



TOWN OF JOHNSTOWN, COLORADO

**DOWNTOWN BRANDING &
WAYFINDING PROJECT**

April 8, 2022





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8 April 2022

Sarah Crowsthwaite
Economic Development Manager
Town of Johnstown
450 South Parish Avenue
Johnstown, CO 80534
970.58.4664
scrosthwaite@johntownco.gov

Re: Town of Johnstown Downtown Branding & Wayfinding Project



los angeles
boston
chicago
shanghai

Dear Sarah:

Selbert Perkins Design (SPD) is excited to submit our proposal to provide branding and wayfinding services to Downtown Johnstown to create a competitive place identity that sets the guidelines on how stakeholders communicate and market the corridor.

Our team is uniquely qualified in branding and wayfinding, having completed numerous large complex programs over the years in collaboration with municipalities and organizations such as yours. We are adept at meeting safety and accessibility standards such as ADA code and universal design practices and strive to incorporate green practices whenever possible.

We understand the challenges of navigating a unified but distinct brand identity and always envision how these will work as three-dimensional objects within the environment. In pursuing this collaboration as your creative partner, we will work together to create a clear and compelling brand and wayfinding strategy that can guide your efforts for many years to come.

Thank you for your consideration. We look forward to the opportunity to collaborate with you to make this project a resounding success.

Sincerely,

A handwritten signature in black ink that reads "Jessica Finch".

Jessica Finch

Principal



QUALIFICATIONS & REFERENCES

ABOUT SELBERT PERKINS

We create memorable experiences that bring communities together through art, communication, & environmental design.

Selbert Perkins Design (SPD) is a multidisciplinary, international design firm that specializes in **wayfinding, placemaking, and branding**.

For over 35 years SPD has collaborated with cities, towns, non-profit organizations, developers, planners, architects, and the public to build **flexible systems** that grow with you. Our unique **cross-disciplinary approach** has made us a pioneer in experiential design and our award-winning projects range from **Logos to Landmarks**.

We excel at multi-faceted projects and foster long-lasting creative partnerships with our clients. SPD has offices in Boston, Chicago, Los Angeles, and Shanghai with a combined staff of 40.

PLACE BRANDING EXPERTISE

- Community Engagement
- Brand Strategy
- Logos & Identity Design
- Print & Digital Communications
- Master Planning
- Wayfinding
- Signage Design
- Mapping
- Placemaking
- Public Art & Sculpture

FIRM HISTORY

- 1982 - Clifford Selbert Design office opened Cambridge, Massachusetts office
- 1992 - Opened California office
- 1996 - Incorporated as Selbert Perkins Design Collaborative
- 2003 - LA office becomes certified WBE firm
- 2006 - Chicago office opened
- 2008 - Shanghai office opened

OFFICES

Jessica R. Finch

Principal

jfinch@selbertperkins.com

C: 617.968.6724

O: 781.574.6605

selbertperkins.com

QUALIFICATIONS & EXPERIENCE

BRANDING & MARKETING EXPERIENCE

- Brand **launch and implementation** plans
- **Storytelling** with a unique brand identity for trails, parks, and municipalities
- Civic **marketing and communication** plans
- District **identity systems** with visual and verbal language
- Temporary **branded elements** such as banners, vehicle wraps, bus shelters, billboards, etc.
- Marketing materials for all **digital and print communication** channels
- Valuation plans for **revenue generating** digital art and advertising programs

WAYFINDING EXPERIENCE

- Multi-modal **circulation analysis** and improved connections
- Heads-up and **GIS mapping technology**
- Clear and simple **wayfinding systems that attract and guide visitors** to key destinations, explains time needed to walk, directs where to park, etc.

ENVIRONMENTAL GRAPHICS EXPERIENCE

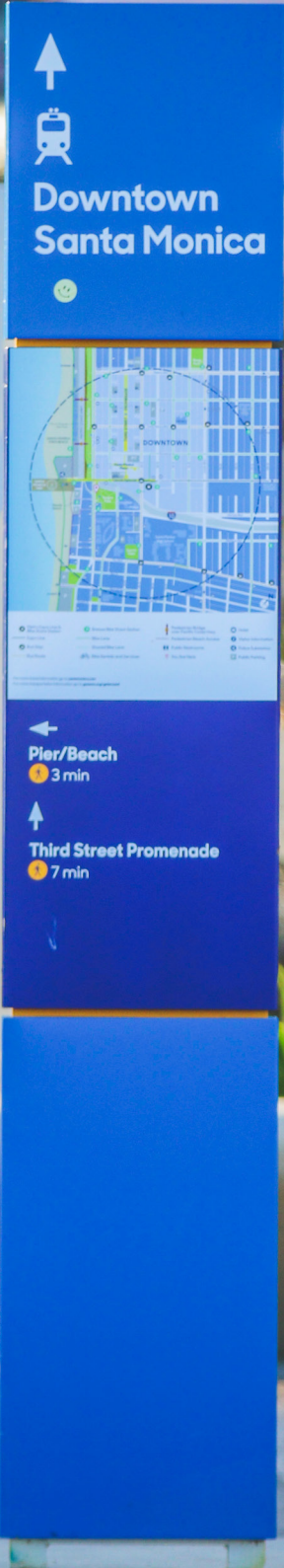
- Gateways and **iconic landmarks** that create a memorable sense of place
- Sculptural **placemaking elements** with lighting, and digital technology
- Design **signage, graphics, and murals** to enhance the pedestrian experience

