

FIND *your* HAPPY PACE



PALM DESERT
CALIFORNIA

City of Palm Desert Wayfinding Master Plan

Signage & Wayfinding Concept Design

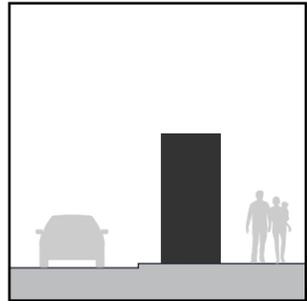
March 19, 2025

Selbert
Perkins
Design.

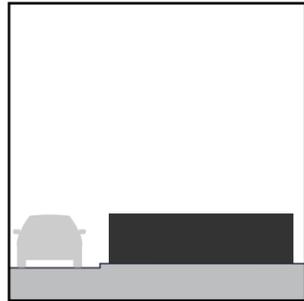
02 Concept Design

Summary of Signs Proposed

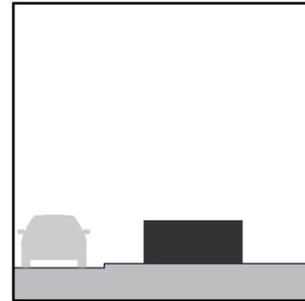
IDENTITY



A01 GATEWAY MONUMENT

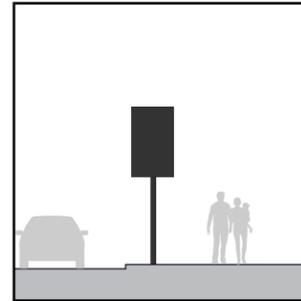


A02 GATEWAY MONUMENT

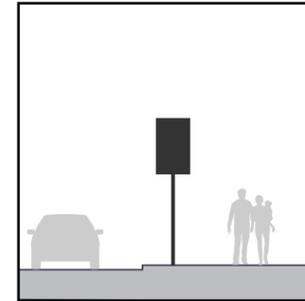


