

**A RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT
WITH SELBERT PERKINS DESIGN
(Comprehensive Brand and Visual Identity Development)**

WHEREAS, the City desires to retain a firm to provide professional services in creating a new comprehensive brand and visual identity for the City (the "**Services**"); and

WHEREAS, the City conducted a competitive Request for Proposals process to solicit qualified firms to provide the Services in order to retain the firm that, in the City's discretion, would provide the greatest advantage to the City; and

WHEREAS, the City has received a proposal to provide the Services from Selbert Perkins Design for an amount not to exceed \$50,000 plus certain reimbursable expenses, and the City has determined that it is in its best interests to enter into an agreement with Selbert Perkins for the Services.

NOW THEREFORE, be it resolved by the City Council of the City of Rolling Meadows, Illinois, as follows:

Section 1: The facts and statements contained in the preambles to this Resolution are found to be true and correct and are hereby adopted as part of this Resolution.

Section 2: The City Manager is hereby authorized and directed to enter into an agreement in a form acceptable to the City Attorney with Selbert Perkins Design to provide the Services consistent with the proposal attached as **Exhibit A** for a cost not to exceed \$60,000.00.

Section 3: This Resolution shall be in full force and effect upon its passage and approval in accordance with law.

PASSED AND APPROVED by the City Council of Rolling Meadows, Cook County, Illinois this 28th day of November, 2023.

AYES: Boucher, Reyez, Koehler, McHale, Budmats, O'Brien, Vinezeano

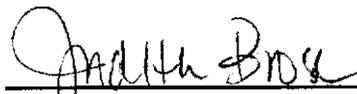
NAYS: 0

ABSENT: 0



Lara Sanoica, Mayor

ATTEST:



Judith Brose, Deputy City Clerk

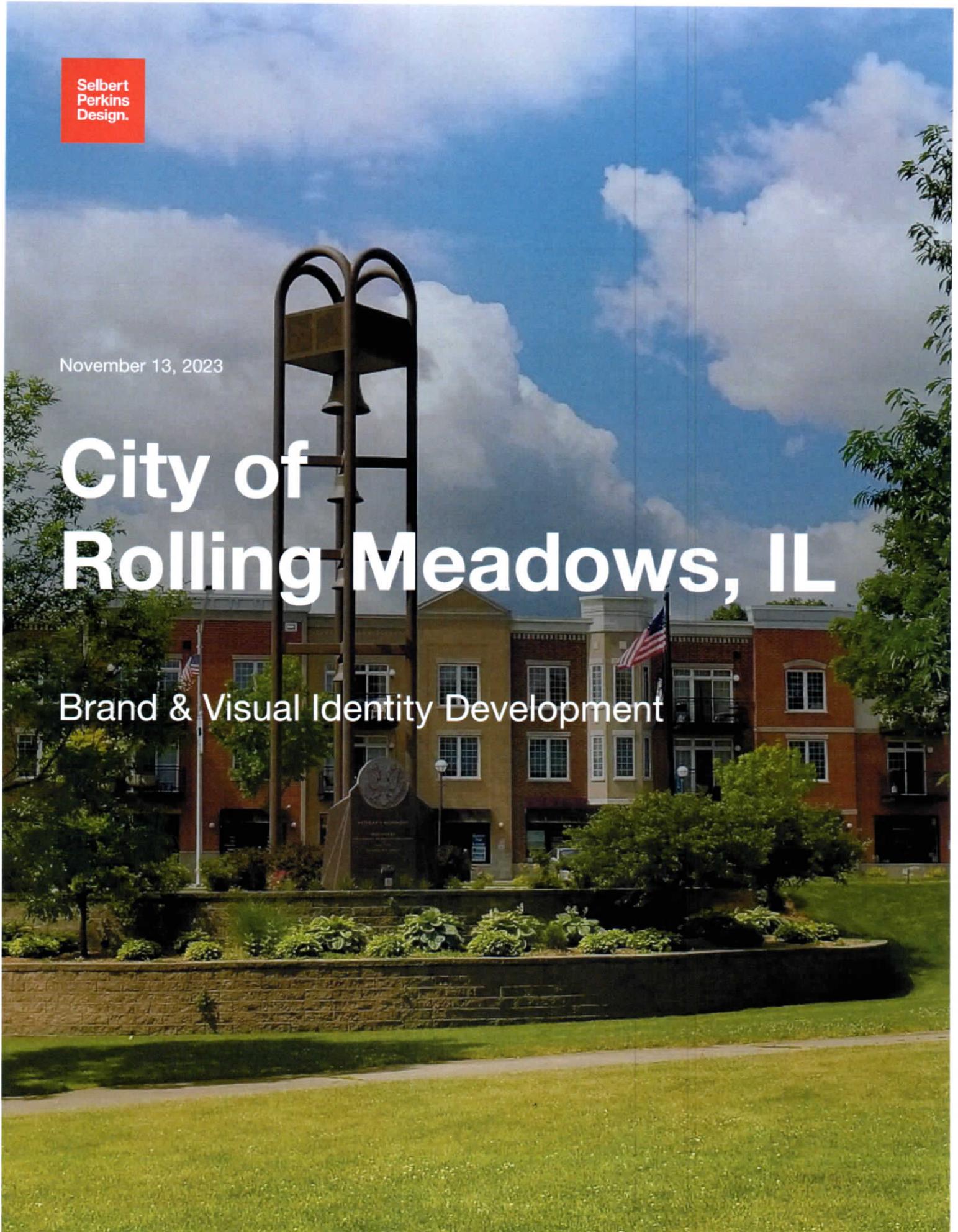


Selbert
Perkins
Design.

November 13, 2023

City of Rolling Meadows, IL

Brand & Visual Identity Development



November 13, 2023

Glen Cole
Assistant City Manager & Community Development Director
City of Rolling Meadows
Community Development
3600 Kirchoff Rd
Rolling Meadows, IL 60008
847-870-9035
ColeG@cityrm.org

Re: City of Rolling Meadows - Brand & Visual Identity Development

Dear Glen,

Thank you for allowing us to update our proposal the comprehensive brand identity for the City of Rolling Meadows. We would be very excited to collaborate with the City to unify the visual identity across City departments and evolve the components to a more modern look and feel. Selbert Perkins Design is a multidisciplinary design firm with deep expertise in brand strategy, place branding, and municipal communications programs. Our work spans print, digital, and environmental applications - ensuring flexibility as you bring your brand to life. For over four decades, we have built results-driven brand identities and marketing plans for cities, towns, economic development groups, travel and tourism organizations.

