

April 29, 2026

# The City of Isle of Palms, South Carolina

Branding Strategy  
RFP 2026 - 02



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Douglas Kerr  
City Administrator  
City of Isle of Palms  
1207 Palm Boulevard  
Post Office Box 508  
Isle of Palms, SC 29451

**Re: City of Isle of Palms Branding**

Dear Douglas,

As a firm with established roots on the East Coast, and a long history of building transformative branding systems for municipalities large and small across the region, we look forward to the potential of being a part of redefining the future of Newmarket while honoring and respecting its history.

Once you've had the opportunity to review, our team would be happy to answer any questions you have and walk through the proposed work scope with you.

We believe that every place has a story, and every story has a place, and you have a great story to tell.

Best regards,

A handwritten signature in black ink that reads "Matthew Grieci". The signature is fluid and cursive, with a large loop at the end of the last name.

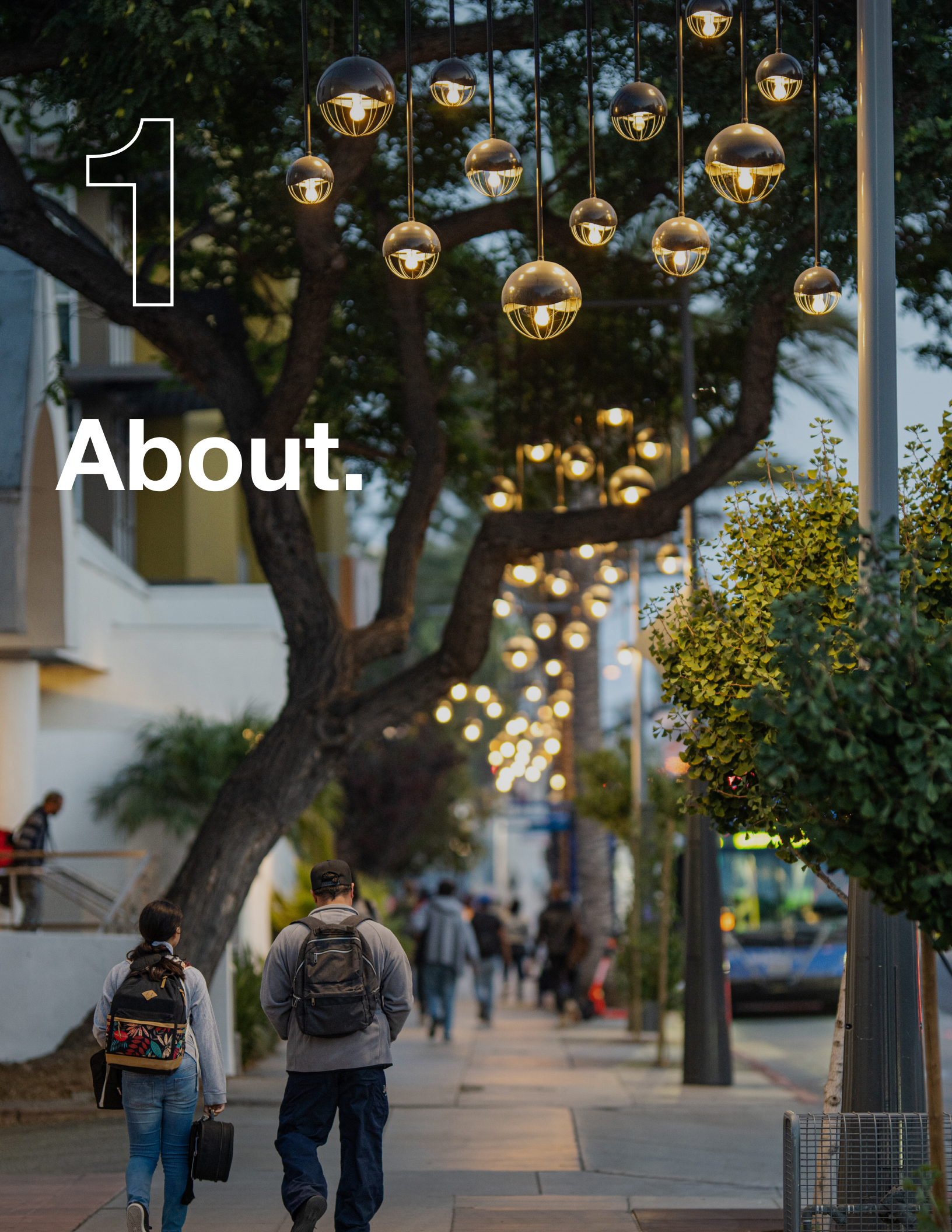
Matthew Grieci  
Director, Business Development  
Selbert Perkins Design  
21 Alexander Ave.  
Belmont, MA 02478  
mgrieci@selbertperkins.com



