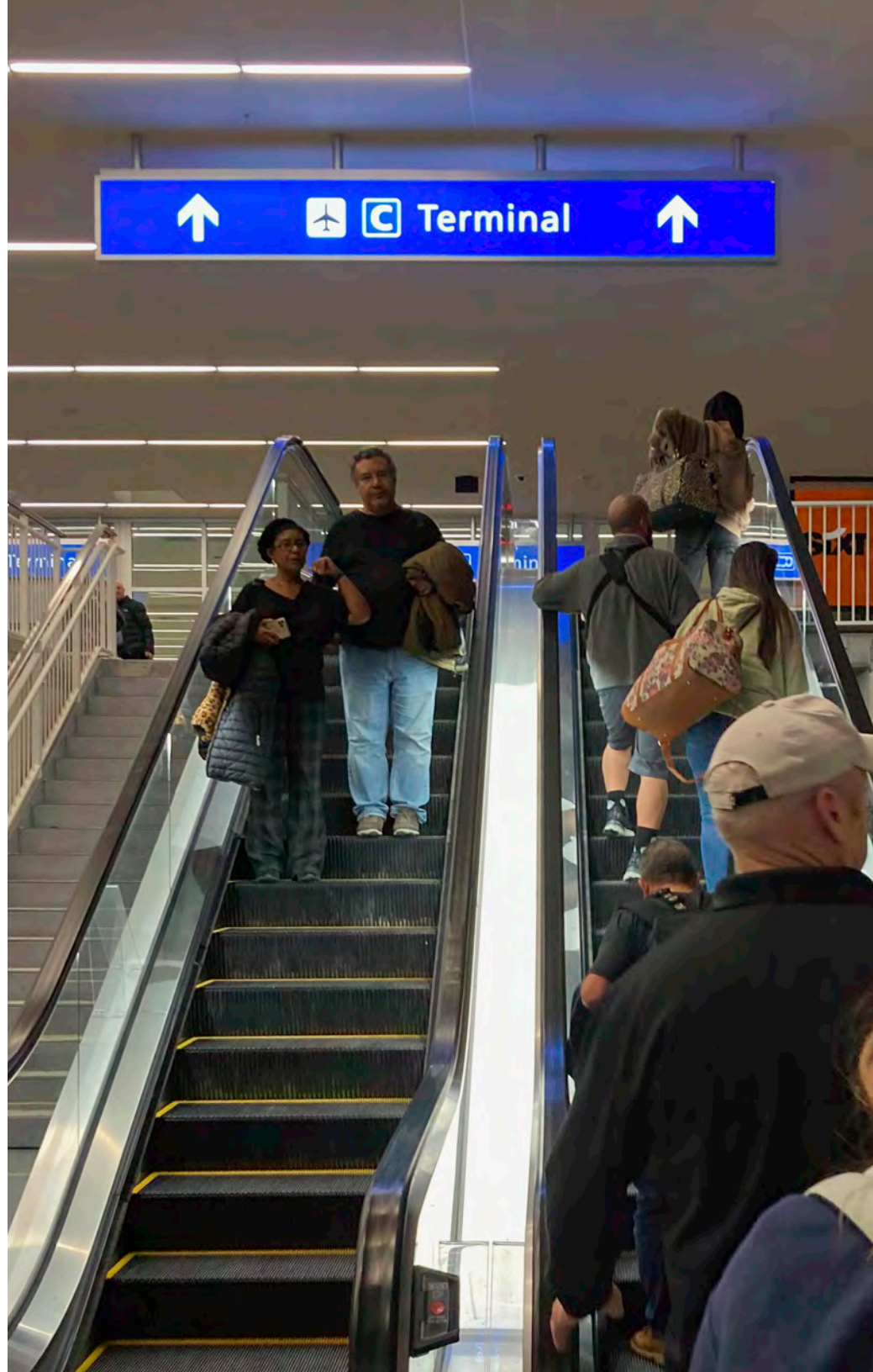


## LAX - Tom Bradley International Terminal

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.



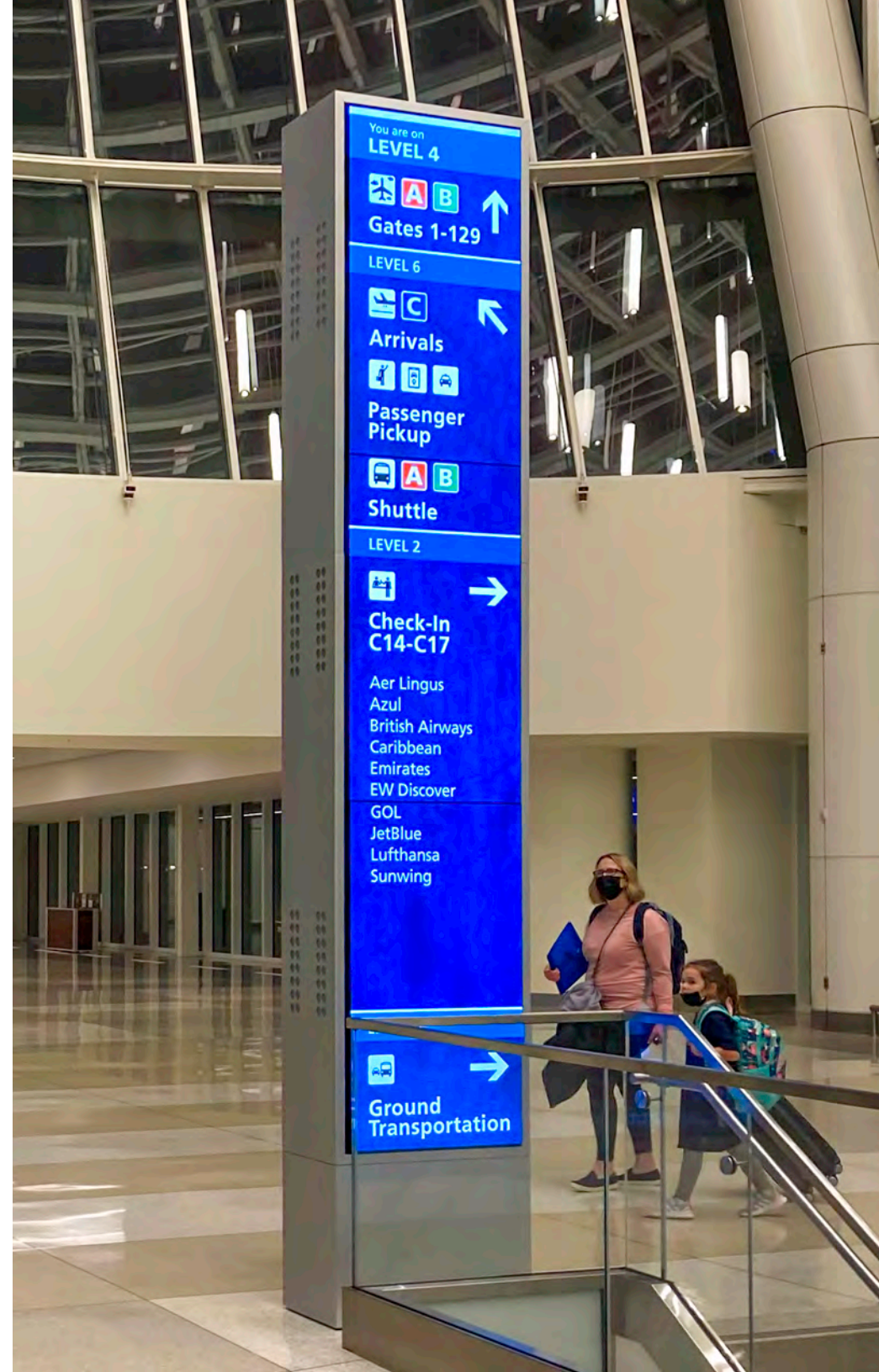
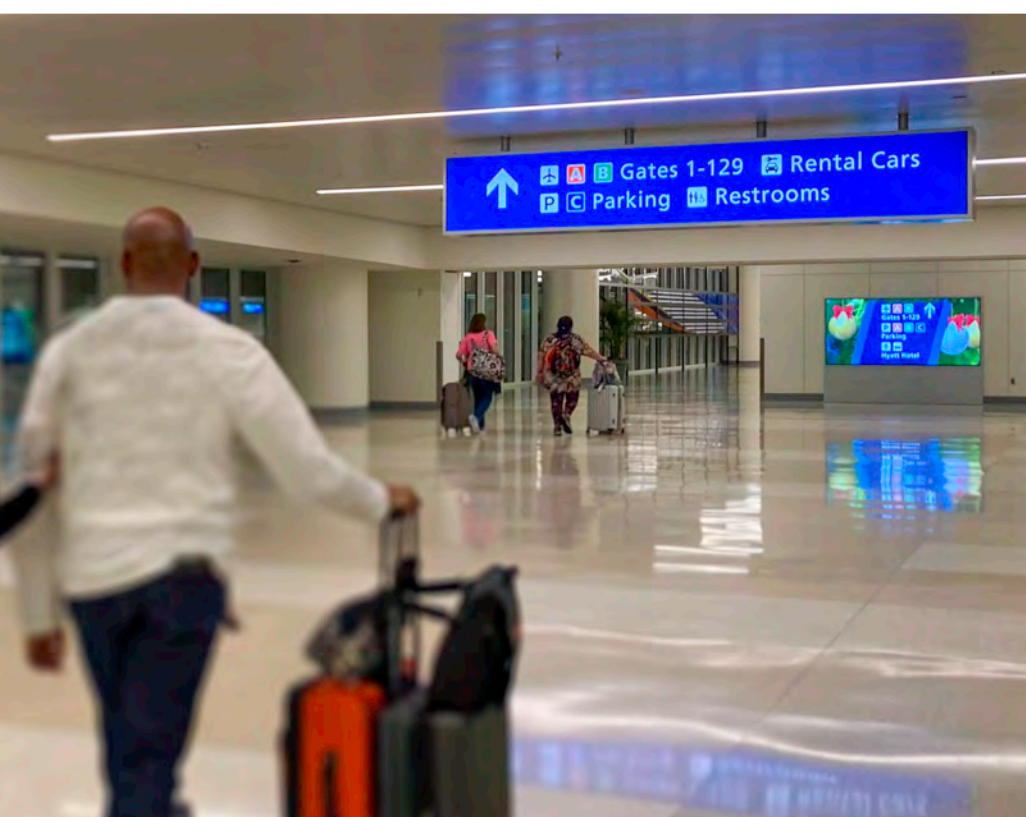


