

1.05 INTEGRATED APPROACH

The Integrated Signage Team was established to bring together the resources of the Roadway Signage Upgrade, Terminal Signage Upgrade, STEP, and Central Terminal Projects, along with Facilities and Infrastructure, and Air Terminal and Landside Lines of Business to jointly develop comprehensive signage standards for use on all signage installed throughout the airport. The Integrated Signage Team was tasked by senior airport management to facilitate the development and application of consistent signage design between airport interior and exterior spaces.

The Integrated Signage Team initially identified the objectives that drive airport signage. Once identified, a mechanism for applying the objectives to develop consistency between the interior and exterior signage is required. That mechanism is defined within these Standards and the Management Program described below.

Development of these Signage Standards is intended to guide signage additions and improvements to meet the goals and objectives identified above. Each of these goals has been identified to be supportive of the Airport Comprehensive Design Manual. Throughout this Signage Manual, these goals are used to develop specifications and design criteria for the products and materials to be used on sign infrastructure throughout STIA.