COST SAVINGS AND SUSTAINABILITY EXPERIENCE

- Develop **creative solutions** that use methods and materials in a unique and efficient way, reducing waste and fabrication costs
- Create a **flexible kit-of-parts** that is cost-effective, easily built upon and maintained
- Use **recyclable and durable** materials
- Develop **master plans** that can be built on over time as funds become available

CIVIC BRAND PARTNERSHIPS (PARTIAL LIST)

- | | |
|----------------------------------|--------------------------------------|
| • City of Anaheim, California | • City of Melrose, MA |
| • City of Cincinnati, Ohio | • City of Louisville, Kentucky |
| • City of Everett, Massachusetts | • City of Urbana, Illinois |
| • City of Lancaster, California | • City of West Hollywood, California |
| • City of Long Beach, California | • City of Worcester, Massachusetts |
| • City of Las Vegas, Nevada | • Kailua Village, Hawaii |



REFERENCES



City of Lancaster 2020- Current
Lancaster, CA

Alexus Merino
Assistant to the City Manager - City
Manager's Office
City of Lancaster
amerino@cityoflancasterca.org
T 661.723.6081
C 661.917.7187

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, the 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 rolled-out with a coordinated marketing, PR, advertising, environmental, merchandise and public information campaign. SPD also developed a comprehensive vehicle, pedestrian, and bicycle signage and wayfinding master plan for the City of Lancaster that not only reflected the city's unique personality but also accommodated future growth.



THE ROAD TO REVOLUTIONS

The Battleroad Scenic Byway 2018
Arlington, Concord, Lexington, Lincoln, MA

Ali Carter
Economic Development Coordinator
Town of Arlington
acarter@town.arlington.ma.us
781.316.3095

SPD planned, designed, and implemented a distinctive logo system, sign standards, and content-rich website to inform, educate, and guide visitors through this picturesque and historic area that spans 4 towns and the Minuteman National Historic Park. This contributed in part to their designation as a national All American Road.



Port of Los Angeles 2018
San Pedro, CA

Sal Zambrano,
Harbor Engineer
The Port of Los Angeles
szambrano@portla.org
310.732.7678

SPD designed the brand identity, print and merchandise applications, pedestrian, vehicle and bike path signage system along a 12-mile waterfront trail, and various other environmental communications for the public boardwalk, gateway plaza, streetscape improvements and green space.



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PROJECT TEAM & UNDERSTANDING

PROJECT TEAM

The SPD team includes executive management overview, as well as strategic and design management staff that direct daily project activities.



Clifford Selbert *Partner, Creative Director*

As a co-founder of Selbert Perkins Design, Clifford Selbert expanded his landscape architecture talent to encompass art, design, and communications in the built environment. His approach has merited national and international distinction for design excellence. With extensive experience worldwide as creative/art director and designer, Cliff will oversee the design team.

Key Projects: Port of Los Angeles, Magic Johnson Park, Walk DTLA, City of Lancaster, Blackstone River Valley, Wheeling Heritage Trail, MotorCities, University Park at MIT, LAX, Abu Dhabi



Sheri Bates *Principal, Brand and Interactive*

Sheri Bates brings the ability to turn verbal concepts into powerful graphic identities and dynamic branded communications programs for a broad spectrum of clients. She brings over 25 years of experience including oversight of collaborative, multi-disciplinary teams for a wide range of projects including: higher education, cultural, civic, corporate, mixed-use, retail, hospitality and healthcare. Sheri will lead brand research and analysis, stakeholder engagement, logo development, messaging and related conceptual and creative efforts.

Key Projects: Blackstone River Valley, Wheeling Heritage Trail, MotorCities, Battleroad Byway, Honolulu Rail, City of Lancaster, City of Everett, University Park at MIT



Kevin Parker, *Senior Designer, Project Manager*

Kevin has worked on national and international projects to produce environmental graphics, branded environments, placemaking, user interface design, site master planning, wayfinding, information graphics, and data visualization. Kevin creates and implements design solutions in diverse areas ranging from education to mixed use, sports facilities and healthcare. Kevin will create design concepts and guide efforts of junior design staff across all project phases, from concept through implementation, while supporting project planning and coordination.

Key Projects: Arsenal Yards, Boston Children's Hospital Brookline Place, City Point, North Station Garage, The Hub on Causeway (TD Garden), Pioneer Way