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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, WBE 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 more than 50 employees.

For over four decades SPD has collaborated with owners, developers, architects, cities and towns around the world to create iconic landmarks and gateways, branded environments, signage and wayfinding master plans, public art and placemaking elements. We work collaboratively to discover strategic solutions to improve the user-experience, make spaces more legible and memorable, and create moments of delight.

## Design Services

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

## Firm History

- 1982 - Clifford Selbert Design 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
- 2023 - Boston office becomes certified WBE firm

## Contact

Matthew Grieci  
Director, Business Development  
mgrieci@selbertperkins.com  
C 508.254.2382  
O 339.707.5995  
21 Alexander Ave.  
Belmont, MA 02478

# Project Team

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



**Sheri Bates** Principal, Creative Director

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's work includes: research and analysis, brand strategy, design development, messaging and related conceptual and creative efforts. Sheri will lead the team and lead all branding efforts.



**Lauren Cowe** Senior Designer, Project Manager

Lauren has an eye for detail and works collaboratively to bring the client's vision to life. With a background in graphic design, brand identity, editorial design, and photography, Lauren works with the project team to create beautiful, functional design solutions for companies, organizations, experiential branding and placemaking initiatives.



**Yeri Choi** Designer

Yeri is a talented designer who has quickly become a valuable addition to the SPD team. She enjoys working on brand identity systems and environmental graphics. Yeri's skills include typography, branding, editorial design, and photography. She believes in creating visually appealing graphic systems that can be easily understood by everyone.



## 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

29 Years with SPD

37 Years Total

### Relevant Experience

- Urban Park at Kendall Center, Cambridge, MA
- River Valley Transit, Middletown, CT
- City of Everett, MA
- City of Lancaster, CA
- City of Rolling Meadows, IL
- City of Worcester, MA
- Town of Belmont Public Library, MA
- Town of Winchester, MA
- San Diego Community College, CA
- Honolulu Transportation System, Honolulu, HI
- Antelope Valley Medical Center, Lancaster, CA
- Lancaster Health District, Lancaster, CA
- Lancaster Museum of Art & History (MOAH), Lancaster, CA
- Municipal Finance Bank (MuniFi), Lancaster, CA
- LAIYE Technologies, China
- The Battle Road Scenic Byway, Arlington, Concord, Lexington, and Lincoln, MA
- The Revington, Worcester, MA
- Skyline College, San Bruno, CA
- Tradesman Coffee Shop & Lounge, Boston, MA
- MIT Political Science Department, Cambridge, MA
- MIT Sloan School of Management, Cambridge, MA
- Boston Architectural College, Boston, MA
- Roasting Plant, New York, NY
- Scampo Restaurant, Boston, MA

Isle of Palms, SC - Branding | SPD



## Lauren Cowe

Senior Designer / Project Manager

Lauren has an eye for detail and works collaboratively to bring the client's vision to life. With a background in graphic design, brand identity, editorial design, and photography, Lauren works with the project team to create beautiful, functional design solutions for companies, organizations, experiential branding and placemaking initiatives.