Please note that we have adjusted our proposal to include our community outreach and brand launch recommendation to be a part of our base scope. We have also added Logan Strauss & Nicole Piepenbrink to our team. You met Logan at our interview and Nicole speaks fluent Spanish and will assist with our community outreach.

The brand we develop will celebrate the City of Rolling Meadows and establish a powerful vision for the future. We believe that "every place has a story, and every story has a place™", and you have a great story to tell. Thank you for your consideration.

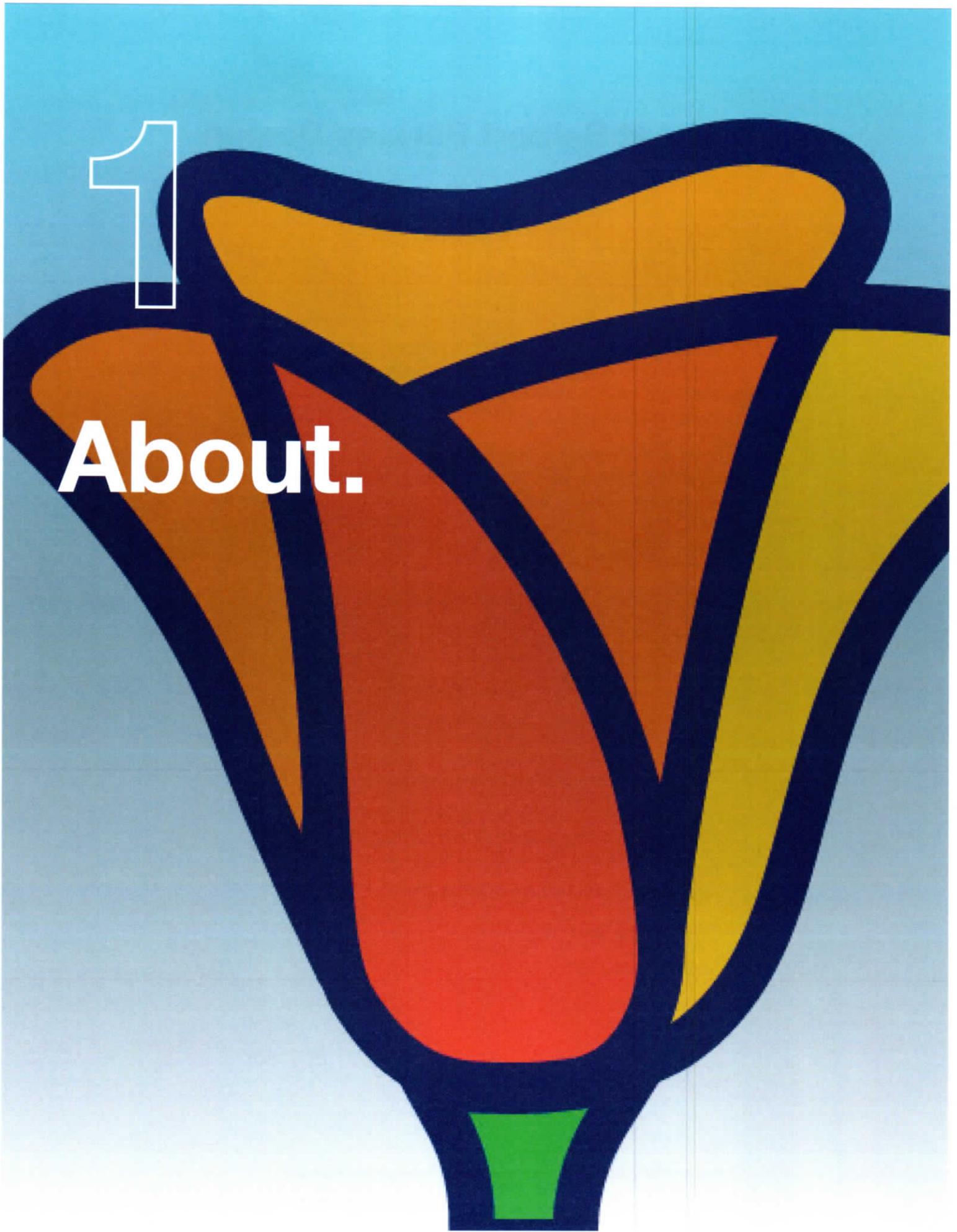
Best Regards,



John Lutz
Partner
312-876-1839
jlutz@selbertperkins.com

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About.



About Selbert Perkins Design

Every place has a story,
every story has a place.™

Selbert Perkins Design (SPD) is a multidisciplinary, woman-owned, international design firm specializing in wayfinding, placemaking, and place branding. SPD has offices in Boston, Chicago, Los Angeles, and Shanghai with a combined staff of 40.

For over four decades SPD has collaborated with cities and towns around the world to translate brands and place-based stories into signage and wayfinding systems, public art, and placemaking elements. We work collaboratively to discover strategic solutions that improve the user-experience, drive economic development, and create moments of delight.

Services

- Logos and Identity Design
- Brand Roll-outs
- Marketing Materials
- Print and Digital Mapping
- Media Integration
- Master Planning
- Community Engagement
- Wayfinding Systems
- Signage Design
- Environmental Graphics
- Placemaking
- Public Art & Sculpture

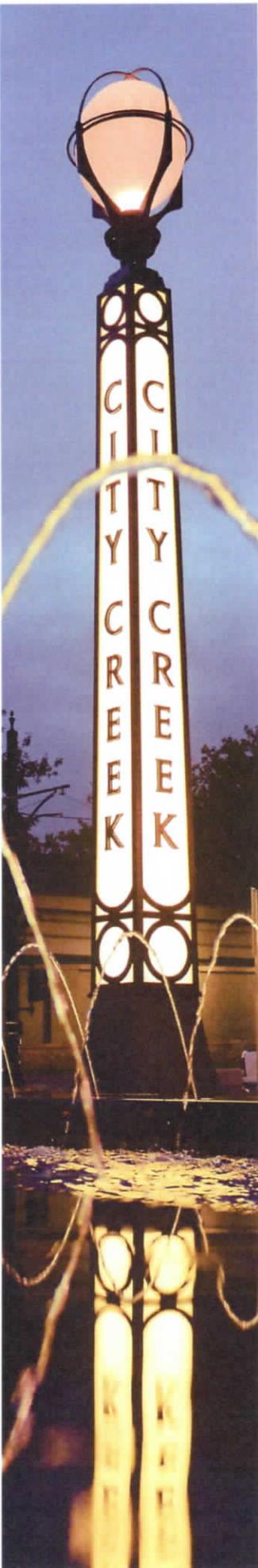
Firm History

- 1982 - Clifford Selbert Design office opened in Cambridge, Massachusetts
- 1992 - Opened California office
- 1996 - Incorporated as Selbert Perkins Design
- 2003 - LA office becomes certified WBE firm
- 2006 - Chicago office opened
- 2008 - Shanghai office opened
- 2023 - All offices merge into one Women-owned firm

Primary Contact

John Lutz, Partner
jlutz@selbertperkins.com
312.523.4443
210 W Main St #1
Barrington IL, 60010

SelbertPerkins.com



Value Proposition

Big picture thinking is in our DNA. We look at the whole experience, creating a holistic vision that communicates a clear and compelling sense of place.

