

2.07 NOMENCLATURE AND MESSAGE HIERARCHY

Airport-wide use of consistent nomenclature is necessary to efficiently direct passengers and identify airport facilities. To enhance passenger understanding and simplify the organization of signs and messages, adhere to the following list of approved terms and their hierarchy.

Based on needs of traveling passengers, nomenclature is categorized into three levels of importance: primary, secondary and tertiary. This hierarchy is reflected in layout grid diagrams and sign type drawings in this manual.

Words set in all capital letters are more difficult to read than those set in capital and lower case. Studies have shown that words set in all caps force the reader to decipher each letter individually and mentally build the word. Words set in caps and lower case encourage reading the word shape and streamline word comprehension. For this reason, the following rules apply:

- Use upper and lower case lettering “Title Case” for all sign messages, with only the following exceptions.
- Use upper case lettering for private branded names, including airlines, rental car companies, retail tenants, etc. on directional signs. Upper case lettering may also be used on code-required signage as mandated by the governing agency.
- Use upper case lettering for airlines, until location point where their logos can be used.

NOMENCLATURE AND MESSAGE HIERARCHY

Terminals

Primary Messages:

all X Gates
Baggage Claim
Ticketing*
Check-In*
Ground Transportation
Parking
Terminal
Passenger Terminal

Do Not Use:

Ground Transport

North Terminal
South Terminal

Secondary Messages:

Airline Names, e.g. UNITED
Connecting Flights
U.S. Customs and Border Protection,
Passport Control, Agriculture Exam
Baggage Exam
Flight Information
International Arrivals
Security Checkpoint

Tertiary Messages:

Baggage Lockers
Baggage Service
Charter Buses
Elevator
Hotels
Information
Level
Public Transit
Rental Cars
Restrooms
Scheduled Buses

Shops
Telephones
Tour Groups

Help
Floor
Buses

Airporters
Scheduled Services

* In the Terminal:

- Use "Check-In" (only) when going toward Promenade Level (from Ticketing Level) in the Terminal or when directing to the (future) check-in function to be provided within the garage.
- "Ticketing/Check-in" is preferred message to be used whenever space is available on signs.
- "Ticketing" (only) is to be used whenever space constraint exists on signs or (specifically) to direct from Promenade to the Ticketing Level in the Terminal.

Roadways

Primary Messages:

Arrivals

Departures

Freeways

Terminal

Secondary Messages:

Rental Car Return (or Rental Cars)

Parking

Daily Parking

Hourly Parking

Air Cargo Rd.

Valet Parking

Overheight Parking

Ground Transportation

International Blvd.

S. 170th St.

Cell Phone Lot

Return to Terminal

Tertiary Messages:

CLEARANCE 0'-0"

CLEARANCE 7FT - 0IN

LEFT EXIT

EXIT ONLY

NEXT RIGHT

NEXT LEFT

TO (Highway symbol)

WEST (Highway Symbol)

EAST (Highway Symbol)

BOTH LANES

Authorized Vehicles Only

Load/Unload

Thru Traffic

Overheight Vehicle Exit

Do Not Use:

Baggage Claim,
Bag Claim, Baggage,
Deplane

Check-In, Enplane,
Ticketing/Check-in

Long Term Parking
Short Term Parking,
Metered Parking
Air Cargo Road

Intermodal, Ground
Transportation Center
Local Services,
Local Access

LOW CLEARANCE

Curb Lane,
Loading/Unloading Only
Through

NOMENCLATURE AND MESSAGE HIERARCHY

NOMENCLATURE AND MESSAGE HIERARCHY

Garages

Primary Messages:

Check-In*

Parking
Elevator
Exit
Ground Transportation

General Parking
Monthly Passport Parking
Rental Cars
Reserved Parking
Terminal*

Valet Parking

Do Not Use:

Ticketing/Check-In,
Ticketing
Additional Parking

Short Term Parking,
Metered Parking
Long Term Parking

Terminal 1, Terminal 2,
Baggage Claim, Ticketing

Secondary Messages

Airline Names, e.g. DELTA
Courtesy Vehicles
Crosswalk
Keep Ticket with You
Airport Limos/For Hire
One Way
Pay Here for Parking
Rental Car Company Names, e.g. AVIS
Scheduled Vans
Taxis
Unscheduled Vans
Wrong Way
Do Not Enter

Courtesy Vans

Scheduled Services

Unscheduled Services

Tertiary Messages:

Accessible Parking

Aisle X
Exit Express
Information
Floor 5
Telephone
Emergency

Handicapped Parking,
Disabled Parking
Row

Help
Level 5, Level Five

911, Fire, Help

* In the Garage:

- Use "Check-In" when directing to the curbside check-in on the garage fourth level.
- Use "Terminal" when directing to the ticketing functions within the terminal building.
- Do not use "Ticketing" or "Ticketing/Check-In."