### Education

The Art Institute of Boston at Lesley University - BFA, Design; Minor in Photography

### Years of Experience

5 Years with SPD

7 Years Total

### Affiliations

American Institute of Graphic Arts (AIGA) Member

### Relevant Experience

- Boston Logan International Airport Terminal C, MA
- City of Lancaster, CA
- City of South Portland, ME
- Lancaster Community Center, Lancaster, CA
- Lancaster Health District, Lancaster, CA
- Lancaster Museum of Art and History (MOAH), Lancaster, CA
- Municipal Finance Bank (MuniFi), Lancaster, CA
- New England Botanic Garden at Tower Hill, Boylston, MA
- Quincy Justice Center, Quincy, MA
- River Valley Transit District, Various, CT
- Sacramento Regional Transit (SacRT), CA
- Town of Medfield, MA
- Antelope Valley Hospital, Lancaster, CA
- Beth Israel Lahey Health, Various, MA
- Blue Cross Blue Shield of Massachusetts, Boston, MA
- Dartmouth Health Medical Center, Lebanon, NH
- Green Garage at Kendall Center, Cambridge, MA
- Hood Park, Charlestown, MA
- MBTA, High Frequency Transit, Boston, MA
- Novus Place, Tempe, AZ
- Rutgers University, Newark, New Brunswick, Camden, NJ
- Skyline College, San Bruno, CA
- SSTAR, Stanley Street Addiction Treatment and Resources Inc., Fall River, MA
- SUNY Stony Brook, NY
- Tradesman, Charlestown, Boston, MA

Isle of Palms, SC - Branding | SPD



## Yeri Choi

Designer

Yeri is a talented designer who has quickly become a valuable addition to the SPD team. She enjoys working on brand identity systems and environmental graphics. Yeri's skills include typography, branding, editorial design, and photography. She believes in creating visually appealing graphic systems that can be easily understood by everyone.

### Education

Rhode Island School of Design (RISD) - BFA, Graphic Design; Honors Designation

### Years of Experience

3 Years with SPD

4 Years Total

### Relevant Experience

- Belmont Public Library, MA
- City of Rolling Meadows, IL
- Honolulu Rail System, HI
- River Valley Transit (RVT), Middletown, CT
- Sacramento Regional Transit (SacRT), CA
- San Diego Community College District (SDCCD), CA
- Skyline College, San Bruno, CA
- Town of Winchester, MA
- Blue Cross Blue Shield of Massachusetts, Boston, MA
- Chapman University, Orange, CA
- City of Everett, MA
- City of Gloucester, MA
- City of Lancaster City Hall, CA
- City of Lowell Art in the Acre, MA
- City of Melrose, MA
- Cruiseport, Boston, MA
- FM Campus Headquarters, Norwood, MA
- Foreside Development, Portland ME
- MIT School of Humanities, Arts, and Social Sciences (SHASS), Cambridge, MA
- Novo Nordisk, Waltham, MA
- Momentive R&D Center, Niskayuna, NY
- Rutgers University, NJ
- SUNY Stony Brook University, NY

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# Approach.



**LANCASTER**

Creating a better tomorrow. Together.

The advertisement is set within a bus stop shelter. The background of the ad is a vibrant field of yellow flowers. In the center, there is a white-outlined logo consisting of three interlocking loops. Below the logo, the word "LANCASTER" is written in a bold, sans-serif font, with the letter "A" in a larger, more prominent size. At the bottom of the ad, the slogan "Creating a better tomorrow. Together." is displayed in a smaller, white font.

# Project Understanding

Selbert Perkins Design is proposing to provide a comprehensive brand strategy that aligns with the City of Isle of Palms' goals, resonates with the target audience and evolves the components to a modern look and feel.

Our scope of work for evolving the City brand begins with an audit of current and past visual identities, engaging with stakeholders to understand goals and values of the City, and developing a comprehensive suite that is reflective of the values City of Isle of Palms upholds.

Once branding system standards are established, we will deliver a complete “kit-of-parts” to allow for flexible implementation of the brand. Alongside the deliverable brand, we will create branding guidelines to ensure consistency in use throughout communications and common platforms.

Our goal will be to:

- Create a clear and compelling brand identity that is **consistent in both message and image**
- Develop a unique visual and verbal identity system that drives engagement and **builds community identity and pride**
- Build **community confidence** and excitement among residents and visitors by being authentic, resonant with the community and residents, and collaborative in design
- Develop a cohesive wayfinding system that helps users navigate the City and **drives engagement to Points of Interest**

# Scope of Work: Branding

## Research

**Meetings:** (1) in-person workshop, (1) findings presentation

**Schedule:** 6 weeks

- **In-person Workshop**

- SPD will hold a workshop with project team to confirm scope and schedule, goals and vision for the branding program, stakeholder requirements, possible roadblocks, and success metrics.

