

FIND *your* HAPPY PACE



PALM DESERT  
CALIFORNIA

# City of Palm Desert Wayfinding Master Plan

*Signage & Wayfinding Concept Design*

March 19, 2025

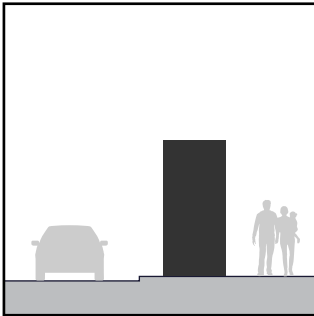
Selbert  
Perkins  
Design.

# 02 Concept Design

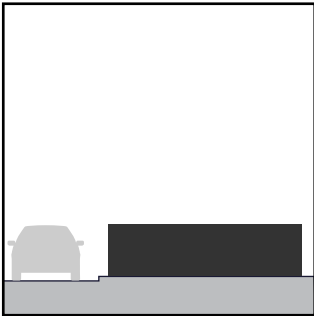


# Summary of Signs Proposed

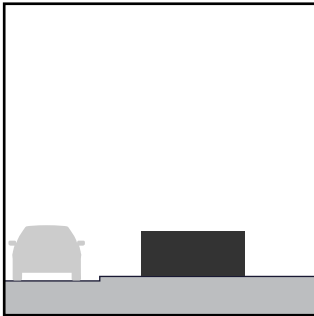
## IDENTITY



A01 GATEWAY MONUMENT

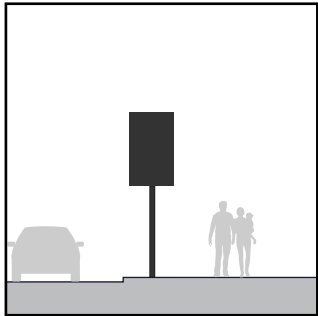


A02 GATEWAY MONUMENT

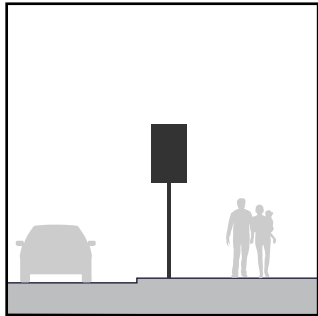


A03 GATEWAY MONUMENT

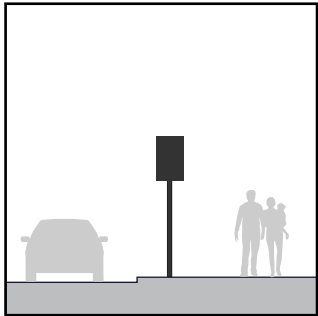
## DIRECTION



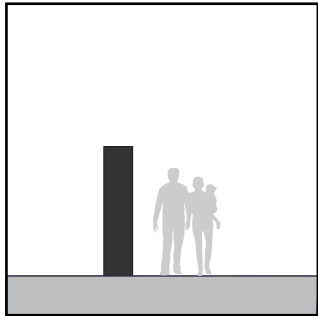
B01 VEHICLE DIRECTION  
LARGE



B02 VEHICLE DIRECTION  
MEDIUM

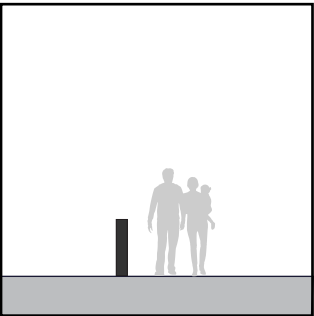


B03 VEHICLE DIRECTION  
SMALL

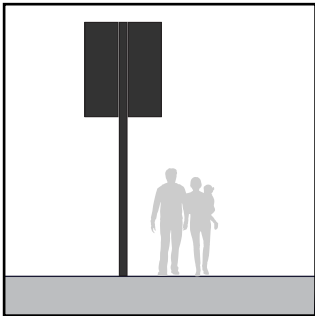


B04 PEDESTRIAN DIRECTION  
W/ MAP

## AMENITY



E01 ART TOTEM - EXISTING

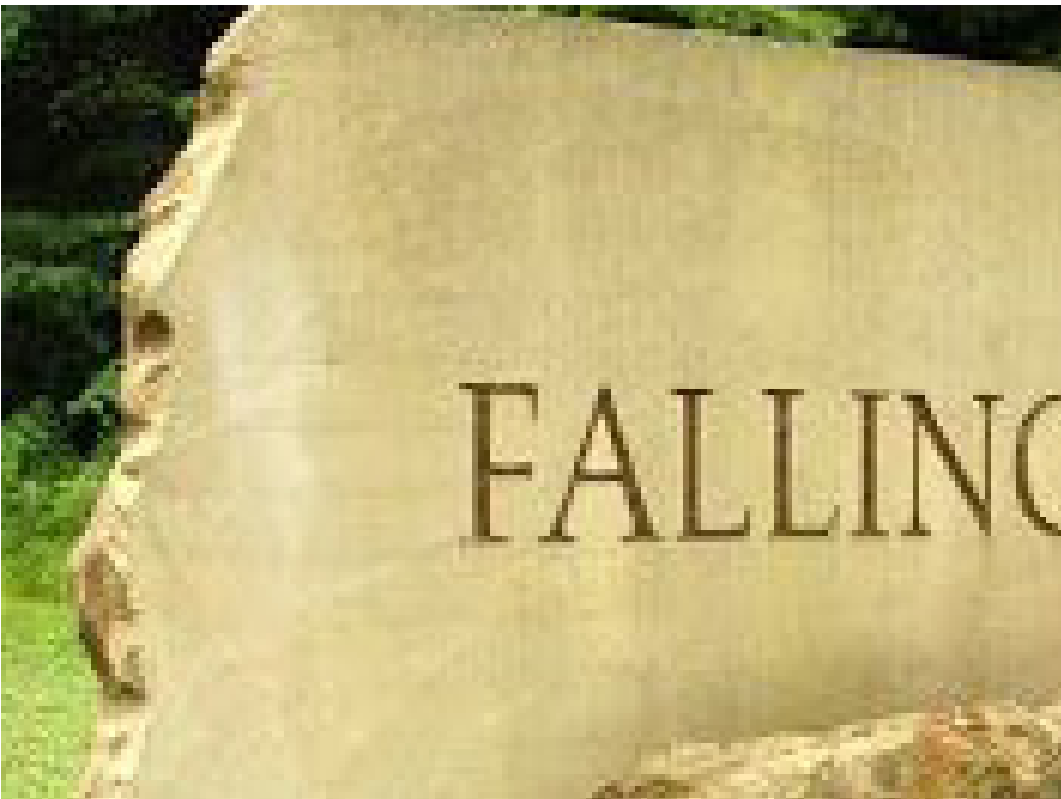


E02 BANNER



E03 PLACEMAKING

CONCEPT 2 MOOD BOARD





CONCEPT 2 DESIGN





CONCEPT 2 DESIGN





CONCEPT 2 DESIGN





CONCEPT 2 DESIGN





**Selbert  
Perkins  
Design.**