Your creative partner from initial master planning and brand development to detailed design of each wayfinding and placemaking element that people come in contact with.

A connecting thread - we listen and work together with all stakeholders to co-create practical, inclusive, and innovative solutions with owners, architects, and the community.

Authentic, place-based experiences are created by discovering the spirit of a place. We amplify those key attributes, and translate them into brand stories that permeate every aspect of the project.

Our work is ecologically, socially, and culturally connected. We strive to create environments for the public good - great experiences that people remember and enjoy.

We create ownership by engaging stakeholders through interviews, surveys, and focus groups to understand pain points and preferences.

Holistic design thinking means our work will translate seamlessly between print, digital, and environmental applications.

We have the capacity and expertise to deliver on-time and on-budget. We work collaboratively across offices.

We work across disciplines to find the best solution. Our diverse team is comprised of creative individuals with backgrounds in landscape architecture, sculpture, experiential graphics, branding, industrial design, project management.

SPD is diverse, equitable, and inclusive. We connect, respect, support, and collaborate with each other to build equitable environments and community experiences.

We are results-oriented and committed to defining and accomplishing the project goals.

Civic Experience Summary

Selbert Perkins Design has extensive civic Signage and Wayfinding project experience in the State of Illinois. SPD integrates the local community and culture into every project to tell the story of the communities we serve. Whether it's helping travelers find parking and explore downtown, envisioning an active and sustainable streetscape, adhering to sign standards, or creating a new brand identity - SPD believes its work should create a memorable experience that serves the greater good.

Branding & Digital Communications Experience

- Storytelling with a unique brand identity for trails, parks, and municipalities
- Develop district identity systems with visual and verbal language
- Design branded elements including banners, vehicle wraps, bus shelters, billboards, etc.
- Design marketing materials for all digital and print communication methods
- Develop valuation plans for revenue generating digital art and advertising programs

Civic Wayfinding Experience

- Analyze architectural, urban design and/or site master plans for opportunities
- Preparation of multi-modal wayfinding plans
- Familiarity with ADA, MUTCD, and other required signage guidelines
- Design temporary and permanent engagement strategies that allow a broad range of the community to participate and feel a sense of ownership
- Provide clear and simple wayfinding systems that attract and guide visitors to key destinations, where to park, and walking time to destinations.
- Create a flexible kit of parts with signage that is cost-effective, easily built upon, maintained, and installed

Placemaking & Environmental Graphics Experience

- Develop placemaking master plans for the public realm that can be built on over time as funds become available
- Design gateways and landmarks that express a memorable and authentic sense of place
- Create streetscape improvement plans with sculpture, lighting, and digital elements
- Design signage, graphics, or murals to enhance storefronts and building facades





John Lutz

Partner

John runs the Chicago office of Selbert Perkins Design and brings to SPD the ability to turn verbal concepts into powerful graphic identities and dynamic communications programs. John has been an integral part of the SPD team for over 28 years. Deeply committed to a project's success, John's remarkable creativity and diligence have resulted in bold, unique design solutions that consistently exceed client expectations. John takes a sculptural approach to his experiential work, creating systems that provide both visual drama and effective communication, and he brings imagination and creative energy to all of his projects. John served on the Society of Experiential Graphic Designer's (SEGD) Board of Directors from 2010-2019, as Vice President in 2014-2015 and as President in 2016-2017.

Education

University of Cincinnati
Bachelor of Science

Received Professional
Practice Award in
Graphic Design

Years of Experience

28 Years with SPD

28 Years Total

Affiliations

Society for Experiential
Graphic Design
(SEGD), Member

Relevant Experience

- Fulton County Government Facilities, Atlanta, GA
- Georgia World Congress Center, Atlanta, GA
- Los Angeles World Airports (LAX), Los Angeles, CA
- Indianapolis International Airport, IN
- Port of Los Angeles, San Pedro, CA
- Downers Grove Civic Center, IL
- City of Long Beach, CA
- City of Louisville, KY
- City of Michigan City, IN
- City of North Hollywood Arts District, CA
- City of Rockville, MD
- City of Sandusky, OH
- City of Santa Monica, CA
- City of Skokie, IL
- City of Urbana, IL
- City of Worcester, MA
- Crown Event Center, Fayetteville, NC
- Oklahoma City Convention Center, Oklahoma City, OK
- Historic Quincy Business District, Quincy, IL



Sheri Bates

Principal / Creative Director

Sheri Bates brings over 30 years of experience creating branded communications programs for a broad spectrum of clients. Sheri oversees collaborative, multi-disciplinary teams on a wide range of projects including law, higher education, healthcare, corporate, civic, cultural, mixed-use, retail and hospitality. Her work includes: research and analysis, brand strategy and development, print and interactive communications, interactive technology, and branded environments.

Education

Massachusetts College of Art and Design - Bachelor of Fine Arts, Graphic Design

Years of Experience

26 Years with SPD

34 Years Total

Relevant Experience

- City of Lancaster, CA
- City of Worcester, MA
- City of Everett, MA
- Honolulu Rail, Honolulu, HI
- Urban Park at Kendall Center, Cambridge, MA
- The Battle Road Scenic Byway, Arlington, Concord, Lexington, and Lincoln, MA
- University Park at MIT, Cambridge, MA
- Massachusetts Institute of Technology, Cambridge, MA
- MIT 150 Event, Cambridge, MA
- MIT Political Science Department, Cambridge, MA
- MIT Sloan School of Management, Cambridge, MA
- Motor Cities National Heritage Trail, Detroit, MI
- Municipal Finance Bank (MuniFi), Lancaster, CA
- New England Botanic Garden, Boylston, MA
- Boston Architectural College, Boston, MA
- Boston Children's Hospital, Boston MA
- Fenway Cultural District, Boston, MA
- The Revington, Worcester, MA
- Antelope Valley Medical Center, Lancaster, CA
- Somerville Public Library, Somerville, MA
- Lancaster Museum of Art & History (MOAH), Lancaster, CA
- CEDAC, Community Development Assistance Corporation, Boston MA
- Phillips Academy, Oliver Wendell Homes Library, Andover, MA



Logan Strauss

Senior Designer

Logan has worked in both our Boston and Chicago offices. He began his SPD career as an intern working with the Boston team and currently is a Designer in the Chicago office. Logan has passion for branding projects, typography, and experiential design. Logan's skills apply to all of our projects across a variety of markets.