- **Brand Audit**

- SPD will audit any previous branding efforts or marketing materials including key themes and brand strengths.
- Review existing logos, messaging, media, marketing collateral, and media presence.
- SPD will review the defining characteristics of the City's image, including community needs, desires, support, and expectations.

**Deliverables:**

- Brand Audit + Analysis
- Conduct and transcribe Workshop findings, collect feedback, present findings
- Meeting notes & minutes
- Research Summary

# Scope of Work: Branding

## Brand Vision & Message Development

**Meetings:** (2) with project team

**Schedule:** 6 weeks

### Vision Statement, Key Messages, and Tagline

- Using all available brand research, develop options for brand personality that will drive the approach.
- Create (2) vision statements statements that start to define the brand's personality and key messages & tagline.
- Refine the selected statement with (1) round of revisions.

### Logo Concepts

- Develop (3) logo options for Isle of Palms, reflecting the established brand personality and positioning.
- Present logo options to project team, intake feedback.
- SPD to provide (1) round of revisions.

### Deliverables:

- Key Messages + Vision Statement, tagline
- Positioning
- Meeting Notes & minutes
- Logo Concepts (3)
- Meeting notes & minutes

## Brand Development

**Meetings:** (2) with project team

**Schedule:** 4 weeks

### Logo Development

- Utilizing the client-team selected logo, and incorporating feedback from client team, SPD will complete (1) round of revisions to the logo.
- Complete the development of Visual Language to include colors, typography, pattern language, and logo layout options.
- Deliver final concepts to project team, provide (1) additional round of revisions to finalize Logo/Brand Identity Design.

### Logo Applications

- Define the visual language (images, colors, typography) to evolve with the brand, keeping in mind existing colorways. Examples to be applied to business card and (1) merchandising item.
- Present visual language to project team, intake feedback.
- Refine with (1) round of revisions.
- Templates for brochures, PowerPoint presentations, social media, report covers, letterheads, business cards, email signatures

### Deliverables:

- Logo Development - (1) round of revisions
- Visual Language
- Final Logo
- Meeting Notes & minutes

# Scope of Work: Branding

## Brand Guide

**Meetings:** (2) with project team

**Schedule:** 4 weeks

### Brand Guide

- Develop graphic standards to maintain correct usage of the logo that are easy-to-use.
- Create logo standards with brand hierarchy, logo, colors, typography, and pattern language.
- Develop a (8-12 page) Brand Guide.

### Logo + Digital Files

- Provide the final logo identity, Logo Guide, and design templates in digital formats (to include EPS, SVG, PDF, PNG, JPEG).

### Deliverables:

- Brand Guide
- Final Logo Files

## Marketing & Launch

**Meetings:** (3) with project team

**Schedule:** TBD

### Launch Recommendations

- SPD will, in coordination with the City, develop Marketing Launch recommendations and timeline for deployment.

### Training Session

- SPD to deliver virtual brand training session to familiarize key employees on use, toolkit, and implementation standards.

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[www.winchester.us](http://www.winchester.us)

# Fees & Terms



THE TOWN OF  
WINCHESTER



THE TOWN OF  
WINCHESTER

# Fee Proposal

Scope of Work: Branding	Schedule	Fee
Research	6 weeks	\$7,000
Brand Vision & Message Development	6 weeks	\$8,000
Brand Identity Concepts	4 weeks	\$9,000
Brand Development	4 weeks	\$11,000
Brand Guide	4 weeks	\$11,000
Marketing & Launch	TBD	\$4,000

**Branding Total** **\$50,000**  
+ expenses

## Add/Alt Services

Web Layout Design Concepts	\$12,000-\$22,000
Signage Design Concepts	\$8,000-\$18,000