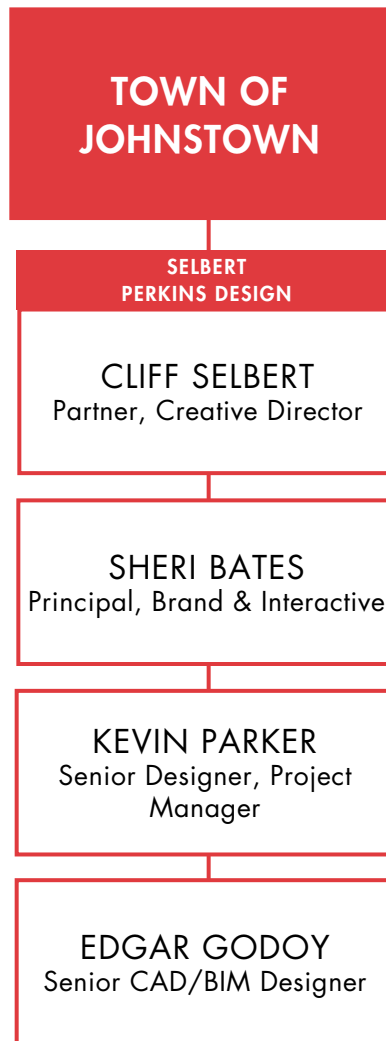


Edgar Godoy, *Senior CAD/BIM Designer*

Edgar has been an integral part of the Selbert Perkins Design staff for over 10 years. As Senior CAD Designer, he leads SPD's in-house CAD/REVIT specialist team and follows the direction of the project team to produce detailed AUTOCAD drawings of all project elements. His experience in the BIM Modeling field of construction, as well as his research and development, manufacturing, and project leadership are beneficial to our creative team.

Key Projects: Los Angeles World Airports, City of Anaheim, University of Utah Health Center, University of Texas Rio Grande Valley, MGM CityCenter, Cosmopolitan Hotel & Casino

PROJECT TEAM



PROJECT MANAGEMENT APPROACH

Our team brings to this project a proven track record of delivering projects **on-schedule and on-budget**. This success is a result of regular communication with all relevant stakeholders throughout the duration of the project, which allows us to address issues as they develop. We recognize that meeting the implementation schedule and budget is a critical component to the success of every project. Our project management capabilities allow us to track all aspects of a project and **ensure efficient use of time and budget**. With our extensive experience working with Cities and Towns, we are confident we can meet the delivery schedule for this project.

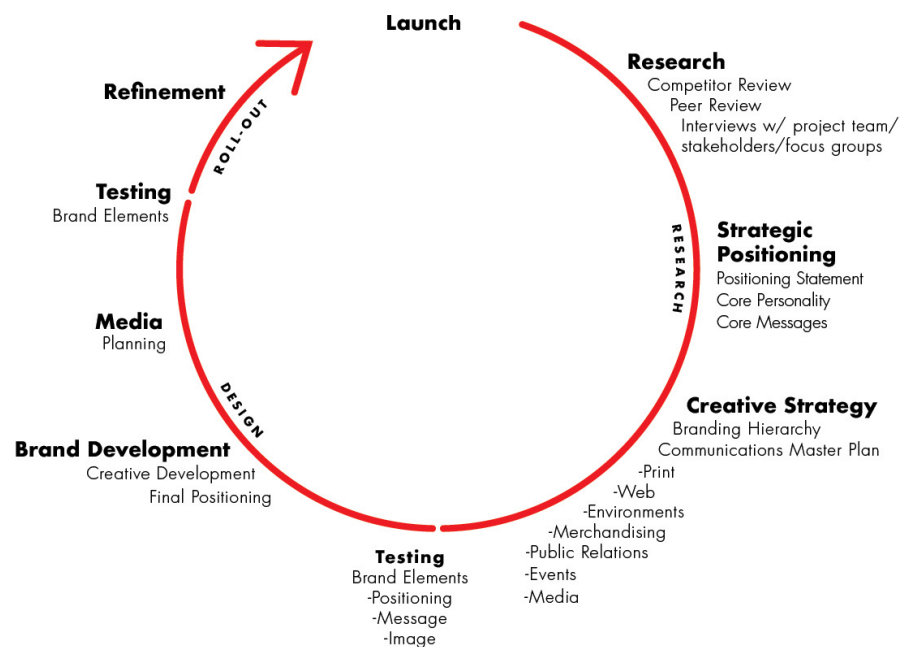
SPD believes in design solutions rooted in the local culture that bring long term ownership and success. We will create a strategic brand identity that differentiates Downtown Johnstown in the region and further establishes it as a desirable location to live, work, play, and explore.

PROJECT UNDERSTANDING

Selbert Perkins Design is proposing to **develop branding and wayfinding program for the Town of Johnstown**. The Downtown Brand should create a competitive place identity that sets the guidelines on how stakeholders communicate and market the corridor. This project will result in a **comprehensive master plan**, guiding efforts for many years to come.

Our goals will be to:

- Research the history of Johnstown and story of the current community.
- Develop and execute an engagement strategy that includes downtown businesses, community organizations, residents, etc.
- Develop and execute a brand strategy through multiple phases and present to identified stakeholders such as Town Council, downtown business, community organizations, residents, etc.
- Develop a strategic, phased brand implementation and launch event/activity.
- Develop a Town wayfinding signage master plan that includes identification of signage locations, signage type, and phases of installation.
- Develop and design a downtown wayfinding signage program that is reflective of the brand identity and should include at minimum locations of entry monument, vehicular directional, pedestrian wayfinding, public parking, street banners, crosswalk/pedestrian markings, and identification of public assets (i.e. parks, library, museum, etc.); and a phased installation.



A large, mature tree stands in the center of a city street at dusk. Numerous spherical, metallic hanging lights are suspended from the tree's branches, casting a warm glow. In the foreground, two people with backpacks are seen from behind, walking away. The background shows a blurred city street with other pedestrians and buildings.