Education

University of Cincinnati
- Bachelor of Science,
Graphic
Communication Design

Years of Experience

3 Years with SPD

6 Years Total

Relevant Experience

- American Family Insurance Amphitheater/Summerfest, Milwaukee, WI
- Aqua Tower Condominium Association, Chicago, IL
- Atlantic Station Retail Center, Atlanta, GA
- California State Polytechnic University, Pomona, CA
- Carriage Company, Ohio City, OH
- City of Lancaster, CA
- City of Woodland, CA
- Distrito T-Mobile, San Juan, Puerto Rico
- Eddystone Residential, Detroit, MI
- Essentia Health, Duluth, MN
- Fashion District, Philadelphia, PA
- Fulton County Courthouse, Atlanta, GA
- Honolulu Rail (HOLO), Honolulu, HI
- Huntington Bank Tower, Detroit, MI
- Laiye, Beijing, China
- Live! By Loews, Arlington, Texas
- McCormick Place, Chicago, IL
- Museum of Art & History (MOAH), Lancaster, CA
- Pinnacle Landing Commerce Park, Detroit, MI
- USAA, San Antonio, TX
- Wilton Rancheria, Elk Grove, CA



Nicole Piepenbrink

Senior Designer

Nicole is an experienced designer with a multi-disciplinary background. Nicole's design expertise helps guide the design team towards a clear and compelling solution. She is adept at working within both technical and creative aspects to facilitate a successful project from concept to completion with existing sign standards or creating new ones. Nicole prides herself on being detail oriented, adaptable, creative, and bilingual in Spanish.

Education

Harvard University
Graduate School of
Design – Master in
Design Studies

University of Oregon
- Bachelor of Interior
Architecture

Instituto Universitario
Nacional de Arte &
Pontificia Universidad
- Católica Argentina
/ Buenos Aires,
Argentina

Years of Experience

1 Year with SPD

8 Years Total

Relevant Experience

- Honolulu Rail System, Honolulu, HI
- City of Lowell MassDevelopment/The Acre, Lowell, MA
- 400 Summer Street Garage, Boston, MA
- Wyss Institute, Boston, MA
- City of Saco, ME
- University of Pennsylvania, PA

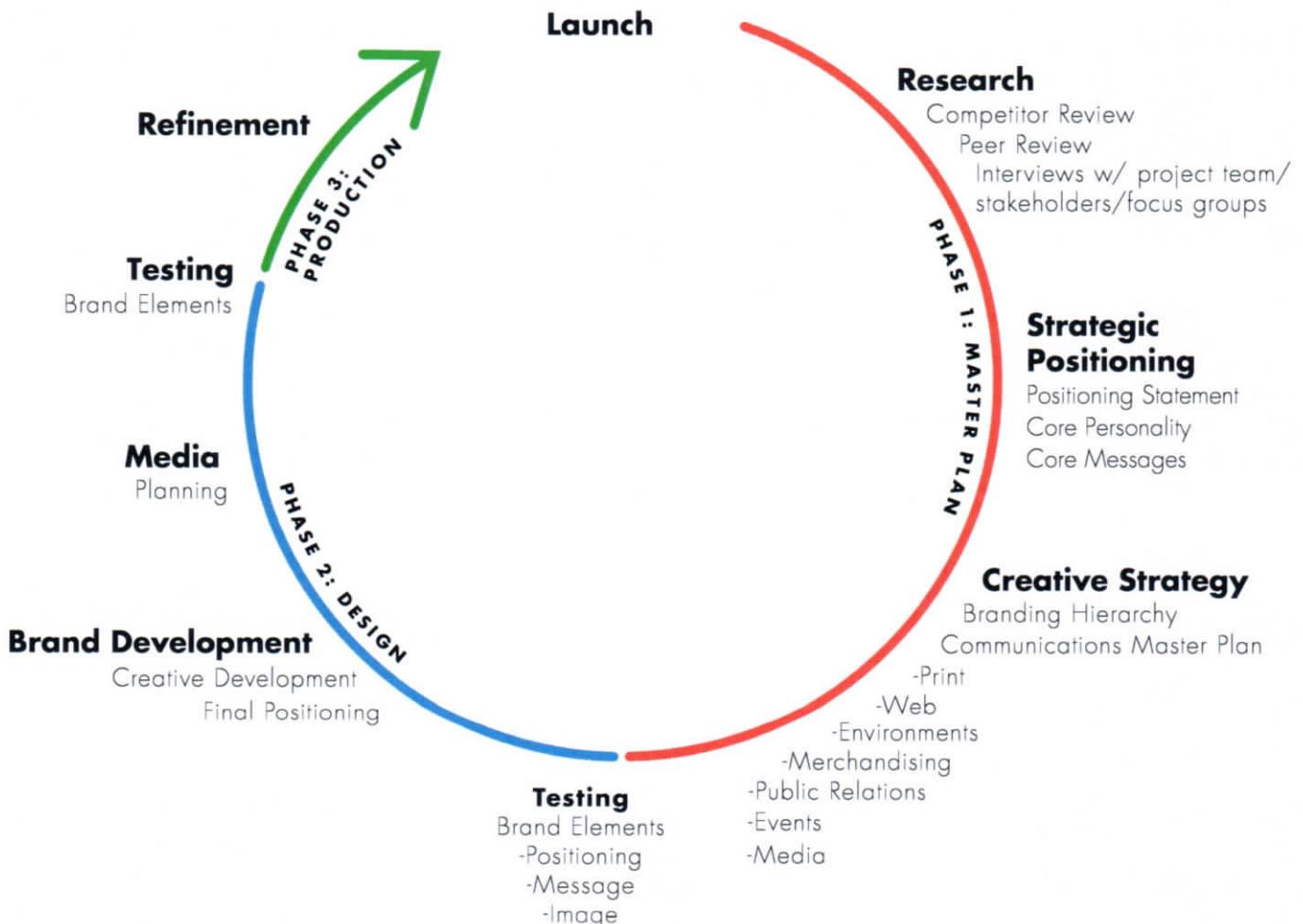
Project Understanding

Selbert Perkins Design is proposing to provide a comprehensive brand identity that will promote and unify the City of Rolling Meadows visual identity and evolve the components to a modern look and feel.