## Orlando International Airport

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.









## Wilshire Grand Center

Los Angeles, CA

The Wilshire Grand is LA's newest landmark and the tallest building in California. The mixed-use site features a 350 room Intercontinental Hotel, conference facilities, restaurants, roof top bar, pool, and spa. SPD collaborated with AC Martin Partners, Hanjin International Corporation, and Standard Vision to create the signage and wayfinding master plan, including a dynamic digital roof top sign and revenue generating displays.













## Pacific Design Center

Los Angeles, CA

The Pacific Design Center, designed by Cesar Pelli, is the premier designer showcase in Los Angeles. SPD created the interior and exterior signage and wayfinding system, featuring monumental 30' sculptures of a chair and lamp, to reflect the home furnishings industry and dramatically reinforce the landmark status of the buildings. The unique and instantly recognizable sculptures reinforce the dramatic structures and attract visitors worldwide.





## Pendry Hotel & Residences

Los Angeles, CA

Combining the spirit of Old Hollywood and Contemporary Hollywood, Selbert Perkins Design collaborated with AECOM, Combined Properties, Inc. and Martin Brudnizki Design Studio to create the signage and wayfinding for the eclectic hotel and adjacent upscale residences, as well as all amenities including the Wolfgang Puck restaurant. In collaboration with Visit West Hollywood, SPD also authored the digital billboard codes to create a dynamic facade integrating a digital light show and revenue generating billboards in the heart of The Sunset Strip. This captivating destination offers unrivaled luxury and artful environments, redefining the culture of hospitality.









# 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.





TRAIN INFORMATION					
TIME	C ID	LINE	DESTINATION	TRK	STATUS
7:30AM	M 203	AV LINE	VIA PRINCESSA	3B	
7:35AM	A 761	PAC SURF	SAN LUIS OBISPO	9B	
7:35AM	A 5813	THRUWAY	BAKERSFIELD	BUS BOARDING	
7:45AM	M 302	SB LINE	SAN BERNARDINO	8B	