3

SCOPE OF WORK

PHASE 1: BRAND IDENTITY SCOPE

TASK 1.1: RESEARCH & DISCOVERY

Meetings: (2) Meetings/Presentations with project team (via Teleconference)
(5) Stakeholder Interviews as needed

Schedule: 4 - 6 Weeks

1. Project Kick-off & Brand Audit

Meet to review strategic aspects of the project including:

- Existing research, marketing materials, project goals and objectives.
- How to foster a unified vision for Downtown Johnstown among stakeholders.
- Current and desired strategic alliances, affiliations, and audiences to target.
- Review existing logos, messaging, media, marketing collateral, media presence, etc.
- Outline positive attributes, brand hierarchy, and opportunities for improvement.

2. Competitive Analysis

- Review and evaluate current and future target audiences in the local area.
- Evaluate competitors' brand identity and create a recommended marketing strategy.
- Complete a competitive positioning analysis of (3) competitors to gain a clear focus on differentiating factors.

3. Stakeholder Engagement

- Interview (5) key stakeholders 30 minutes each via phone.
- Conduct (1) digital survey to understand current and desired perception.
- Develop and execute an engagement strategy that includes downtown businesses, community organizations, residents, etc.
- Transcribe and analyze results.
- Present findings and initial recommendations to the committee. This discussion will help guide the direction of the design and brand strategy.

Task 1.1 deliverables:

Competitive Analysis and Differentiating Factors

Key Themes and Brand Strengths

Stakeholder Engagement Findings

Positioning Approach

Meeting minutes

TASK 1.2: BRAND IDENTITY DESIGN

Meetings: (4) meetings with project team - virtual weekly or biweekly as needed

Schedule: (6 - 8) weeks

1. Brand Strategy

- Building on the research and story development in Task 1, define themes and strategic messaging into (2) preliminary approaches.
- SPD will develop and execute a research strategy and provide recommendations that highlight the unique history of Johnstown while embracing the growth of the community.
- SPD will define the Brand Criteria based on feedback from the above.

2. Brand Development

- Develop Key Messages and language to accompany the selected brand.
- Define the visual language - logo/word-mark, colors, typography - to evolve with the brand.
- Create a family of secondary elements: pattern, image style to accompany the logo/word-mark.
- Provide (1) round of revisions based on feedback.

3. Brand Toolkit

- Develop (8 - 12) page brand identity guidelines booklet that outlines how to use the visual identity, logo, fonts, graphic elements, color palette, etc. and applications.
- SPD will provide a brand identity toolkit along with the booklet to include: digital assets in all required formats up to (3) templates such as stationery, apparel, powerpoint, etc. to be selected by the Town.

Task 1.2 Deliverables:

Brand Strategy Recommendations

Brand Criteria

Brand Identity

Digital Templates

Brand Toolkit

PHASE 2: WAYFINDING SIGNAGE PLAN & IMPLEMENTATION SCOPE

TASK 2.1 : WAYFINDING CONCEPT DESIGN

Meetings: (2 - 4) with Project Team (bi-weekly)

Schedule: 3 - 4 weeks

1. SPD will review available plans/models, previous studies, brand standards, historic info, etc. and meet with the project team to confirm scope, goals, and schedule.
2. SPD will provide (3) on-brand approaches for translating the Downtown Johnstown story/identity into wayfinding elements. Select (1) approach for development of a family of exterior and interior wayfinding elements including; interior and exterior building signage, and parking garage wayfinding throughout. Opportunities for art/graphics will be recommended as well.
3. Provide meeting minutes and (1) round of revisions to the Concept Design presentation and Sign Standards if needed for review with Town/Stakeholders.
4. Obtain preliminary OOM pricing on the approved concept.
5. Create a draft Sign Location Plan (SLP) with all selected sign types included. Provide (1) round of revision.

Task 2.1 Deliverables:

OOM Pricing

Sign Location Plan

Exterior Signage Design

Interior Wayfinding and Signage Design

Meeting Minutes

TASK 2.2: WAYFINDING MASTER PLAN

Meetings: (2) with Project Team, (1) site visit

Schedule: 3 - 4 weeks

1. Visit the site to analyze scale, proximity, nearby land and building uses, lines of sight, etc.
2. Analyze pedestrian, bicycle, and vehicular circulation, ingress, and egress points and connections throughout the site.
3. Identify activity zones and key locations for gateway and directional signs.
4. Create preliminary Sign Location Plans (SLP) for building exterior and interior.
5. Develop a draft Signage Standards document for approval by the Town.
6. **Signage Standards**
 - Develop a Town wayfinding signage master plan that includes identification of signage locations, signage type, and phases of installation. The signage classifications include directional, informational, identity, and regulatory.
 - Develop general style guidelines for future signage implementation (i.e. signage types & sizing).
 - Develop and design a downtown wayfinding signage program that is reflective of the brand identity, including locations of: entry monument, vehicular directional, pedestrian wayfinding, public parking, street banners, crosswalk/pedestrian markings, and identification of public assets (i.e. parks, library, museum, etc.); and a phased installation (if needed).

Task 2.2 Deliverables:

Site Analysis and Circulation Plan

Sign Location Plan

Signage Standards

TASK 2.3: DESIGN DEVELOPMENT

Meetings: (3) with Client, Design Team, or Stakeholders

Schedule: 4 - 6 weeks

1. Develop the selected concept with elevations, plans, and perspective sketches sufficient to describe the size, shape, character, hierarchy, materials, colors, typography and lighting of all sign types. Review for code compliance, brand alignment, and legibility.
2. Present draft Design Development document to client team and obtain input.
3. Review with fabricator to obtain preliminary pricing, feasibility and VE opportunities.
4. Provide (1) round of revisions for final approval.
5. Update Sign Location Plan and list of sign types as needed.