Our goals will be to:

- Develop a unique visual and verbal identity system that drives engagement and builds brand equity.
- Develop a clear brand architecture and hierarchy.
- Design a reimagined City wordmark/logo that reflects the story of the City.
- Create a strong visual language that can be used throughout the City on wayfinding and placemaking elements.

Here is a snapshot of our process:



Scope of Work

Phase 1: Research & Discovery

Meetings: (1) Kick-Off Meeting
(5) Stakeholder Interviews Via Zoom - 20 minutes each
(1) Community Members Outreach Session (In Person)
(1) Client Meeting

Schedule: 4 - 6 weeks

1. Project Kick-off

Meet to review strategic aspects of the project including:

- Existing research, marketing materials, project goals and objectives.
- How to foster a unified vision among stakeholders.
- Current and desired strategic alliances, affiliations, and audiences to target.

2. Brand Audit

Review the following:

- Defining characteristics of Rolling Meadow's image.
- Existing logos, messaging, media, marketing collateral, and media presence.
- Analysis of competitor communities' marketing or branding strategies.
- Measure to determine if the branding effort is successful.
- Outline positive attributes, brand hierarchy, and opportunities for improvement.

3. Competitive Analysis

- Review and evaluate current and future target audiences in the local area.
- Complete a competitive positioning analysis of (3-5) competitors, outlining differentiating factors.
- Define the various market layers and opportunities.

4. Brand Research / Community Outreach

- Interview (5) key stakeholders (including a cross-section of community members and business owners in the City of Rolling Meadow). - 20 minutes each, via Zoom.
- Prepare a draft questionnaire and refine with (2) rounds of revisions.
- Conduct Community outreach (in-person) meeting to engage the community on the branding project.
- Present initial strategy and conduct work session with Hispanic/Latin community to obtain consensus and collect additional feedback for refinement. SPD to provide one fluent Spanish speaking team member for presentation.
- Create and post branding questionnaire on the City of Rolling Meadows website for citizens who can not attend the in-person meeting.
- Transcribe and analyze results.
- Present findings and initial recommendations to the Client. This discussion will help guide the direction of the design and brand strategy.

Phase 1 Deliverables:

- Competitive Analysis and Differentiating Factors
- Key Themes and Brand Strengths
- Brand Research Findings
- Meeting Minutes

Scope of Work

Phase 2: Brand Identity Concepts

Meetings: (1) Brand Criteria Presentation
(2) Stakeholder Meetings
(1) Community Meeting (In Person)
(1) Client Meeting

Schedule: 4 - 6 weeks

1. Brand Criteria

- Building on the research and story development in Phase 1, SPD will develop strategies to establish a brand identity system that can be used across all communication platforms.
- Develop Brand Criteria that will drive the approach including;
 - Brand positioning
 - Key messages
 - Core personality
- Present Brand Criteria to the Client for feedback/comments with (1) round of edits.

2. Logo Concepts

- Define the visual language (images, colors, typography) to evolve with the brand, keeping in mind existing color ways.
- Design (2 - 3) logo options that reflect the established brand strategy and positioning.
- Provide (1) round of revisions.

3. Community Outreach

- Presentation to the public to obtain feedback on preliminary brand identity concepts.

4. Online Survey

- SPD will conduct an online survey to test logo options with a broader group of stakeholders and build consensus with the public - allowing them to give input on design concepts and engage with the process.

5. Client Meeting

- Present Outreach and Survey results on logo options to Client.

Phase 2 Deliverables:

- Brand Criteria (Brand positioning, key messages, and core personality)
- Concept Logo/Brand Identity Design (color palette, font/typography)
- Community Outreach and Survey Results
- Meeting Minutes

Scope of Work

Phase 3: Brand Development

Meetings: (1) Client Meeting

Schedule: 4 - 6 weeks

1. Brand Language

- Define the style of the visual language - patterns, colors, images, typography - to evolve with the brand.
- Create a family of secondary elements to accompany the logo/word-mark.

2. Logo Development

- Develop the preferred logo with (2) rounds of revisions.
- Maximize legibility in all media - web, print communications, environments.
- Mock-up how the developed identity might look on print, digital, and merchandise applications.

3. Tagline Development

- Develop (2 - 3) tagline options to support the brand criteria and messaging.
- Provide (1 - 2) rounds of revisions to the selected tagline.

4. Client Meeting

- Present Final Logo/Brand Identity to Client.

Phase 3 Deliverables:

- Brand Language Standards
- Tagline
- Final Logo/Brand Identity Design
- Digital Files
- Implementation Plan
- Cost Estimates
- Strategic Marketing Document
- Meeting Minutes

Scope of Work

Phase 4: Brand Guide & Templates

Meetings: (2) Stakeholder Meetings

Schedule: 4 - 6 weeks

1. Brand Guide

- Develop graphic standards to maintain correct usage of the brand that are easy-to-use.
- Create a (5 - 8 page) graphic standards booklet with brand hierarchy, logo, colors, typography, and applications including the following areas: print and electronic advertising, media placement, public relations, events, and website.
- Provide the final logo identity, Style Guide, and design templates in digital formats.

2. Brand Application Templates

- Confirm layout and provide design templates for (3) items these may include:
 - Print materials (Stationery: Business Cards, Folder, Letterhead)
 - Digital materials (Web Homepage, PPT, Email signature)
 - Merchandise (Employee apparel: T-shirt, Hat)
 - Vehicle (Livery)
 - Signage (Gateway Sign, Wayfinding, Building Signage)

3. Brand Launch Schedule & Recommendations

- Strategic Marketing & Roll-out Plan
- Develop a schedule and work plan to implement all elements of the new brand.
- Develop an OOM estimate of the cost to produce each element (e.g., replacement signage at facilities and bus stops, brochures, schedules, vehicle graphics, etc.)
- Based on priority items discussed, market research, and input from stakeholders, SPD will develop a refined roll out plan.
- SPD will develop a Strategic Marketing document, including:
 - Brand criteria
 - Key differentiating factors
 - Positioning statement
 - Summary of opportunities and challenges
 - Best practices for brand implementation

Phase 4 Deliverables:

- Brand Guide
- Design Templates (3)
- Final Digital Files
- Implementation Plan
- Cost Estimates
- Strategic Marketing

3

LEIGHTON
SEMINAR
ROOM

Fees & Terms.