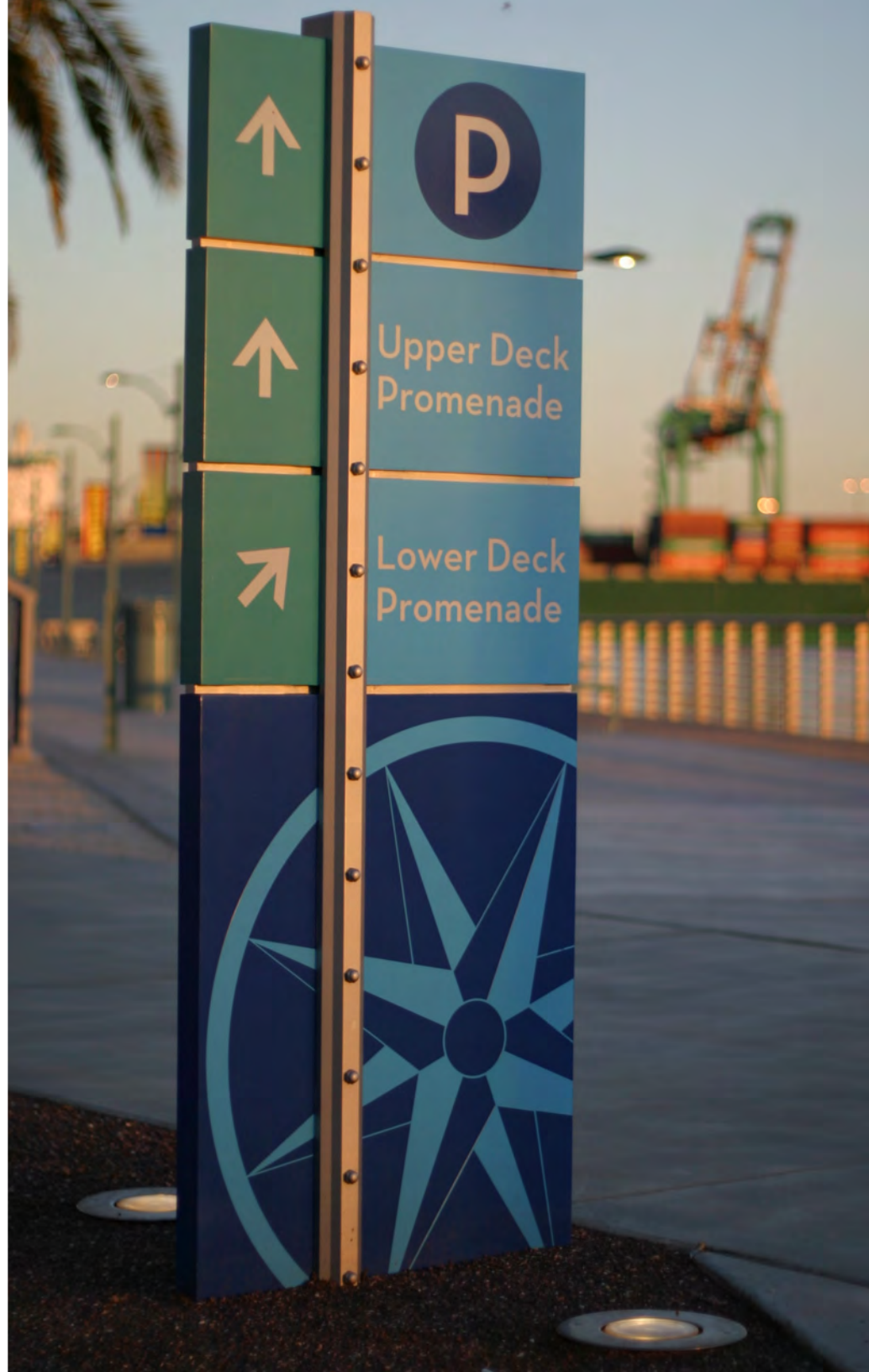


## Metro Harbor Gateway Transit Center

**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.





## Port of Los Angeles

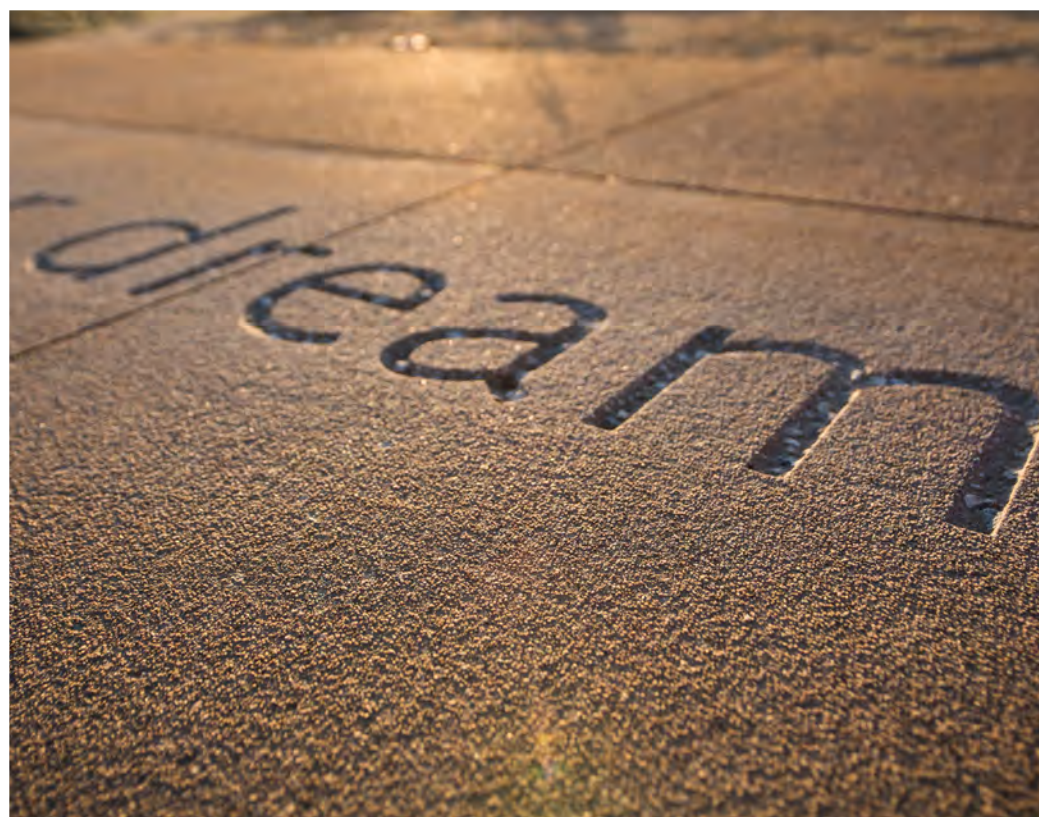
San Pedro , CA

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.









## Kaiser Permanente Antelope Valley Medical Center

Lancaster, CA

SPD collaborated with Kaiser Permanente, exit, and Taylor Architects to create the master plan for the Total Health Environment 1.0, and the 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.





## 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.





## 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.





## Downtown Las Vegas Gateway

Las Vegas, NV

Selbert Perkins Design collaborated with the City of Las Vegas to create the iconic new city gateway. The epic structure integrates both traditional and state of the art LED lighting to create a dynamic new entry experience into downtown. The new gateway celebrates the entrance to Historic Downtown Las Vegas, providing a memorable landmark experience and economic catalyst for the city.





*Fremont East*

## Fremont East

Las Vegas, NV

SPD collaborated with the City of Las Vegas to revitalize East Fremont Street between Las Vegas Boulevard and 8th Street into a lively music and entertainment district. Inspired by 1950s Las Vegas and “Googie” style, SPD created a vibrant entry gateway to welcome visitors to the new Fremont East District. Neon sculptures including a 30-foot tall martini glass, showgirl, and glittering stiletto line the median while interpretive pavement medallions describe notable dates in Las Vegas history. Banners, street signs and other amenities complete the transformation of East Fremont Street into a thriving entertainment district.









## 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.





## Fulton County Government Facilities

Atlanta, GA

The Fulton County Courthouse two block campus needed a simple wayfinding program to identify and connect their four buildings and facilitate the movement of a diverse range of visitors. Selbert Perkins Design collaborated closely with the Fulton County Courthouse offices, clerks, and the Department of Real Estate and Asset Management (D.R.E.A.M.) team to create a comprehensive color coded and interactive system of 140 digital signs and 2000 static signs. The colorful new system provides a clear path of travel and a positive experience for all visitors.



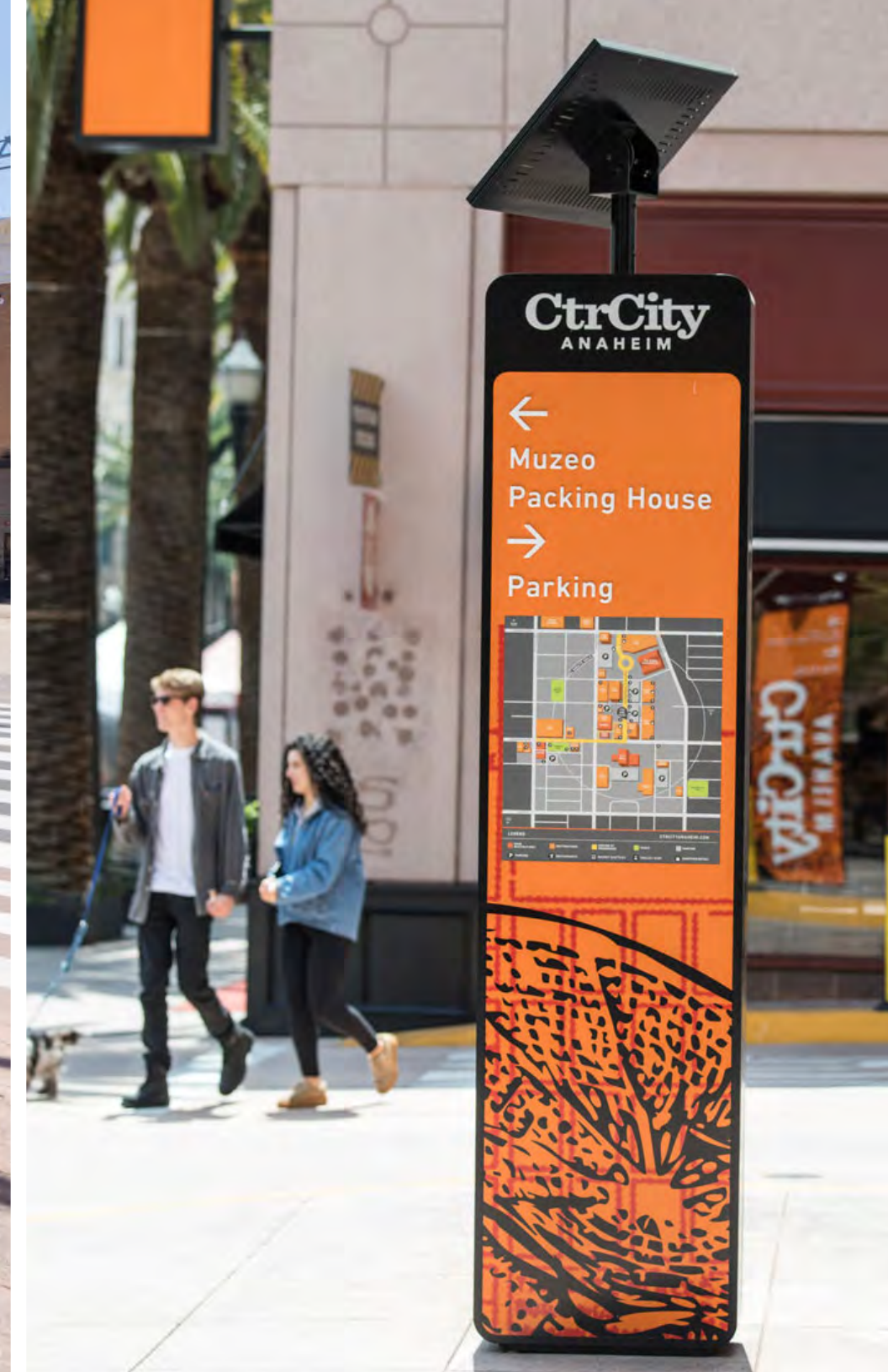


## City of Santa Monica

Santa Monica, CA

SPD collaborated with the City of Santa Monica on a variety of civic design and vehicle, pedestrian, bicycle, and metro first/last mile wayfinding projects. Each project integrates static and digital signage and heads-up mapping, to create a sustainable citywide branded system of signs, maps, and lighting.