## 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 Isle of Palms, SC**

# Terms & Conditions

## Hourly Rates

- Partner - \$250
- Principal - \$200
- Design Director - \$175
- Project Manager - \$160
- Production Manager - \$160
- Senior Designer - \$150
- Production Designer - \$150
- Senior CAD Designer - \$150
- CAD Specialist/Designer - \$135
- Designer - \$135
- Administrators - \$100

## 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/Use**

Upon payment of all amounts owing to SPD, SPD shall transfer copies of all relevant electronic files generated for the production of the project to Client for Client's use and enjoyment. Notwithstanding Client's possession of such materials, SPD shall retain the sole and exclusive ownership of all rights, title, and interest (including without limitation all copyrights, trademarks, trade dress, and patents) related to the project, excluding any intellectual property that constitutes the Client's pre-existing property. For the avoidance of doubt, the use by Client of the project and all materials related thereto shall be granted as a non-exclusive license revocable for cause. Cause shall be found in the event Client grants or attempts to grant to any third parties the right to use the project or materials without first obtaining consent in writing from SPD. Client's failure to obtain SPD's prior, written consent shall render any such grant of rights null and void ab initio. SPD may deny any such grant in its sole discretion. If SPD approves any such proposed uses, additional compensation shall be paid to SPD in an amount to be negotiated in good faith between SPD and Client. All rights not expressly granted herein remain the sole property of SPD, and Client agrees never to challenge any such rights.

### **Code Compliance and Approval Policy**

SPD provides design drawings based on our interpretation of site-specific code compliance standards. However, code requirements are subject to updates and can vary depending on the location and the reviewing authority. For this reason, it is recommended of ownership to engage third-party compliance officers, specialty consultants, and engineers to review and approve signage for conformance with all applicable codes and structural requirements. This review may involve professionals such as ADA compliance officers, Fire Marshals, Health Department representatives, structural engineers, electricians, plumbers, or other specialists as required by the project scope. Final approval should be coordinated by ownership in collaboration with these officers, consultants, or departments prior to fabrication and installation. Additionally, all final design details, signage locations, and messaging must be thoroughly reviewed and approved by ownership before fabrication begins.

### **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.

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# Project Samples.



# Client Testimonials

## River Valley Transit

“We wanted the new logo to be friendly, clean, beautiful, green and blue, as well as very approachable.

The importance of having the place in the name and the logo was something we heard in every single interview. It was about enjoying the trip and going beyond travel and becoming more of an experience.”

*---Joe Comerford, Executive Director, Estuary Transit District, DBA River Valley Transit*

## Kailua Village, HI

“Defining a brand by its sense of place can be a thorny proposition. Add to that a large group of very engaged and diverse community stakeholders, many of whom were initially doubtful that ‘out-of-towners’ would be able to tell our story – to design the brand’s visual language that represented authentic aspects of Hawaiian culture.

It takes a particular strength of purpose, patience, perspective, listening skills and genuine creativity to collaborate successfully with design by committee.

Selbert Perkins Design far surpassed all expectations. The implementation of our new Historic Kailua Village brand communicates who we are, how we see ourselves and how we hope others see us.”

*--Debbie Baker, Executive Director, Kailua Village Business Improvement District*

## City of Lancaster, CA

“Rebranding is a real process - it’s not going to happen overnight – and Selbert Perkins Design has been with us every step of the way. Although we work with a bi-coastal team, it feels like we are their only client and that they are right around the corner.

They have completely immersed themselves in our culture. Here in Lancaster, we wanted to make a statement and create a more positive perception. Being just an hour north of LA, we knew there was a huge opportunity for growth.

We went through an extensive community outreach process - stakeholders were informed, aware, and interviewed – and because of that, they feel a sense of ownership that has really made the brand take hold. The team at Selbert Perkins (Cliff, Sheri, and Cory) listened and led us through that creative decision-making process with ease.”

