

2.02 SIGNAGE CLASSIFICATIONS

The success or failure of a sign program depends on how well the information is organized. The signage hierarchy represents the basis for the rational organization of information which is to be displayed on the signs. The basic hierarchy of directional identification, information, and regulatory signs must not be altered. Also the content of different sign types must never be intermixed (i.e., directional messages should not appear on information signs).

Classifications of signage consists of:

Type A - Directional Signs

Directional signs point out the path to be taken. They do this with a combination of text, symbols, and arrows arranged in a logical hierarchy of messages based on what the traveller needs most at that particular point. They generally occur along the pathway at points of decision or at points along that path for reinforcement. They should not contain advertising, commercial messages, logos, or other elements which do not direct. The traveler can easily recognize this sign type because it is the only one which contains arrows.

Type B - Identification

Identification signs name the destination near which they are located and must be consistent with the language used on the directional signs which direct to them. They typically contain the names of places, functions, corporate logos, seals, and other means of identification. They always occur at the actual destination and never contain arrows. Although it might seem easy to simply add a message and an arrow to the

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to the bottom of this type of sign, it will confuse the public and the typology will become corrupted.

Type C - Information

Information signs are used to communicate more complex, textual, diagrammatic, or map information and are an essential counterpart to the basic directional signs. They may contain lists of tenants, instructions for use, video monitors with touch-screens, maps, diagrams, or other similar information which must be studied before being used by the traveler. This characteristic usually limits their location to points along the path of circulation, but not in the actual path. Ironically, this type may actually have a sign above it indicating “Information,” which is itself actually an identification sign.

Type D - Airport Regulatory

This type of sign includes detailed text relating to rules and regulation for the use of the airport and may include FAA bulletins, airport warnings, baggage liability limit notices, and any other operational information deemed necessary by the airport or required by authorities which directly regulate airport operation. Care should be taken not to place this type of sign all over the airport, but rather locate each message as discreetly as possible while remaining near the point the traveler needs to know the information.

Type E - Building & Fire Code-Required

The key to this sign type is its relationship to architectural building codes. Airports require many different signs including stairwell floor numbers, stair door labels, sprinkler room

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markings and occupancy signs. They are located throughout the facility and many have specific mounting heights and locations governed by their code. Text heights, colors, and specific wording are some of the special requirements.

Type F - Traffic Regulatory (N.I.C.)

This class of sign includes stop signs, yield signs, and any other traffic sign required by the Port of Seattle to regulate traffic. Most of these signs must comply with the Manual on Uniform Traffic Control Devices (MUTCD) which is published by the Federal government. Although these signs are used in most of the roadway signage projects, they are not regulated by this document.

Type G - Hazard Warnings & Markings (N.I.C.)

The mechanical, electrical, and plumbing trades are usually required by local building codes to provide specialized markings for valves, piping, shut-offs, and other parts of their respective technical equipment and these signs are not regulated by this document.

Type H - Airfield (N.I.C.)

Specific airfield signage is required by the FAA and to meet the unique needs of airfield traffic. Airfield signs are not regulated by this document.