A03 GATEWAY MONUMENT

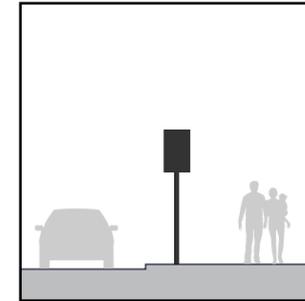
DIRECTION



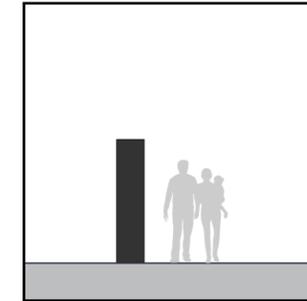
B01 VEHICLE DIRECTION
LARGE



B02 VEHICLE DIRECTION
MEDIUM

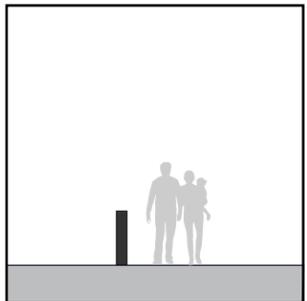


B03 VEHICLE DIRECTION
SMALL

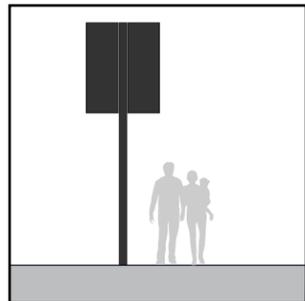


B04 PEDESTRIAN DIRECTION
W/ MAP

AMENITY



E01 ART TOTEM - EXISTING

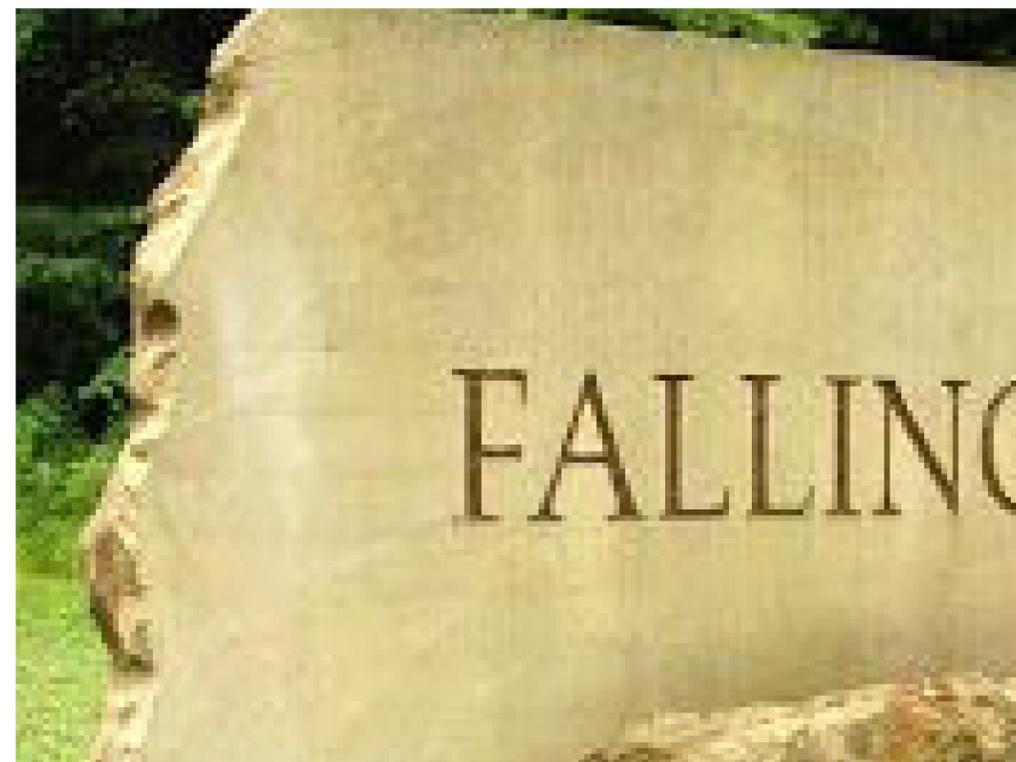
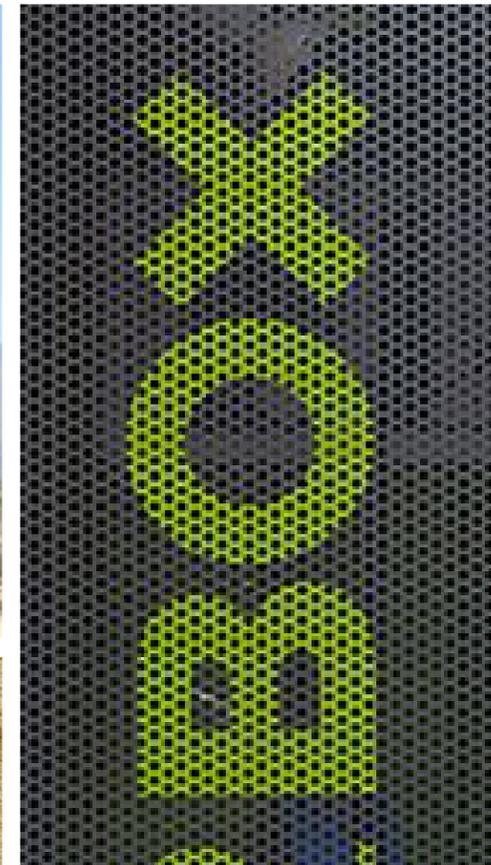