*--Jennifer Seguin, City of Lancaster, Manager Communications*



# The Town of Winchester

Winchester, Massachusetts

**Dates:**  
2024 – ongoing

**Client:**  
Town of Winchester

**Services Provided:**  
Brand Identity

Stakeholder  
Engagement

Brand Strategy

Brand Style Guide

Selbert Perkins Design created a new brand identity, strategy, and brand style guide for the Town of Winchester, Massachusetts. As a part of a greater evaluation of the Town’s image and positioning in the region, SPD worked closely with stakeholders and the public to develop the new brand and conducted an on-line survey which provided a range of voices the opportunity to engage with the process. In conjunction with external marketing partners, SPD also developed a branding strategy that supports Winchester’s new objectives for economic growth and positioning. The final brand, which was overwhelmingly selected by survey populations, draws from landmarks in the historic Boston suburb.





# CITY OF EVERETT



## 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

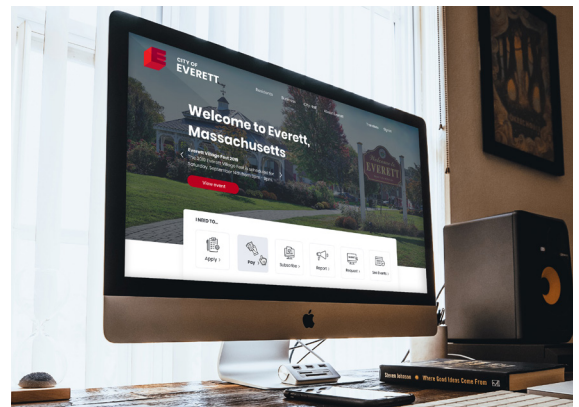
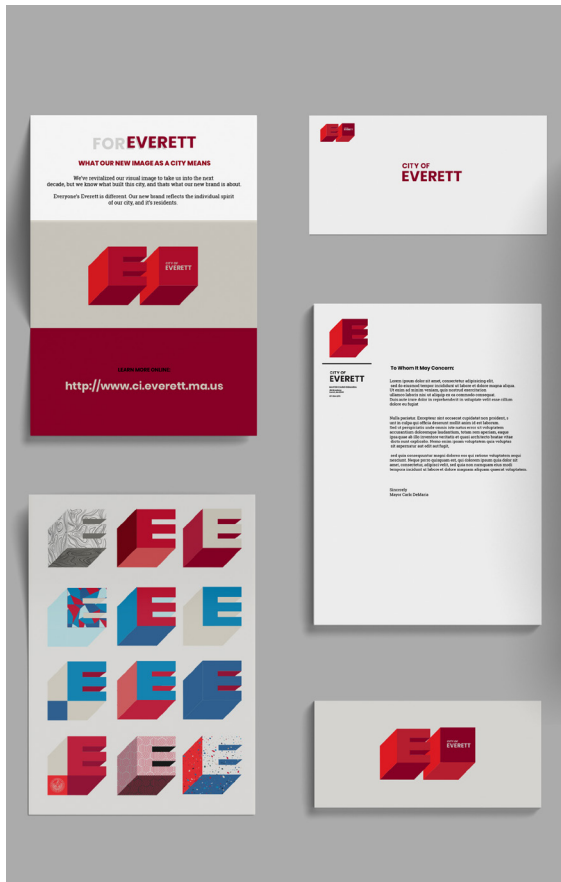
**Services Provided:**  
Brand Identity

City Seal Refinement

Digital  
Communications

Environmental  
Graphics

Wayfinding





# City of Lancaster - Branding

Lancaster, California

**Dates:**  
2020 – 2021

**Client:**  
City of Lancaster

**Services Provided:**  
Brand Identity

Interviews

Electronic Surveys

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.