Task 2.3 Deliverables:

Updated Sign Location Plans

Design Development Document

Preliminary Pricing

TASK 2.4: DESIGN INTENT

Meetings: (2) with Project Team

Schedule: 3 - 4 weeks

1. Prepare Design Intent documents including: elevations, plans, and perspective sketches sufficient to describe the size, shape, character, hierarchy, materials, colors, typography and lighting of all sign types and graphic elements.
2. Prepare message schedule. Client is responsible to provide final messages.
3. Prepare performance specifications for all sign types including: colors, illumination, materials, installation, maintenance, durability and changeability.
4. Prepare Final Sign Location Plans.
5. Provide (1) round of revisions.
6. Coordinate signage with electrical, landscape, interior, and architectural plans.
7. Confirm signage quantities, budgets, and schedule.

Task 2.4 Deliverables:

Design Intent Document

Digital Artwork Templates

Performance Specifications

Final Sign Location Plans

TASK 2.5A: CONSTRUCTION ADMINISTRATION

Meetings: Up to (4) site visits, (1) shop visit

Schedule: TBD weeks

1. Provide the fabricator with digital artwork templates.
2. Provide consultation to the fabricator in their development of shop drawings.
3. Review shop drawings and samples in order to ensure conformance with the design intent.
4. Review any design revisions or further VE opportunities with project team.
5. Review samples and prototypes provided by the fabricator.
6. Conduct up to (4) site visits - 1 at the outset of installation, 2 progress visits, and 1 at conclusion to ensure quality and conformance with design documents provided.
7. Prepare punch list for submittal to fabricator and Client team.

Task 2.5A deliverables:

Final Digital Artwork

Punchlist

TASK 2.5B: BIDDING

Meetings: as needed

Schedule: TBD weeks

SPD provides oversight throughout the project to ensure a successful completion. This work is billed hourly and may include, but is not limited to:

1. Create contract documents, including location plans/maps, foundation design, materials, colors, mounting details, dimensions, etc., and provide all necessary specifications in order for the signs to be constructed and installed (i.e.- bid ready documents)
2. Obtain quotes for fabrication, with leveled bid process if needed.
3. Issue bidding package. Provide reproducibles of working drawings and specifications necessary to compile the technical portion of the bid documents.
4. Review questions and RFI's from bidders.
5. Provide lists of qualified fabricators and assist with selection.
6. Review prototypes, samples, and materials.
7. Conduct shop and site visits as needed to ensure quality.
8. Create punch list and communicate with fabricator and client.

Task 2.5B deliverables:

Contract Documents

List of Recommended Fabricators

Bidding Package

Final fabricated/installed sign program elements (by fabricator)

Punch list

Meeting Minutes

4

TIMELINE & COST PROPOSAL

TIMELINE

# of weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32				
Task 1.1: Research and Discovery																																				
Kickoff & Brand Audit	█	█																																		
Competitive Analysis			█	█																																
Stakeholder Engagement					█	█																														
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Task 2.4: Design Intent																												█	█	█						
Task 2.5: Construction Administration & Bidding																																	█	█	█	

COST PROPOSAL

Phase 1: Brand Identity

TASK 1.1: RESEARCH & DISCOVERY	(4 - 6) weeks	
Project Kick-off & Brand Audit		\$6,500
Competitive Analysis		\$3,000
Stakeholder Engagement		\$12,000
TASK 1.2: BRAND IDENTITY & DESIGN	(6 - 8) weeks	
Brand Strategy		\$4,000
Brand Development		\$15,000
Brand Toolkit		\$12,000
PHASE 1 TOTAL		\$52,500

Phase 2: Wayfinding Signage Plan & Implementation

TASK 2.1: Wayfinding Concept Design	(3 - 4) weeks	\$21,000
TASK 2.2: Wayfinding Master Plan	(3 - 4) weeks	\$15,000
TASK 2.3: Design Development	(4 - 6) weeks	\$20,000
TASK 2.4: Design Intent	(3 - 4) weeks	\$15,000
TASK 2.5: Construction Administration & Bidding	(TBD) weeks	\$12,000
PHASE 2 TOTAL		\$83,000

COST PROPOSAL CONTINUED

EXPENSES

It is understood that in-person meetings are not required so no expenses are expected, however, should the Client request a site visit or other, these expenses will be billed at cost with no additional mark-up.

PAYMENT SCHEDULE

Project fees will be billed in monthly increments based on project schedule.

SPD HOURLY RATE SCHEDULE

Partner	\$250	Production Designer	\$160
Principal	\$200	Senior Designer	\$150
Design Director	\$175	Designer	\$135
Project Manager	\$160		

AUTHORIZATION AND ACCEPTANCE

We require your signature to begin work. To expedite internal processing, please complete and return the following:

Selbert Perkins Design

Town of Johnstown

by.....

by.....

date.....

date.....