E02 BANNER



E03 PLACEMAKING

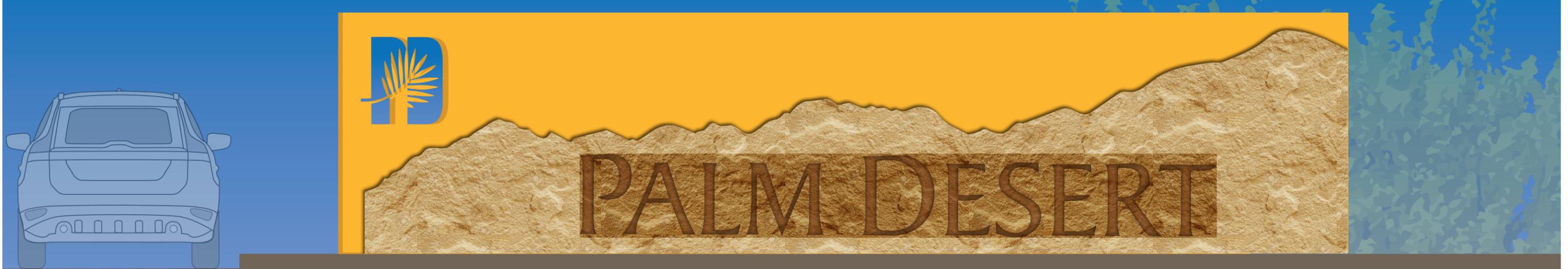
CONCEPT 2 MOOD BOARD



PROJECT:
CITY OF PALM DESERT
WAYFINDING MASTER PLAN

PHASE:
TASK 2: CONCEPT DESIGN
MARCH 19, 2025

CONCEPT 2 DESIGN



A01 GATEWAY MONUMENT
LOCATION 1



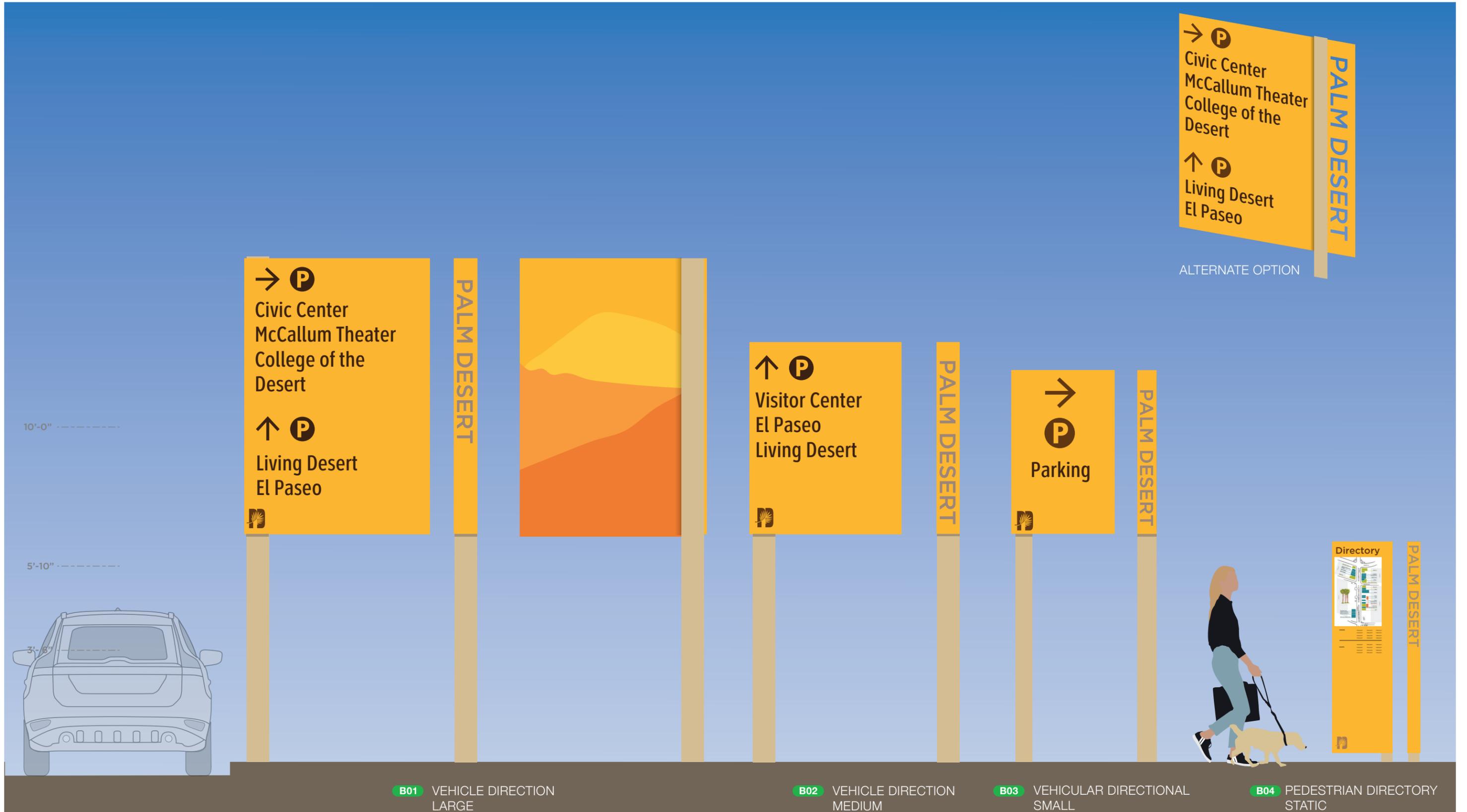
A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