## City of Anaheim

Anaheim, CA

SPD designed and implemented the branded citywide vehicle, pedestrian, parking, and paratransit wayfinding systems for the City of Anaheim, CTR City, and Resort Districts, as well as the branding for residential and museum properties. The new sustainable systems feature solar powered signs and digital connectivity throughout the city.





## City of Long Beach

Long Beach, CA

SPD designed the City of Long Beach citywide pedestrian and vehicle wayfinding program, including gateways, parking, coastal access, and digital communications. The new city and neighborhood gateways integrate the Long Beach Brand and can be customized by each neighborhood to celebrate the diversity of the city. Pedestrian signs include heads-up maps, and new digital signs will provide information and revenue generation opportunities.





## 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. The new brand will roll-out with a coordinated marketing, PR, advertising, environmental, merchandise and public information campaign.







## City of West Hollywood

West Hollywood , CA

SPD collaborated with the city on a wide range of projects to re-establish The Sunset Strip as a world class entertainment district. We wrote the new digital billboard and street furniture ordinance, coordinated the Sunset Spectacular billboard competition, designed the citywide vehicle and pedestrian wayfinding system for streets, parks, and parking, new digital welcome signs, graphics for hotels, mixed use retail centers, select billboards, and large scale public art and amenities.





## Earvin "Magic" Johnson Park

Los Angeles, CA

Located in the Willowbrook Community of Los Angeles, and spearheaded by the County of Los Angeles, Earvin Magic Johnson Park renovations include amenities such as a premier event center and upgraded recreational areas that serve over 250,000 members of the community. Selbert Perkins Design collaborated with AHBE/MIG to develop a vibrant wayfinding and exhibit master plan that enhances the natural environment as well as educates visitors on the local agriculture and new stormwater treatment system.





## Urban Park at Kendall Center

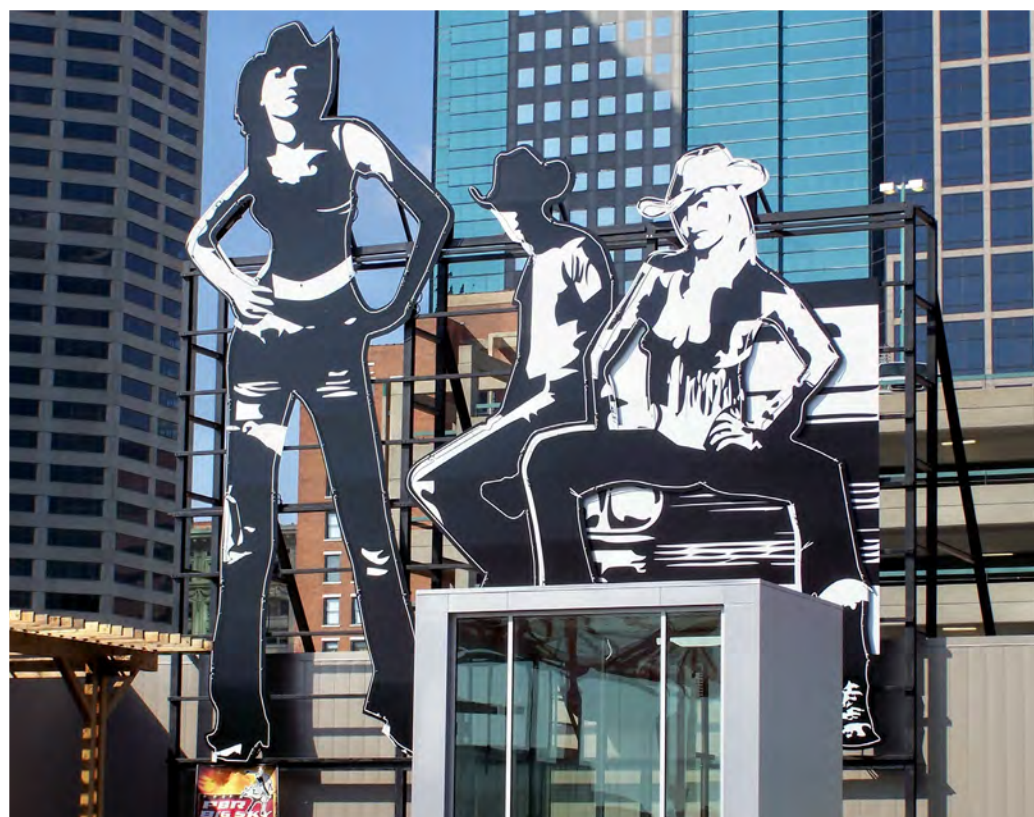
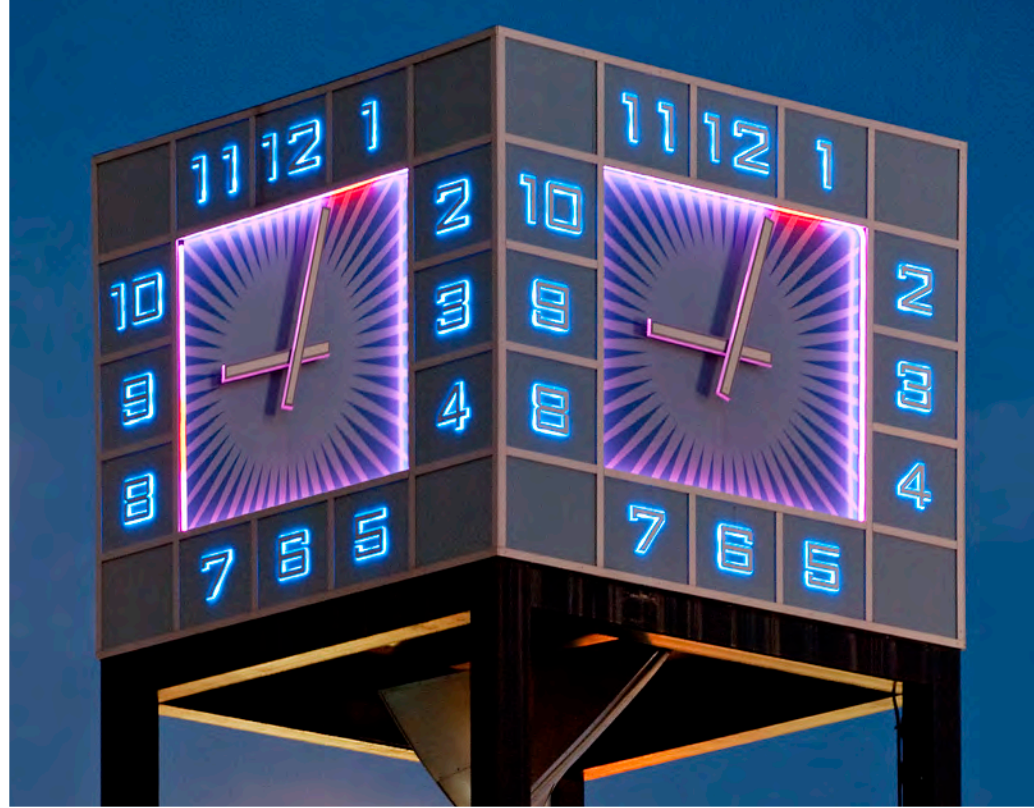
Cambridge, MA

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.









## Kansas City Power & Light District

Kansas City, MO

The Kansas City Power and Light District is the cornerstone of a massive \$5 billion urban renaissance which includes a completely re-imagined downtown with new performing arts venues, landmark theaters, arena, convention center expansion, restaurants, and 10,000 urban lofts units. SPD developed the vibrant communications master plan, district identities, district naming, gateways and wayfinding, and public art. Large neon signs and building graphics integrate the district and create a warm, inviting and ever-changing visitor experience.