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TERMS OF SERVICE & CERTIFICATIONS



**Marina del Rey
Public Launch Ramp**

No unattached trailers.
Parking fee must be prepaid for each 24-hour period.
Receipt must be displayed face-up on vehicle dashboard.
Parking over 48 hours must register by calling (310) 305-9534.
No overnight camping or sleeping.
Recreational vehicles prohibited 2:00 a.m. - 6:00 a.m.
(LACC - 19.12.1330)

County of Los Angeles

Parking Rates

Vehicle Only	\$5.00
With Trailer	\$7.00

Parking fee must be prepaid for each 24-hour period.
Information: (310) 305-9534

NO PENNANT
SMALL CRAFT
WARNING

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, film and photographic processing, illustration and copywriting/editing, printing, fabricating, typesetting, imagesetting, photo-retouching/manipulation, telephone, fax and copies, stunts, 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 a facsimile or an e-mail. The Client will proofread and approve all final typeset copy before production of mechanicals; review and approve finished mechanicals and artwork before release to printers; and review and approve all design intent and/or construction documents and related sign 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.

CONFIDENTIALITY

No work product of the Client can be released to anyone without Client's written permission.

ASSIGNMENT

SPD cannot assign this contract without written approval by Client. Ownership

SAMPLES OF WORK

The Client agrees to furnish SPD with 100 samples of all printed materials without charge. These samples will be used by SPD for publication, exhibition and promotional purposes. SPD retains the right to photograph or otherwise document complete signs or other designs on site following installation.

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 CALIFORNIA

This agreement shall be governed by the laws of the State of California. 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. All disputes and matters whatsoever arising under, in connection with or incident to this contract, shall be litigated, if at all, in and before the Los Angeles Superior Court, Central District, for the State of California, United States of America, to the exclusion of all other courts, or, as to those lawsuits as to which the State court of California lacks subject matter jurisdiction, in and before the United States District Court for the Central District of California, Western Division. By executing this contract you submit to exclusive jurisdiction in the State of California, Los Angeles Superior Court, Central Division, or, as to those lawsuits as to which the State of California lacks subject matter jurisdiction, you agree to submit to the elusive jurisdiction of the United States District Court for the Central District of California, Western Division.



RNW22144

CERTIFICATION NUMBER

02/18/25

EXPIRATION DATE

Certifies that:

Selbert Perkins Design, Inc.

has successfully met the requirements of the NWBOC national certification program for certification as a woman-owned and woman-controlled business.

The identified business has qualified as an eligible Woman Business Enterprise (WBE) as set forth in NWBOC standards and procedures.

PHYLLIS HILL SLATER
Board Chair, NWBOC

541400, 541430, 541800, 541490

NAICS Code(s)

02/19/22

Date

WWW.NWBOC.ORG

INFO@NWBOC.ORG | 800-794-6140 | 1101 East Cumberland Ave, Suite #301, Tampa, Florida 33602



6

RELEVANT PROJECTS

E



CITY OF LANCASTER - BRANDING

LANCASTER, CALIFORNIA

Dates:

2020 – present

Client:

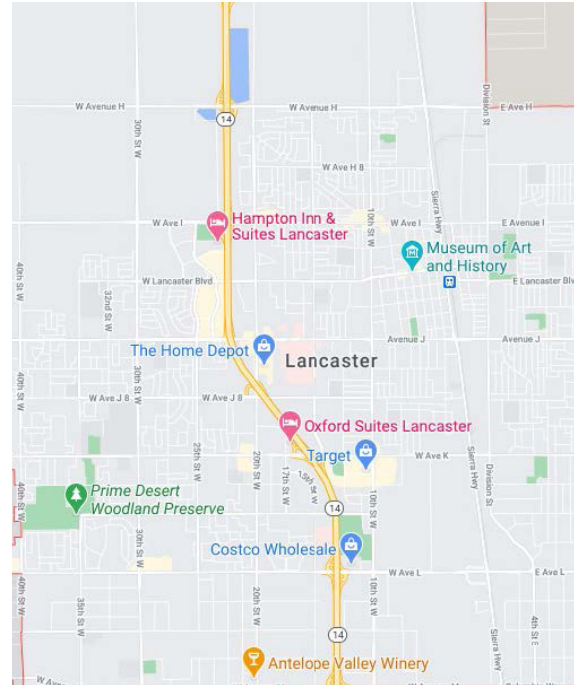
City of Lancaster

Services Provided:

Brand Development

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 LANCASTER - MASTER PLAN

LANCASTER, CALIFORNIA

Dates:

2021 – present

Client:

