

## **2.03 TYPOGRAPHY**

Typography (the art of designing with type) is the most critical design element in the STIA sign program. Messages must be clear and this is particularly true in applications in transportation environments where immediate message recognition is vital. Typefaces used in these and similar applications must be simple in form and extremely legible. The typefaces selected for the STIA sign program are Transit and Clearview.

### **The Transit Typeface**

The Transit typeface is designed specifically for transportation applications. A unique feature of this typeface is the stroke (letter “fatness”) variations that were developed specifically to address various illumination and layout conditions.

Internally illuminated sign messages are very desirable in airport sign programs. However, there is one problem - halation. This is a phenomenon present in internally illuminated signs that have illuminated lettering and an opaque background. Due to the high contrast between the letter and background, the letter tends to glow with a kind of halo effect. This results in an exaggeration of the letter stroke width that effectively reduces the space between individual letters causing them to merge together.

### **Typeface Variations**

The Transit typeface includes a variation that compensates for this effect resulting in highly legible internally illuminated messages. To achieve this the stroke weight is actually reduced to offset the halation effect. The resulting message appears to be a slightly heavier stroke weight than that actually used. Similarly, the Transit typeface also includes variations that address the subtle visual differences created by light backgrounds, as well as by externally or non-illuminated signs.

**TYPOGRAPHY** Specific variations and their applications are noted on the following pages.

### **Letter Spacing (Kerning)**

In addition to stroke weight considerations, attention must be given to the spacing between individual letters. This is referred to as kerning. If there is too much space between individual letters, words can become difficult to read. People tend to read word shapes, and when the shape is disrupted through poor spacing it becomes less legible. Conversely, spacing that is too close can cause letters to merge and become undecipherable.

There are systems for governing kerning. The vinyl cutting machine used in the STIA sign shop utilizes computer typefaces to drive its cutting stylus. The Transit typeface (like all other computer typefaces) has built in kerning standards. The spacing standards for Transit are specifically tailored signage applications. In order to make best use of this feature the spacing adjustments on the cutting machine should be set to zero in the graphic program used to create sign layouts.

### **Consistency of Use**

The Transit typeface is to be used throughout the STIA sign system and applied consistent with the following standards.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TYPOGRAPHY

*Transit Back Negative - Normal*  
Use on internally illuminated signs with dark opaque backgrounds with contrasting white illuminated lettering.

*Transit Back Negative - Bold*  
Use on internally illuminated (Gate ID numbers and carousel) or non-illuminated signs with white lettering on black or dark background. This weight is also used on light or silver background signs with black lettering.

*Transit Front Positive - Normal*  
Use on internally illuminated or non-illuminated signs with white lettering on black or dark background. This weight is also used on light or silver background signs with black lettering.

*Transit Front Negative -Normal*  
Use on all non-illuminated overhead directional signs, and exterior reflective vinyl lettering, non-illuminated background.

*Transit Front Negative - Bold*  
Use only on non-illuminated garage aisle markers.

*Transit Print - Normal*  
The basic Transit typeface, optimized for use on non-illuminated signs and printed material. Used for room identification and blocks of informational copy. Rare exception of neon exterior at gate 10.

*Transit Print - Bold*  
The basic Transit typeface, optimized for use on non-illuminated signs and printed material. Used for room numbers, identification (gates, carousel, elevator and stair, floor identification), directional,

*Note: Refer to specific sign types for exact typeface usage.*

## **TYPOGRAPHY    The Clearview Typeface**

The Clearview typeface improves the accuracy of destination recognition and the legibility of distance word messages, improves word pattern recognition by using mixed case words of the same size composed of lower case letters designed for highway sign applications and it minimizes the halation of words displayed on high brightness retroreflective materials for drivers with reduced contrast sensitivity.

### **Consistency of Use**

The Clearview typeface is to be used exclusively for highway guide signs on roadways and ramps to and from the Terminal, parking structure and support facilities where compliance with MUTCD standards is required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890














## **TYPOGRAPHY**

*ClearviewHwy-3-B/W*  
*Use on externally illuminated*  
*Overhead and ground*  
*mounted roadway guide*  
*signs.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ClearviewHwy-2-B/W*  
*Use on externally illuminated*  
*Overhead and ground*  
*mounted roadway guide signs*  
*where narrow weight font is*  
*required based on need*  
*(requires variance approval).*

# TYPOGRAPHY

Font is required based on need, requires variance approval							<b>Transit</b>
Internally Illuminated with Dark Background							
Externally Illuminated with Dark Background, Roadway Signs							
Internally Illuminated with Light Background							
Externally Illuminated with Dark Background							
Externally Illuminated and Non-Illuminated with Light Background							
Non-Illuminated Signs, Printed Materials, Maps etc.							
							Back Negative Normal
							Back Negative Bold
							Front Positive Normal
							Front Negative Normal
							Front Negative Bold
							Print Normal
							Print Bold
							ClearviewHwy-3-W
							ClearviewHwy-2-W