# ONE LIGHT TWO LIGHT

## One Light Two Light

Kansas City, MO

Selbert Perkins Design provided planning and design services to The Cordish Companies to create a comprehensive interior & exterior sign program for One Light & Two Light Residential buildings. 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 also puts residents steps away from Kansas City's most popular cultural and entertainment destinations.











## 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.





## Ballpark Village

Saint Louis, MO

SPD collaborated with The Cordish Companies and the St. Louis Cardinals to create Ballpark Village, a dynamic sports, entertainment, residential, and hospitality district adjacent to Busch Stadium in downtown St. Louis.

Sponsorship is integrated throughout the district, including the Cardinals Walk of Fame sponsored by Maryville University, which includes branded building banners, Hall of Fame pavement plaques and a 30-foot-tall World Series trophy. The branded environments create a fun and entertaining destination for fans and families and have transformed downtown St. 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 and interior signage and wayfinding system for 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.







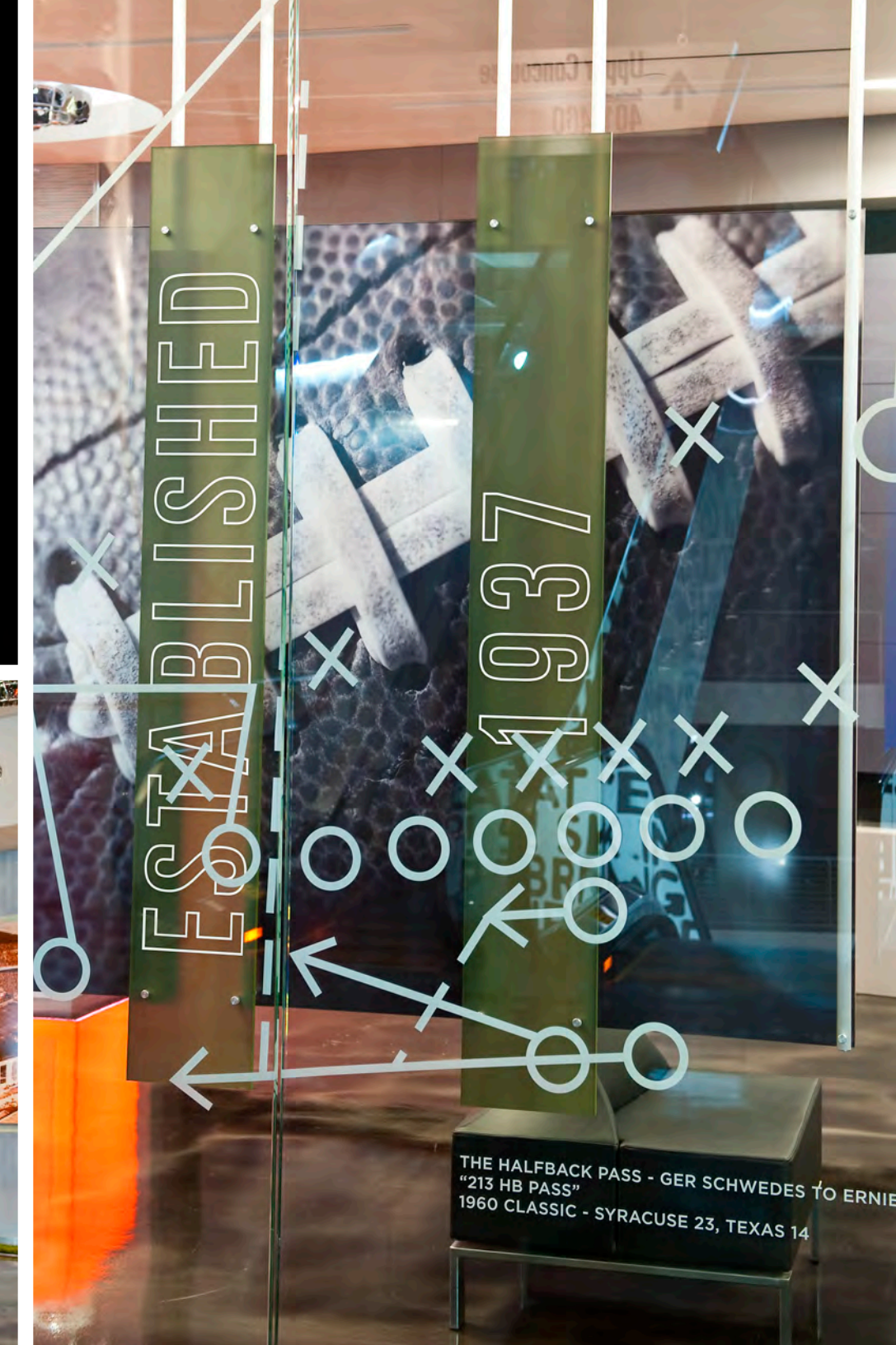
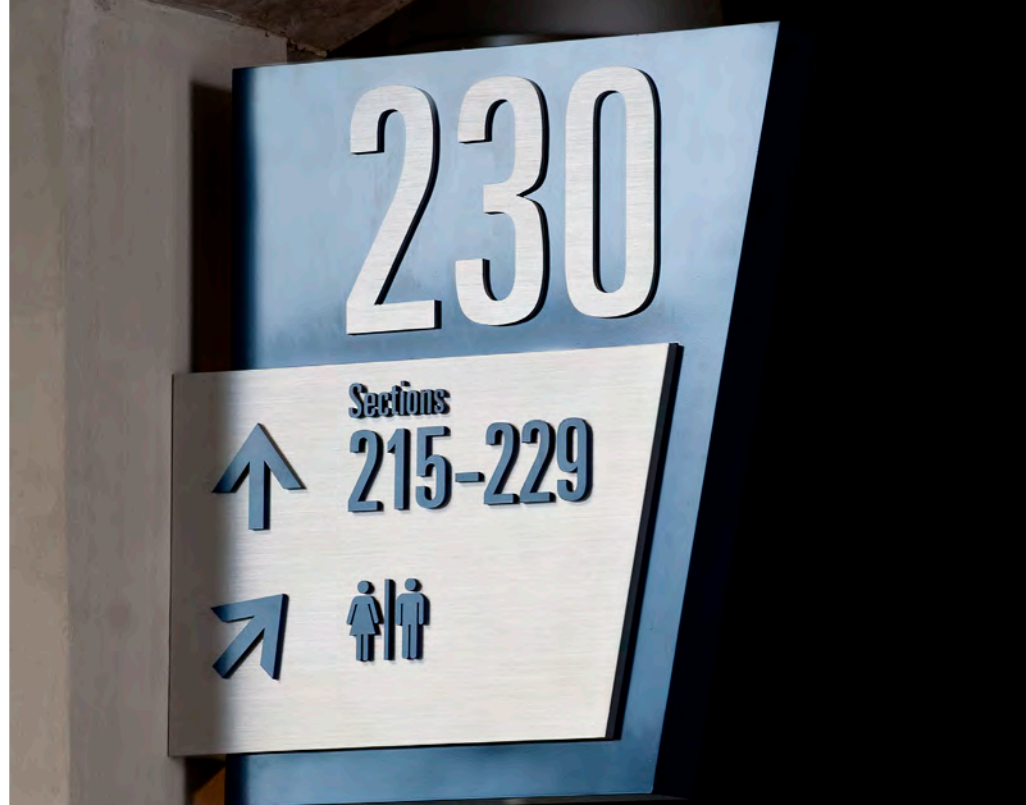


## AT&T Stadium

Dallas, TX

SPD, collaborating with HKS Architects and the Dallas Cowboys, created the comprehensive program of exterior and interior signage and amenities for the AT&T/Dallas Cowboys Stadium. The multifunctional stadium includes conference facilities, offices, retail establishments, restaurants and other food services, a museum, parking services, sponsorship opportunities, and other public services. At 2.3 million square feet, the stadium holds 80,000 to 100,000 spectators and is the largest NFL stadium in the USA.