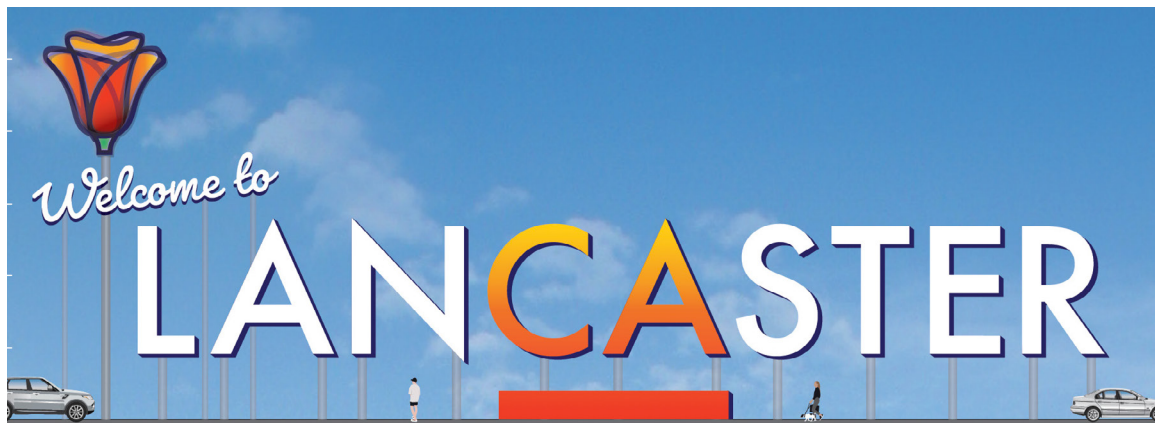
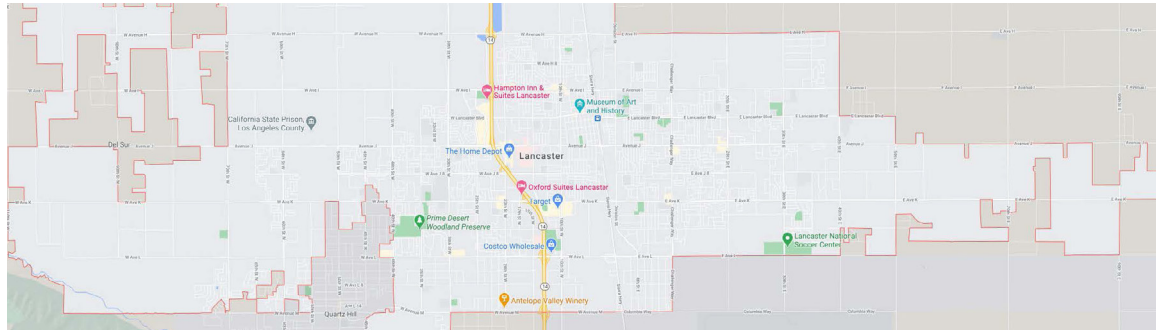
City of Lancaster

Kimley-Horn

Services Provided:

Signage & Wayfinding
Master Plan

Selbert Perkins Design is developing a comprehensive vehicle, pedestrian, and bicycle signage and wayfinding master plan for the City of Lancaster that will not only reflect the city’s unique personality but will also accommodate future growth. SPD will provide comprehensive maps and routes to connect key locations such as neighborhoods, services (healthcare, retail, etc.), recreational opportunities, government institutions, educational facilities, and other key destinations. The plan will address the current identity and navigation issues along the main highway corridor that runs through the City and will provide solutions including a phased approach for implementation.





BATTLE ROAD SCENIC BYWAY

ARLINGTON, CONCORD, LEXINGTON, AND LINCOLN, MASSACHUSETTS

Dates:
2017 - 2018

More than 200 significant places lie along the 15-mile Battle Road Byway, tracing the historic pathways of the Revolutionary War through 4 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.

Client:
Minuteman National
Historical Park

Services Provided:
Brand Identity
Master Plan
Environmental
Graphics
Website



Client Reference:
Ali Carter
Economic Development
Coordinator
Town of Arlington
730 Mass Ave.
Arlington, MA 02476
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e: acarter@town.
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PORT OF LOS ANGELES

LOS ANGELES, CALIFORNIA

Dates:

2004 – 2018

Client:

Port of Los Angeles

Services Provided:

Branding

Public Art

Signage & Wayfinding

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.