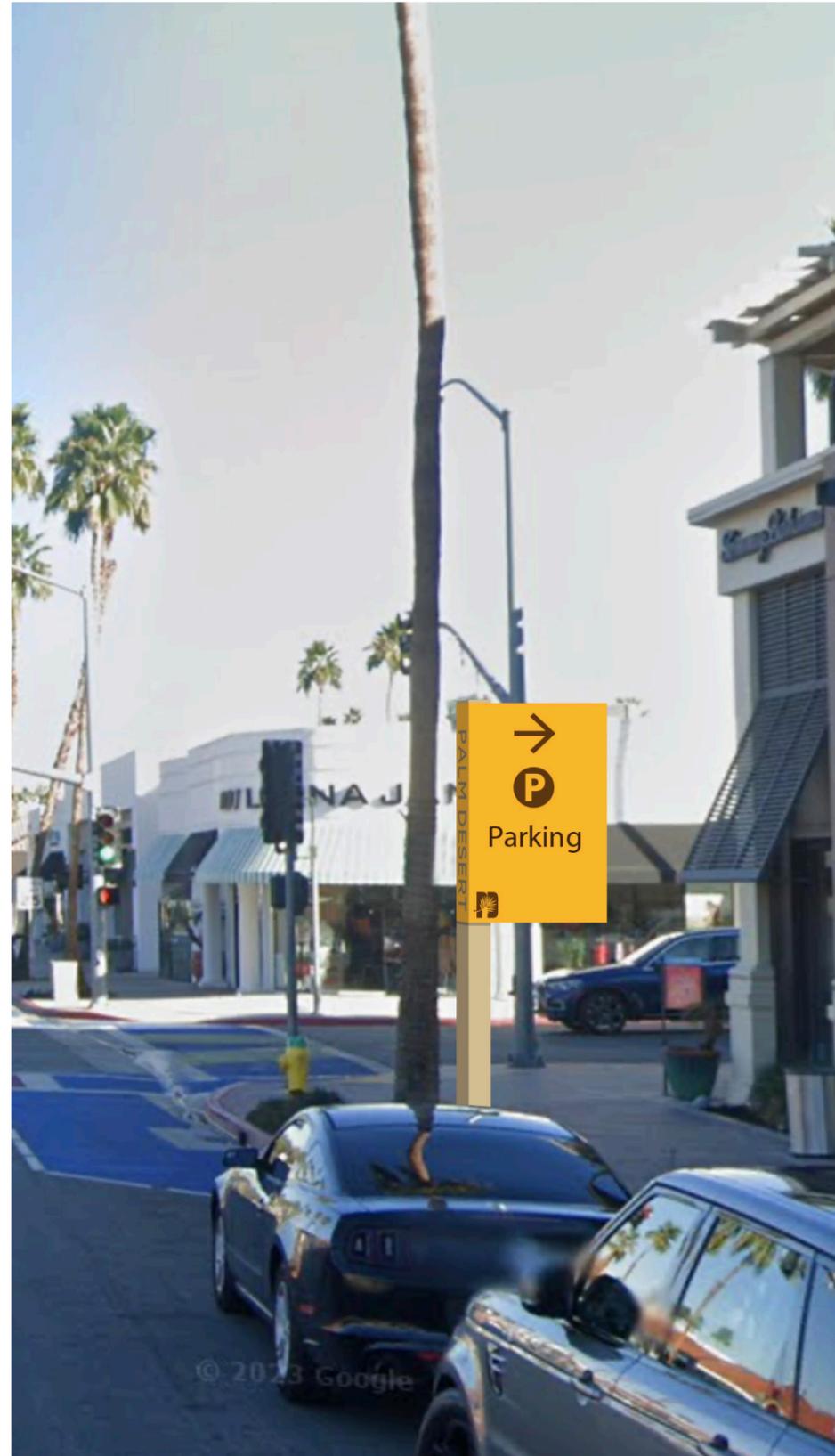
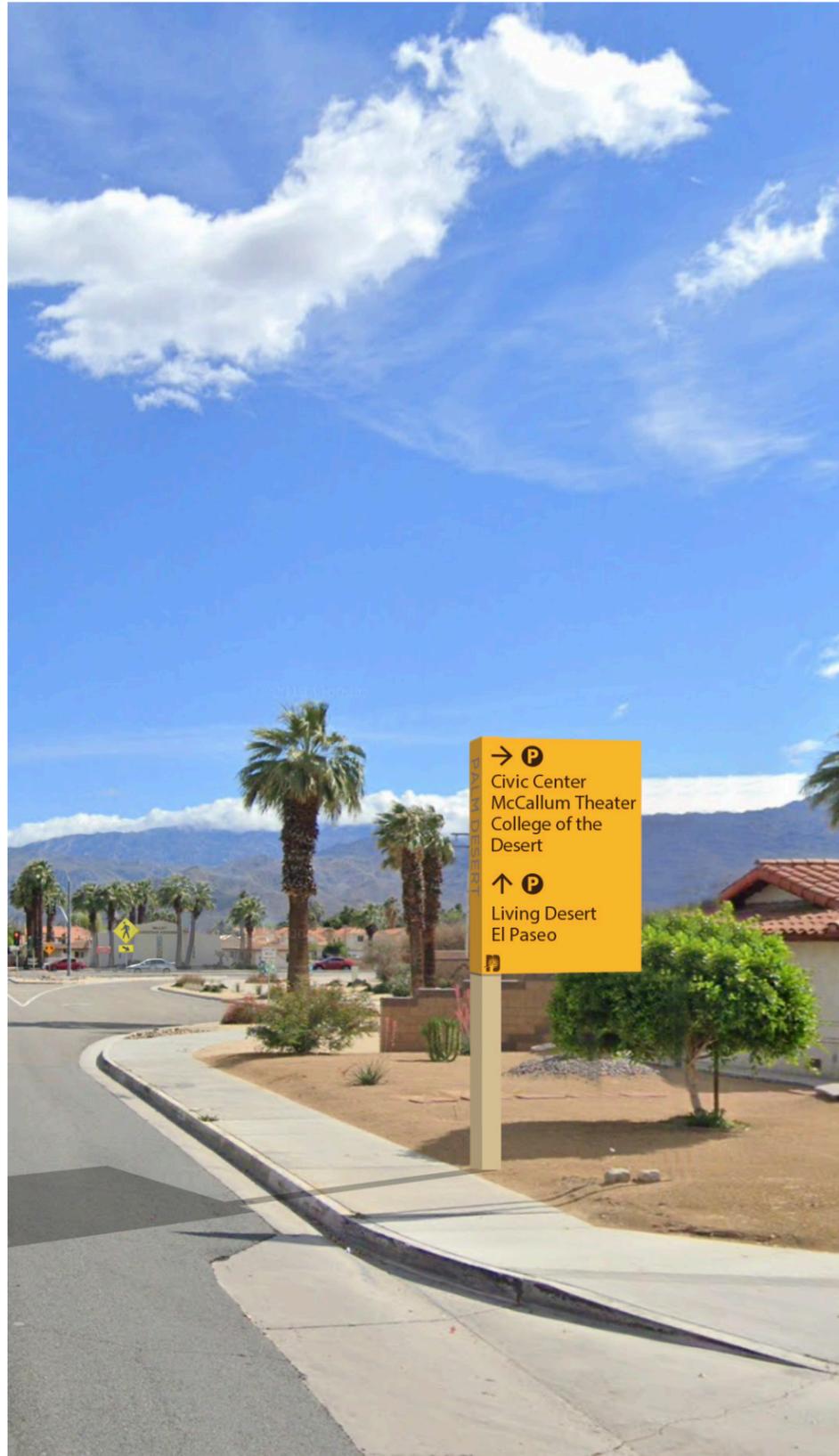
CONCEPT 2 DESIGN



CONCEPT 2 DESIGN



CONCEPT 2 DESIGN



**Selbert
Perkins
Design.**