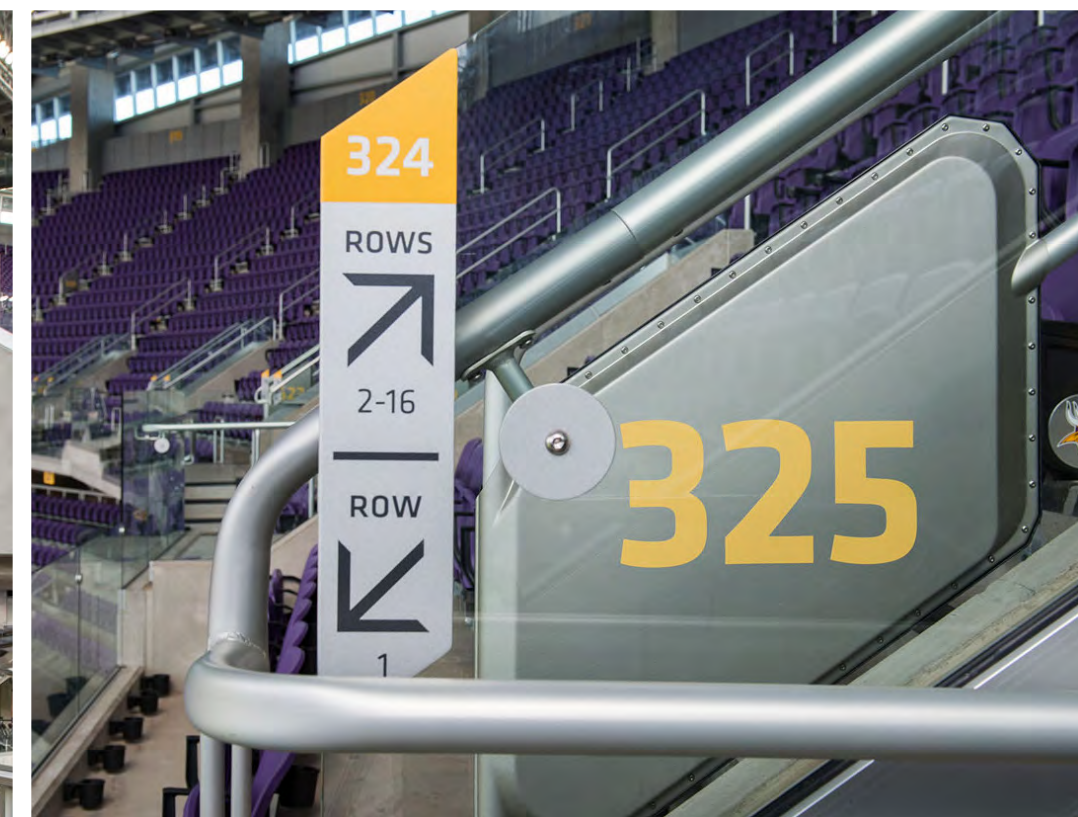


## U.S. Bank Stadium

Minneapolis, MN

SPD created the comprehensive branded signage and wayfinding master plan for the 1,500,000 square foot, 65,000 seat stadium project that serves as a multi-functional venue for the NFL, as well as for a broad range of civic, community, athletic, educational, cultural, and commercial activities. The project includes interior and exterior sign systems, gateways, wayfinding and dynamic signage that facilitate the circulation of visitors, sports-fans, tourists and employees.









# BEVERLY CENTER

## Beverly Center

Los Angeles, CA

SPD, collaborating with Taubman and architects Neumann Smith and Fuksas, developed the branded identity and signage and wayfinding master plan for The Beverly Center in Los Angeles, CA. The comprehensive system, which includes logo design, exterior and interior signage and wayfinding, digital billboards, parking, tenant guidelines, facade treatments, and streetscape amenities, enhances the experience for all visitors to this iconic Los Angeles retail and entertainment destination.





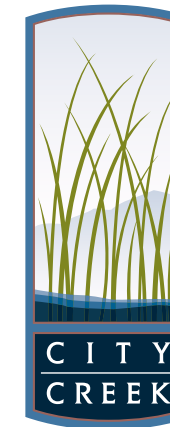
# WATERSIDE DISTRICT

## Waterside District

Norfolk, VA

Waterside District in Norfolk, VA, is a \$40 million overhaul and rebranding of Norfolk's iconic Waterside Festival Marketplace. Selbert Perkins Design created the new branding and environmental graphic design for the marketplace, including an iconic rooftop sign that can be seen throughout the city, exterior & interior murals, amenities, and branded tenant signage for all of the food & beverage tenants.



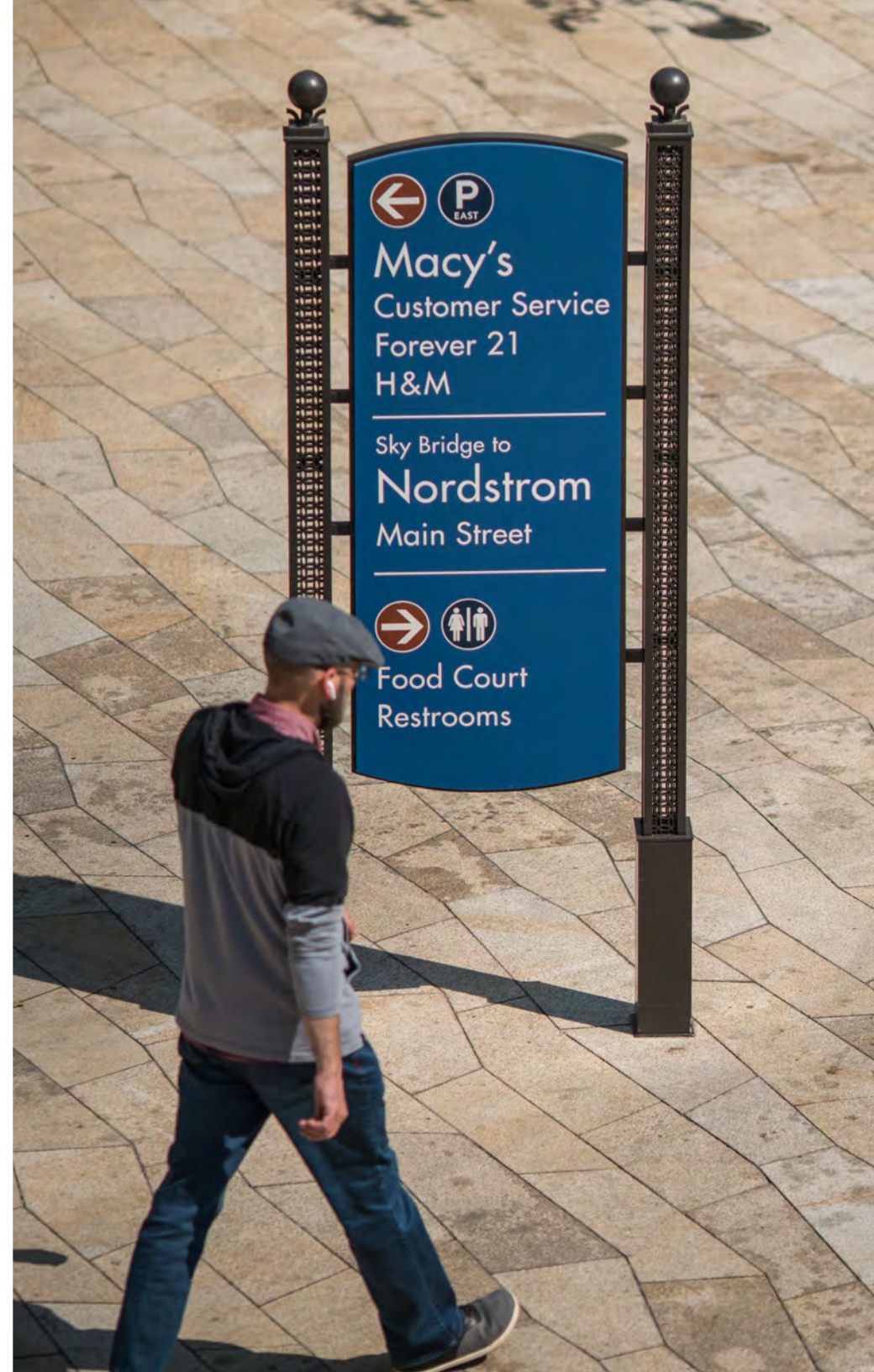


## City Creek Center

Salt Lake City, UT

City Creek Center is one of the largest and most successful mixed-use projects in the USA. Collaborating with a diverse team including owners, architects, landscape architects, lighting and water feature designers, SPD created the logo, lighted gateway monuments, signage and wayfinding, storytelling exhibits, tenant standards, and coordinated the comprehensive public art program. Inspired by the historic creek that flowed through the site in the 1800's, the resulting branded environment is elegant, engaging, and truly a landmark destination.