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	2		4	5

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Fee Proposal

Deliverables	Schedule	Fee
Research & Discovery	4 - 6 weeks	\$15,000
Brand Identity Concepts	4 - 6 weeks	\$12,000
Brand Development	4 - 6 weeks	\$13,000
Brand Guide & Templates	4 - 6 weeks	\$10,000
Total Fee		\$50,000
		<i>+Expenses</i>

Expenses

All expenses such as color copies, material samples, travel and related costs, etc. are additional, and will be billed at cost without mark-up.

Payment Schedule

SPD invoices fees and expenses monthly. Terms are net 30.

Authorization & Acceptance

We require your signature in order to begin work. Please complete and return the following:

by date /...../.....
Selbert Perkins Design Inc.

by date /...../.....
City of Rolling Meadows

Terms & Conditions

Payment/Billing

Invoices for services rendered will be submitted in accordance with the project payment schedule, previously outlined. Payment is due upon receipt, unless otherwise agreed to in advance by SPD. If the Client disputes any charges, written notice of such disputed charges must be submitted to SPD within 10 days of receipt of invoice. SPD reserves the right to stop project work and withhold presentation materials if payments are not received when due. There is a finance charge of 2% a month for overdue invoices.

Expenses

Expenses are in addition to project fees. The Client will reimburse SPD for all out-of-pocket expenses incurred in connection with this project. These expenses include but are not limited to: professional photography, illustration and copywriting/editing, printing, fabricating, photo-retouching/manipulation, copies, model-making and model materials, postage and delivery charges. When travel is required in connection with the project, the Client will reimburse SPD for travel, transportation, living expenses, and related coordination. SPD requires two people to attend all international meetings. Reimbursable expenses will be billed at cost.

Cancellation/Postponement

In the event of the Client's cancellation or postponement of the project while it is in progress, all fees and expenses, incurred in the interest of the project to date of postponement or cancellation shall be paid by the Client within 10 days of the date that notice is given to SPD, unless otherwise agreed to in advance by SPD. SPD may withdraw from the project at any time for good cause which includes the Client's breach of this agreement, refusal to cooperate with SPD, or failure to pay SPD's fees or expenses according to agreed upon payment terms.

Releases

For editorial copy, artwork (including illustration and photography), etc. Provided by the Client, and for use rights negotiated by the Client for editorial copy, artwork, talent etc., the Client will indemnify SPD against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of SPD in writing by the Client or for uses by the Client which exceed the authority granted by a release. Conversely, for editorial copy, artwork (including illustration and photography), talent etc. Provided by SPD, and for use rights negotiated by SPD for editorial copy, artwork, etc., SPD will indemnify the Client against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of the Client in writing or for uses which exceed the authority granted by a release.

Approvals

SPD requires written documentation of ALL requests for changes, including to designs and copy. Documentation may be in the form of an e-mail. The Client will proofread and approve all copy before production of final piece; review and approve finished design elements and artwork before release to printers or fabricators; and review and approve all design intent, construction documents and related sign message schedules prior to release to qualified fabricators. The signature of the Client's authorized representative will be conclusive as to the Client's approval of all the above items prior to their release for printing, fabrication or installation.

Third Party Contracts

When possible, all outside vendors will be contracted directly by the Client and the Client will pay the outside vendor directly for services. When it is not possible for the Client to contract directly with outside vendors, SPD may contract with others to provide creative services such as writing, photography, illustration, media placement, print and audio/video production, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits, with respect to reproduction of such materials as may be imposed on SPD by such third parties and shall pay for the outside vendors' services upon presentation of an invoice. Such payment shall be made by the Client either to the outside vendor or directly to SPD, at SPD's option. Usage rights for photography and illustration will be negotiated with vendors by the Client directly.

Estimates

SPD has no direct control over printing and fabrication costs or vendors' prices. Cost estimates are made by SPD on the basis of preliminary specifications and SPD cannot and does not guarantee that vendors' proposals and bids of costs will not vary from those estimates.

Ownership

Upon payment of all amounts owing to SPD, all electronic files generated for the production of this project shall become the property of the Client. SPD retains ownership of all rights, title, and interest, including copyrights, trademarks, and patents related to this project, until all outstanding payments are satisfied in full by the Client. Fees for file copies or additional usages must be negotiated in addition to the above outlined fees.

Project Storage

Project and electronic files will be stored at SPD for one (1) year at no cost. However, SPD cannot be held responsible for loss or damage of stored files.

Credit

SPD has the right to include a credit line on the completed designs or any visual representations such as drawings, models or photographs and the Client agrees to include this same credit in any publication of the design by the Client. SPD maintains the right to use any samples and/or photographs for publication, exhibition and promotional purposes.

Enforcement

If SPD incurs attorneys' fees or related costs to enforce this agreement or because of a breach of this agreement by the Client, SPD shall be entitled to recover all of its costs and expenses, including but not limited to, its reasonable attorneys' fees and court costs from the Client.