CITY OF EVERETT, BRAND

EVERETT, MASSACHUSETTS

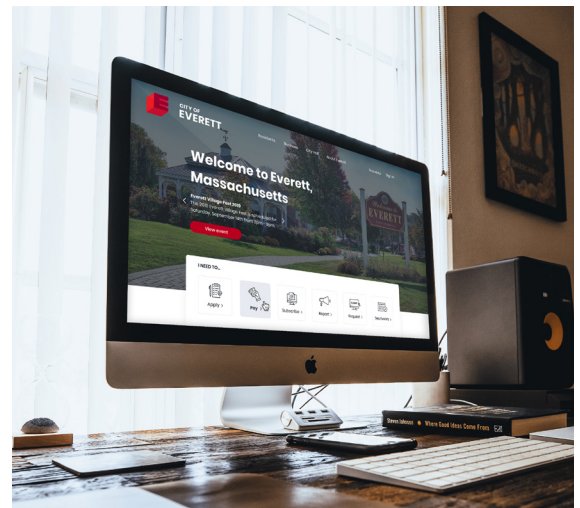
Dates:
2019 - 2020

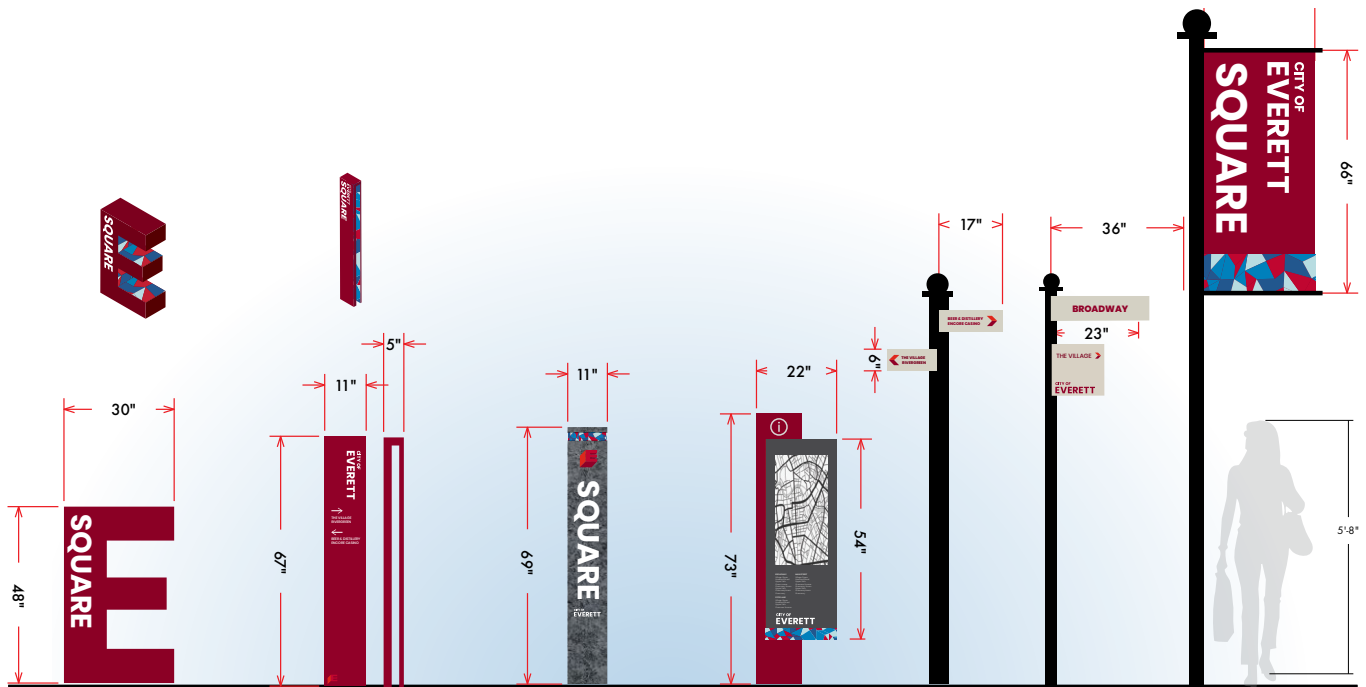
Selbert Perkins Design worked directly with City staff to create a bold new identity and brand campaign - inspired by the diverse and hard-working population of Everett. This is Everyone's Everett - close to Boston but with it's own identity, pride, and grit.

Client:
City of Everett

Services Provided:
Brand Identity
City Seal Refinement
Digital Communications
Environmental Graphics
Wayfinding

Client Reference:
Tess.Kohanski
former Economic
Development Planner
at City of Everett
p: 617-913-8054
e: Tess.Kohanski@
gmail.com





CITY OF EVERETT, WAYFINDING

EVERETT, MASSACHUSETTS

Dates:

2019 - 2020

Selbert Perkins Design worked directly with City staff to create a wayfinding master plan for the City of Everett including district naming, district identifiers, placemaking opportunities, and a multi-modal wayfinding system.

Client:

City of Everett

Services Provided:

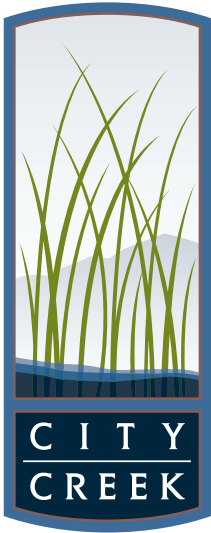
- Brand Identity
- City Seal Refinement
- Digital Communications
- Environmental Graphics
- Wayfinding



Client Reference:

Jay.Monty
 Transportation Planner
 City of Everett
 Planning &
 Development
 p: 617-394-2334
 e: Jay.Monty@
 ci.everett.ma.us





CITY CREEK CENTER

SALT LAKE CITY UTAH

Dates:

2007 – 2012

Client:

The Taubman Company

Services Provided:

Brand Identity

Public Art

Signage & Wayfinding
Master Plan

Furniture &
Amenities Design

Storytelling &
Exhibit Design

Selbert Perkins Design created the branded communications master plan for one of the largest mixed-use redevelopment projects in the U.S. today - City Creek Center in downtown Salt Lake City, UT. Collaborating with CCRI, Taubman and a team of architects, landscape architects, lighting and water feature designers, general contractors and fabricators, SPD developed the logo, print communications, gateway monuments, tenant standards, storytelling program, site-wide signage and wayfinding. Inspired by the historic creek that ran through the site in the 1800s, the resulting branded environment is elegant, engaging, and truly a landmark destination.





CITY OF WORCESTER

WORCESTER, MASSACHUSETTS

Dates:

2009 – 2015

Client:

City of Worcester

Professional Services Provided:

Brand Identity

Signage & Wayfinding

Master Plan

Mapping

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.





FENWAY CULTURAL DISTRICT

BOSTON, MASSACHUSETTS

Dates:
2009 – 2012

Client:
Fenway Cultural District

Professional Services Provided:
Branding

Selbert Perkins Design led an engaged visioning process for the members of the Fenway Cultural District that has resulted in the creation of a new brand strategy. The new logo celebrates the inclusive, aspirational and experiential character of the Fenway district.