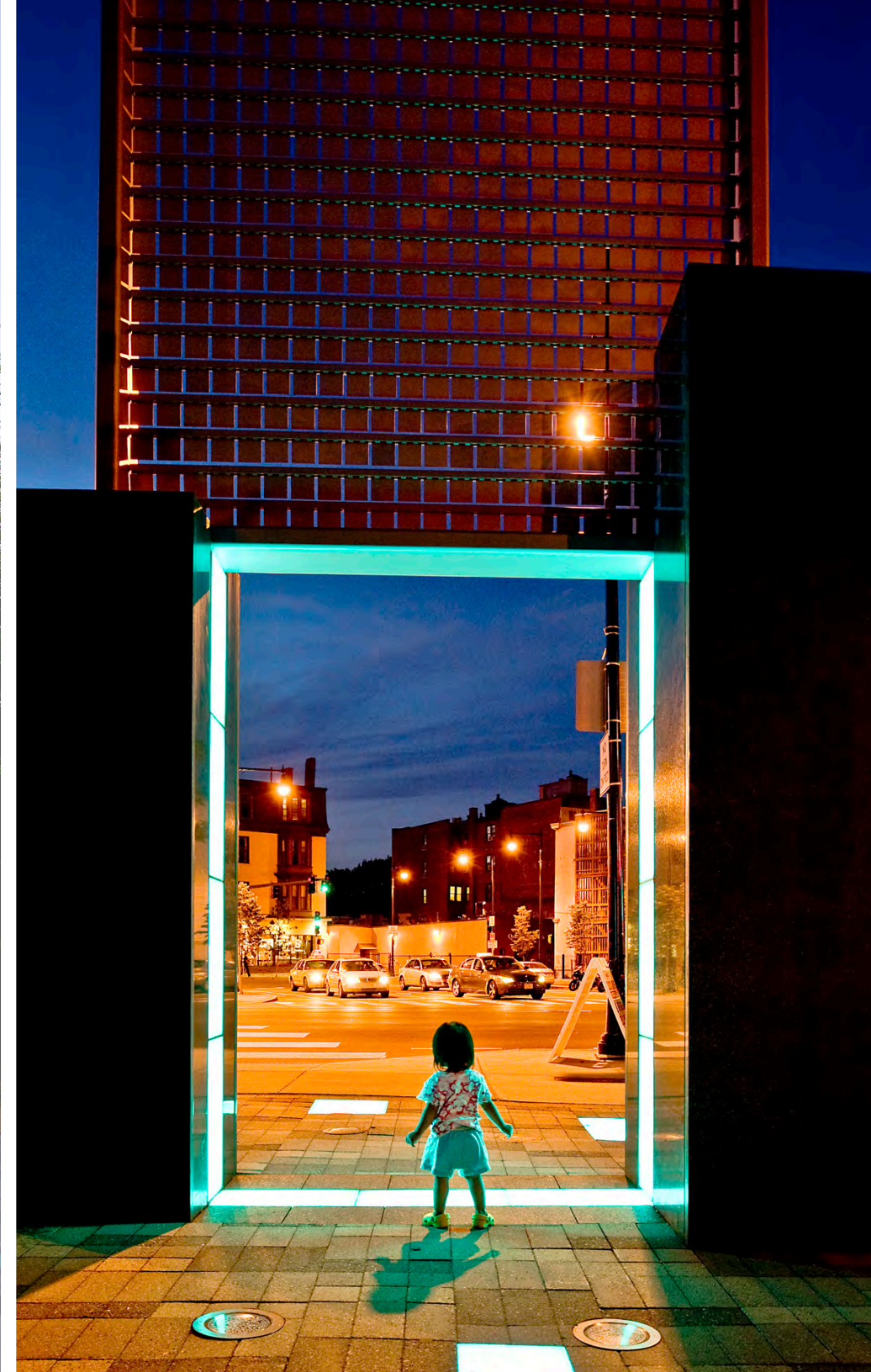










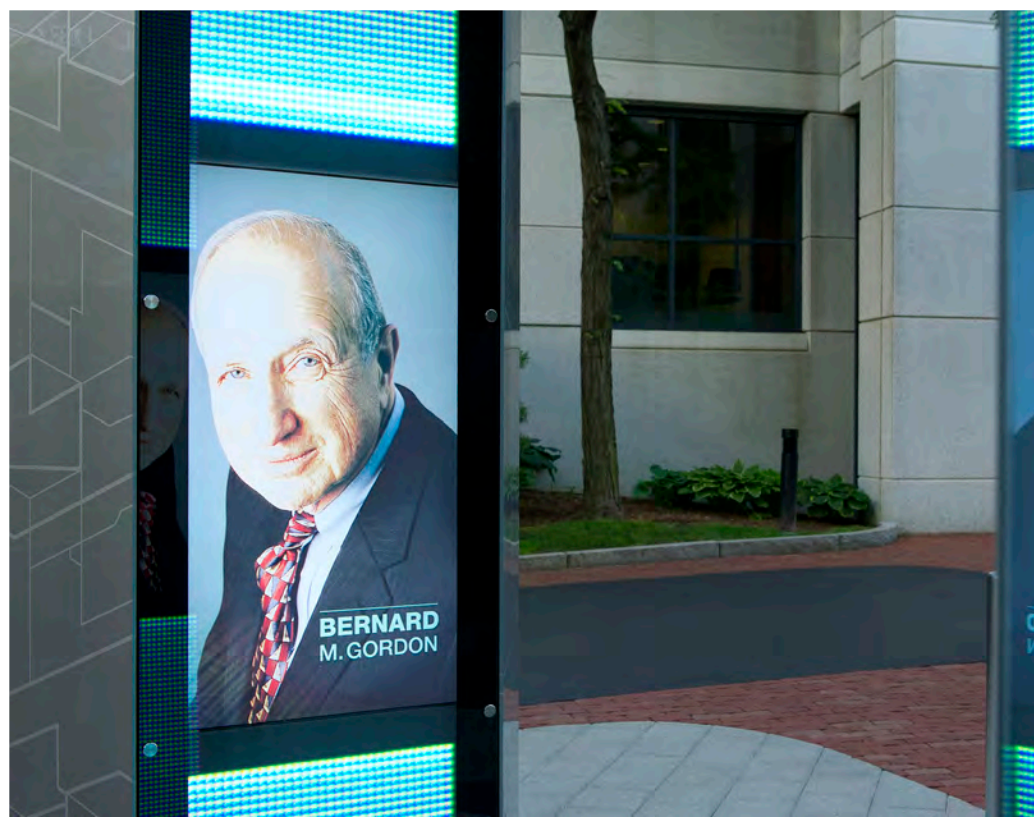


## University Park at MIT

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.





## 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.





## 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 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.





## CNN Building

Hollywood, CA

Selbert Perkins Design repositioned CNN's Los Angeles presence with digital signage enhancements, including the first animated LED building top sign in the City of Los Angeles. Full color LED displays wrap around the ground floor and 25 LCD screens provide up-to-the minute news videos and advertisements. Large, colorful, window graphics surround the street level window façade and add to the vibrant energy of this world-famous news center.





## Seven Hills Park

Somerville, MA

SPD provided landscape architecture, sculpture, and environmental graphic design services to create this landmark, award winning urban park. The park plan is reinforced by seven sculptures, representing the original Seven Hills of Somerville and reflecting the historic activities conducted on each hill. The final result is dramatic, whimsical and educational.





## NBC Universal Theme Parks

Universal City, CA / FL / Osaka, Japan

Selbert Perkins Design developed the environmental communications master plan for two Universal Studios theme parks, located in Universal City, CA and Orlando, FL. The scope included a site-wide wayfinding and parking system, digital signage, supergraphics, and two dramatic digital billboards as entry gateways for the California theme park location.