# City of Lancaster - Branding

Lancaster, California

**Dates:**

2020 - 2021

**Client:**

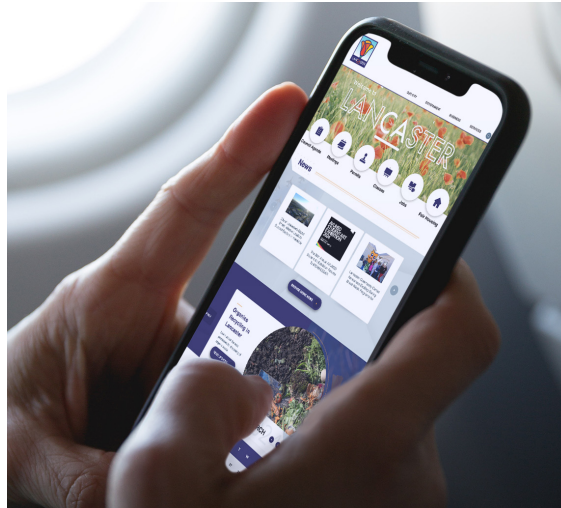
City of Lancaster

**Services Provided:**

Brand Identity

Interviews

Electronic Surveys





# RIVER VALLEY TRANSIT

## River Valley Transit

Middletown, Connecticut

**Dates:**

2022 – ongoing

**Client:**

Estuary Transit District

**Services Provided:**

Public Outreach

Naming

Brand Identity

Fleet Design

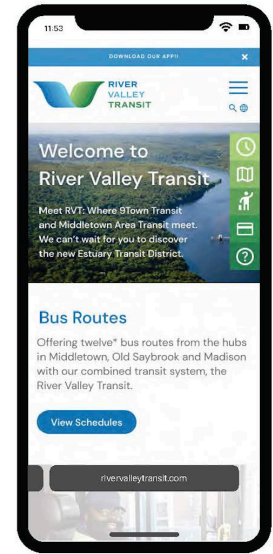
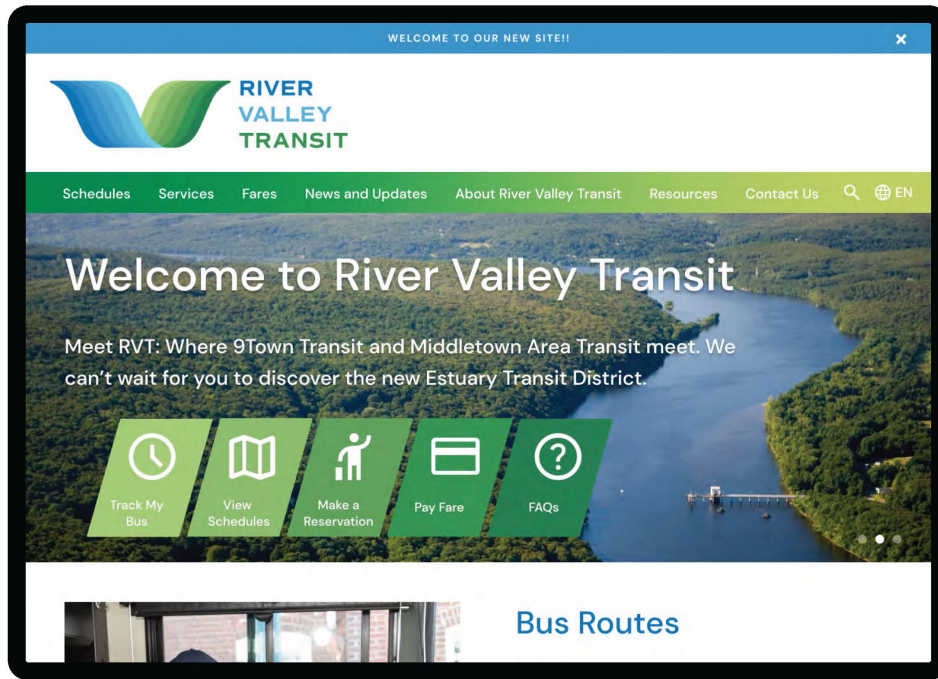
Website Design

Print Media

Merchandise

The Estuary Transit District selected Selbert Perkins Design to assist them with a full rebrand when they merged with another transit system in central Connecticut. The new name and brand for River Valley Transit (RVT) keeps the brand equity of ETD’s colors and reflects the natural beauty of the CT River Valley, movement, and connectivity. The comprehensive brand standards include several applications, including graphics for their fleet of buses, merchandise, and advertisements. The transit lines names were united and updated to reflect the new merged system.





# River Valley Transit

Middletown, Connecticut

**Dates:**

2022 – ongoing

**Client:**

Estuary Transit District

**Services Provided:**

Public Outreach

Naming

Brand Identity

Fleet Design

Website Design

Print Media

Merchandise

