

2.01 OVERVIEW

The general signage standards set forth in this section apply to all passenger-related signs throughout the airport, from roadways and parking facilities to terminals, concourses and related facilities.

These general standards provide the graphic backbone necessary for a comprehensive and unified signage system. The general standards include:

- Signage classifications
- Typography
- Symbols
- Arrows and orientation
- Color and usage
- Nomenclature and message hierarchy
- Corporate identification
- Sign numbering system

FUNCTION VS. AESTHETICS

Balance is a recurring theme throughout this program. As discussed in previous sections, balance in the architectural, human, and signing components of wayfinding is essential in having the program function well. Just as important is balance between the functional and aesthetic elements of the design of signing for the program.

The Signing Standards Manual for Seattle-Tacoma International Airport (STIA) has been designed to fulfill strict functional criteria and feature an appealing design. Careful selection of typography, symbols, color, material, and structural details is essential to achieving a balanced physical design. The aesthetics of the sign program are not arbitrary. Rather, they have evolved from functional need, a desire for strong visual appeal and have been proven effective through on site testing. All of the primary circulation signing for STIA is based on a simple series of design elements. Those elements and the rationale for their selection are as follows:

1. Layout. Prominent wayfinding signs feature a color-coded arrow field and dark, neutral message backgrounds in standardized modular sizes. Sign message content is intentionally brief, and is supported by highly visible international symbols. Prominent signs are color coded by terminal or facility. This layout places visual emphasis on information elements (arrows, symbols, and messaging), while de-emphasizing the sign cabinet and support structure.

2. International Symbols. Black international symbols on yellow disk backgrounds are used for all pedestrian wayfinding and identification signs. Symbols are the most efficient way to

communicate critical information to multilingual audiences. The selection of black symbols on a yellow background assures the highest levels of visibility and legibility. The colors also adhere to ADA requirements.

3. Typefaces. All signs utilize consistent sans serif fonts specifically designed for transportation applications. The Transit font is ideal in its use as a sign program typeface due to its high degree of legibility and weight variations designed specifically for various illumination methods. The Clearview font is utilized for roadway guidesigns where MUTCD compliance is necessary. The appropriateness of these selections assures that communication will be clear and the functionality of the sign program will be high.

4. Illumination. Careful consideration has been given to illumination of signs, including methods of illumination appropriate for interior, exterior and garage applications. Internal illumination provides for the highest level of visibility within a complex architectural environment, while external direct illumination provides the highest level of visibility on roadway applications. The use of standardized modular sizes allows for greater continuity in appearance and greatly simplifies design, production, and management of the program.

5. Organization and Hierarchy. This signage program is also based on a system of definitive sign types based on application.

6. Consistent Methods of Construction, Mounting and Attachment. The sign program features standardized fabrication and installation details which, like other standardized elements in the program, will result in greater visual consistency and fabrication efficiency.