Indemnification

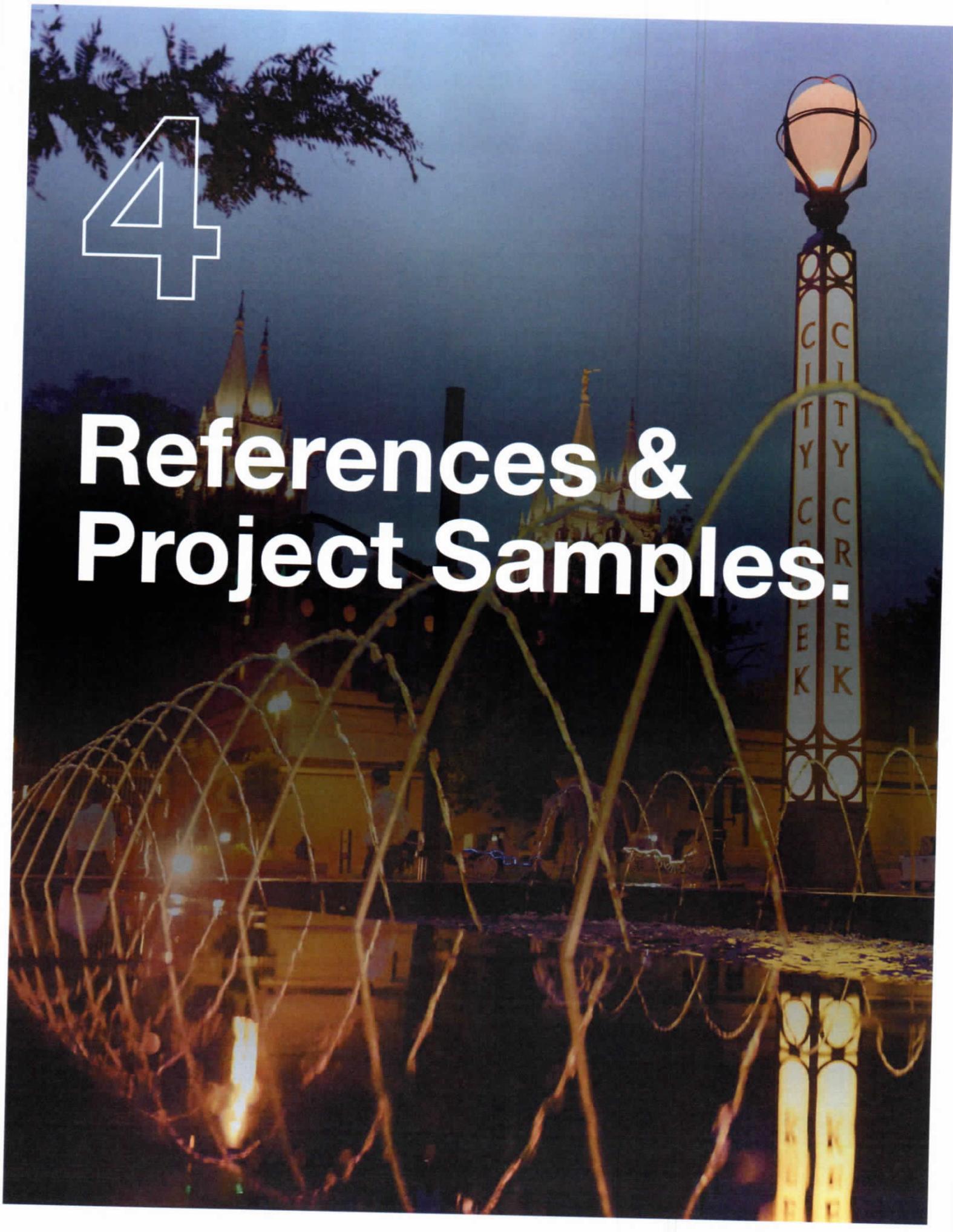
The Client will indemnify and hold harmless SPD, its officers, directors, employees, and agents that have contributed information to or provided services for this project, against any and all direct or indirect losses, claims, demands, expenses (including attorneys' fees and court costs) or liabilities of any kind arising in connection thereof, except for claims found to be gross negligence or a breach of this agreement by SPD.

State of Massachusetts

This agreement shall be governed by the laws of the State of Massachusetts. If either party hereto is a corporation, trust, or general or limited partnership, each individual executing agreements on behalf of such entity represents and warrants that he or she is duly authorized to do so on behalf of said entity.

4

References & Project Samples



References and Work Samples



City of Lancaster

SPD collaborated with the City of Lancaster to research, plan, design, and implement a new logo and brand. The new brand repositions Lancaster as a vibrant community at the center of innovation, technology, and nature. The logo represents the California poppy and celebrates the Lancaster poppy reserve.

[Link to Sample Deliverable](#)

Jennifer Seguin

City of Lancaster

661.723.6051

661.754.3224

jseguin@cityoflanasterca.org

SPD Team: Clifford Selbert, Sheri Bates, Cory DePasquale, Lauren Cowe

Dates: 2020 - Present

Project Cost: \$142,500



City of Long Beach

SPD developed the citywide Downtown Pedestrian and Wayfinding Plan for vehicle, pedestrian, and bicycle wayfinding. We're currently implementing the program, as well as working on solutions for parks, convention centers, and parking programs.

[Link to Sample Deliverable](#)

Linda F. Tatum, Assistant City Manager

City of Long Beach

562.570.6916

Linda.Tatum@longbeach.gov

SPD Team: Clifford Selbert, India Howlett, Art Orozco, Brandon Reeves

Dates: 2015 - Present

Project Cost: \$109,500



City of Everett

SPD collaborated with the city on a wide range of projects to re-establish The Sunset Strip. We designed the citywide vehicle and pedestrian wayfinding system for streets, parks, and parking, and large scale public art and amenities.

[Link to Sample Deliverable](#)