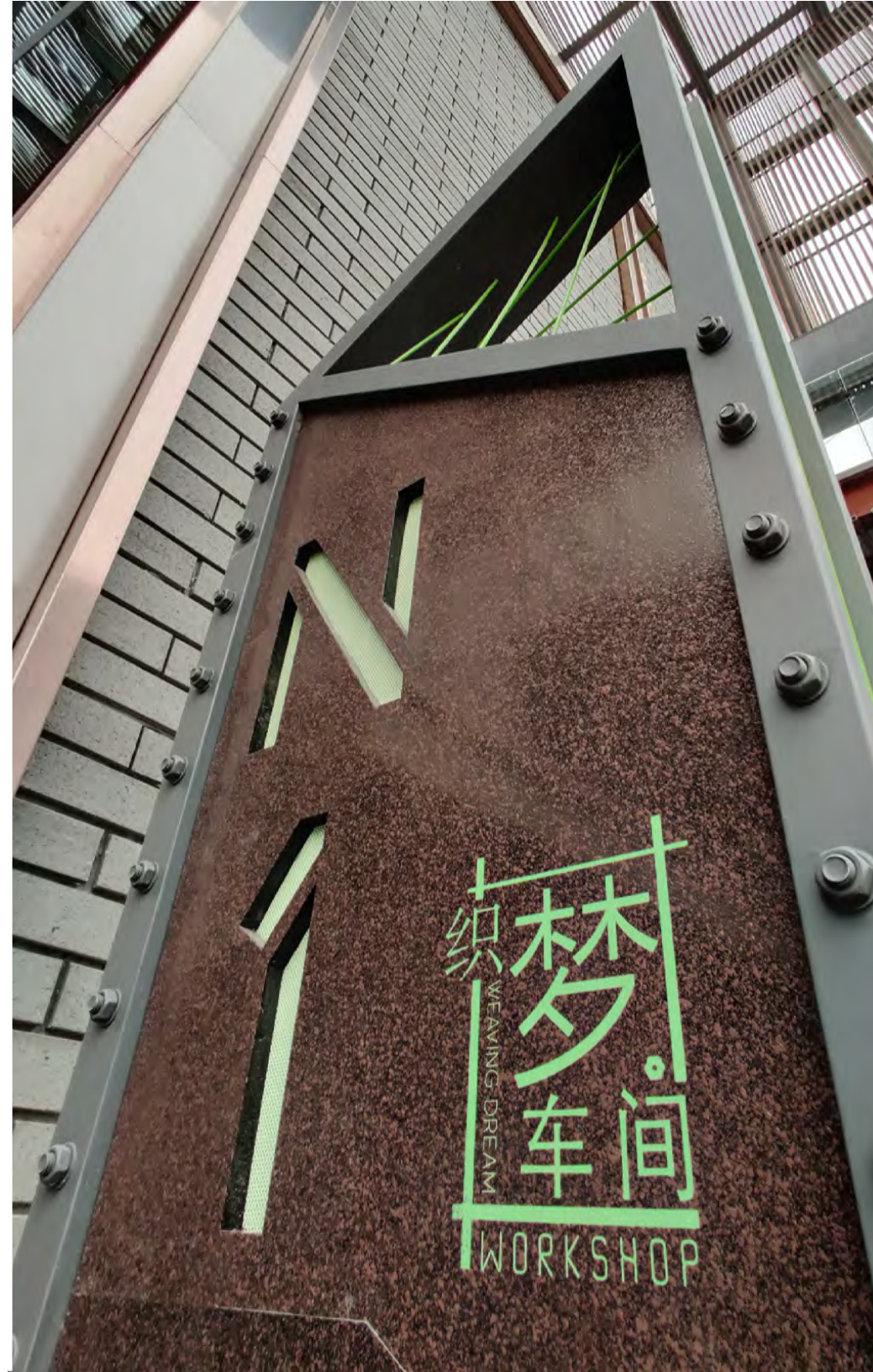
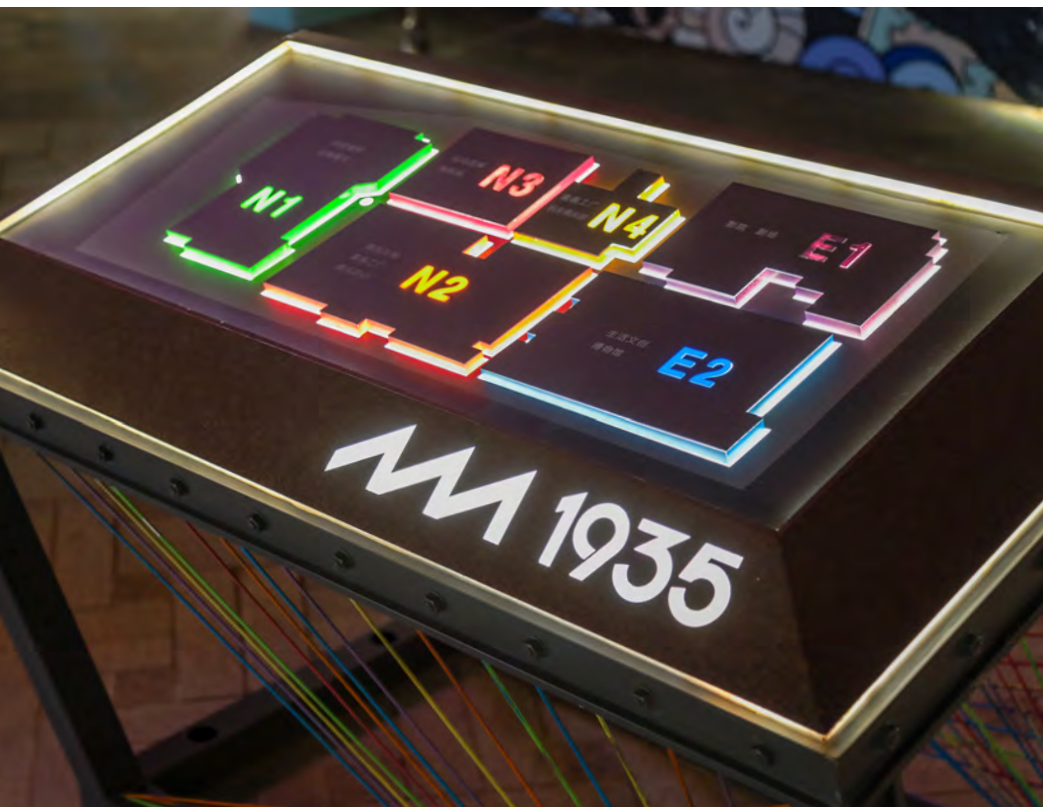


## Dahua 1935

Xi'an, China

Awarded the 2020 Best Placemaking Destination by Retail Leisure International (RLI) and RICS Regeneration Project of the Year, Dahua 1935 celebrates the rich history and character of the oldest commercial district and textile mill in Xi'an China. SPD integrated innovative art elements into the signage, wayfinding, and placemaking master plan, combining industrial elements, LED and neon lighting with delicate textile patterns. Murals and framed photos from the past tell the stories of the historic textile factory.









## Daxing Rose Theme Park

Beijing, China

Selbert Perkins Design designed a signage and wayfinding system for the Daxing Rose Garden in Beijing, which hosted the 2016 World Rose Exposition. SPD's scope of work included gateway elements, furniture and branding, and a vehicular and pedestrian wayfinding system.





## Emirate of Abu Dhabi

Abu Dhabi, UAE

Abu Dhabi, the capital 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.





## Iias Okinawa Toyosaki

Okinawa, Japan

Unique local retail, entertainment, mini theme parks, and spectacular views define this truly unique mixed-use center. Bold identity graphics, neon, unique murals and amenities define the dynamic urban experience of this new landmark destination in Okinawa Japan.





## Canal City

Fukuoka, Japan

Collaborating with the Jerde Partnership, SPD developed the comprehensive master plan for branding, wayfinding, and placemaking for this two-million square foot, mixed-use project in Fukuoka, Japan. Architecture, graphics, sculpture, landscape, and lighting unite in “a walk through the universe.” Design features include all exterior/interior identification and wayfinding components, 50’ identity sculptures, gateways, tenant standards, a full line of promotional merchandise, packaging design and print communications.



## Logos to Landmarks™



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