Tess C. Kohanski

Urban Planner & Real Estate Consultant

Former Economic Development Planner,

City of Everett

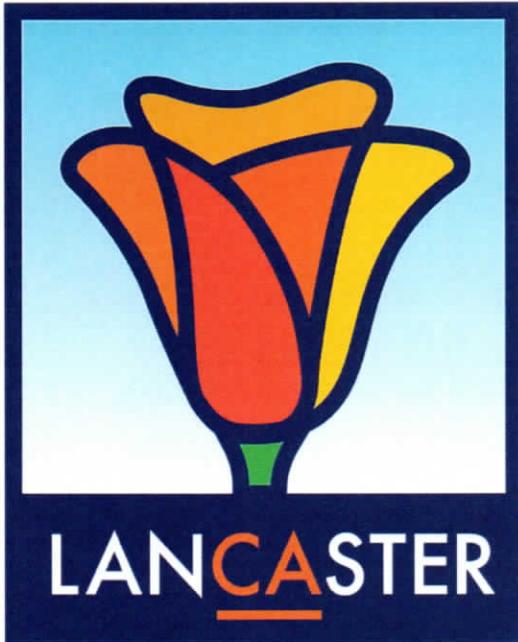
617.913.8054

Tess.Kohanski@gmail.com

SPD Team: Sheri Bates, Cory DePasquale, Jessica Finch

Dates: 2019 - 2020

Project Cost: \$32,000



City of Lancaster - Branding

Lancaster, California

Dates:
2020 – 2021

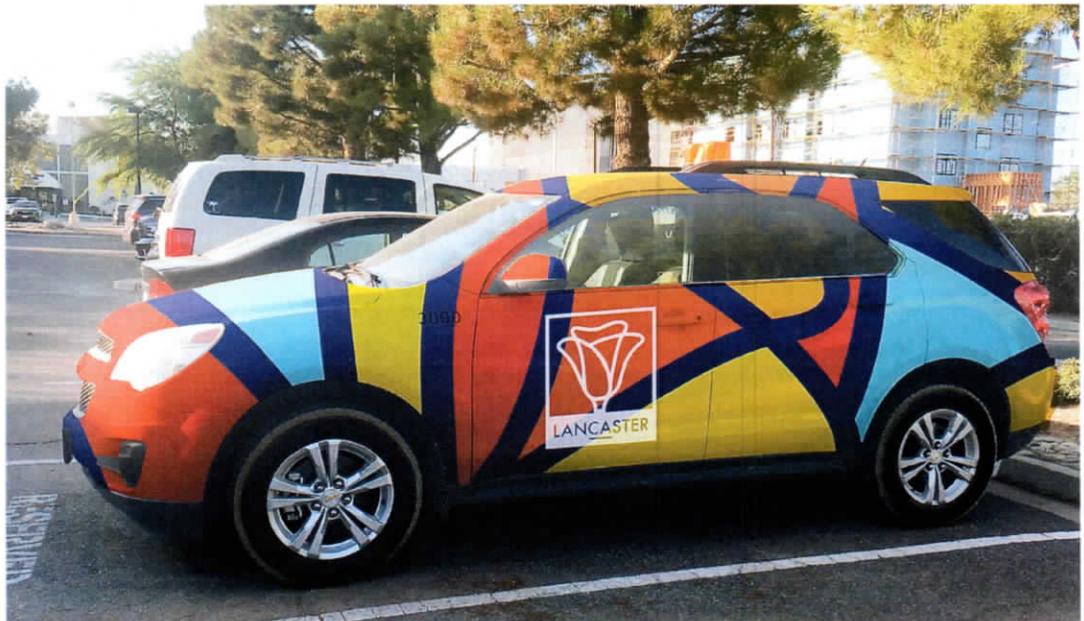
Client:
City of Lancaster

Services Provided:
Brand Identity

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 roll-out included a coordinated marketing, PR, advertising, environmental, merchandise and public information campaign.

Interviews

Electronic Surveys





City of Lancaster - Branding

Lancaster, California

Dates:

2020 – 2021

Client:

City of Lancaster

Services

Provided:

Brand Identity

Interviews

Electronic Surveys





City of Long Beach

Long Beach, California

Dates:
2015 – ongoing

Client:
City of Long Beach

Services Provided:
City & Neighborhood
Gateway Design

Vehicle & Pedestrian
Signage & Wayfinding
Master Plan

Bicycle Wayfinding

Mapping

Revenue Generation

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, which provide information and revenue generation opportunities.





City of Everett, Branding

Everett, Massachusetts

Dates:
2019 – 2020

Selbert Perkins Design worked directly with City staff to create a bold new identity and brand campaign - inspired by the diverse and hard-working population of Everett. This is Everyone's Everett - close to Boston but with it's own identity, pride, and grit.

Client:
City of Everett

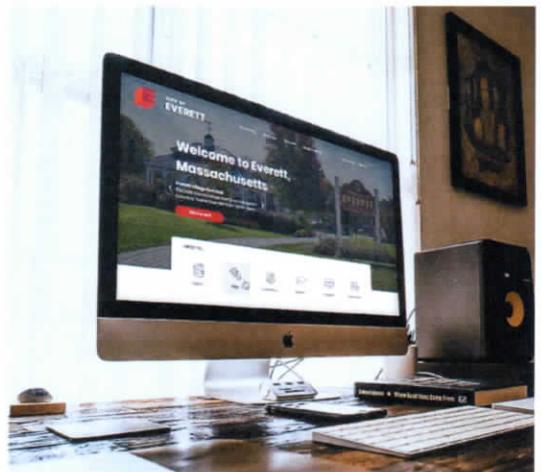
Services Provided:
Brand Identity

City Seal Refinement

Digital Communications

Environmental Graphics

Wayfinding





City of Worcester

Worcester, Massachusetts

Dates:
2009 – 2015

SPD created the logo and wayfinding master plan for the City of Worcester, including a comprehensive analysis of their brand identity and wayfinding signs, recommendations, and design concepts. SPD collaborated with the project team to increase awareness and tourism, and to improve the overall image of the City by creating a functional wayfinding system for visitors and residents. Worcester has implemented a small selection of signs and landmarks within the new system to raise capital.

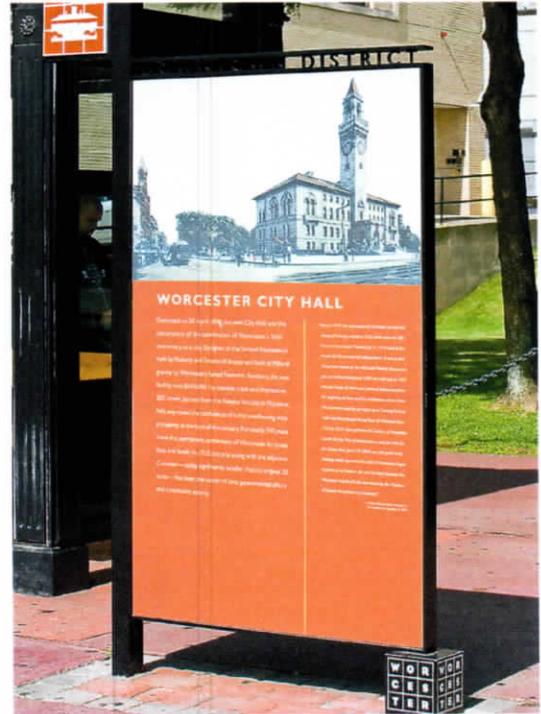
Client:
City of Worcester

Services Provided:
Brand Identity

Signage &
Wayfinding
Master Plan

Mapping

Monuments





Urban Park at Kendall Center

Cambridge, Massachusetts

Dates:
2018 – 2022

Client:
Boston Properties

Collaborators
Stantec
Pickard Chilton
Lemon Brooke

Services Provided:
Brand Identity

Signage &
Wayfinding

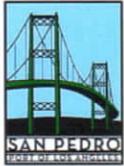
Master Plan

Public Art &
Environmental
Graphics

Digital
Communications

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 Boston Properties. The UP brand included 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.





Port of Los Angeles - Brand Identity

Los Angeles, California

Dates:
2004 – 2018

Client:
Port of Los Angeles

Services Provided:
Brand Identity

Signage & Wayfinding Master Plan

Public Art

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. Selbert Perkins Design developed the comprehensive brand identity and signage and wayfinding master plan for the Waterfront Promenade. The logo has been integrated into the pedestrian and bike pathways, and vehicular wayfinding signs. Master plan elements include historical and informational interpretive signs, as well as the pedestrian, vehicular and bike path signage system. The banner system, implemented along the Promenade to promote the public access areas, features icons of local historical monuments.

