

2.06 COLOR AND USAGE

Color is one of the most dynamic graphic elements in any signage system. The public readily identifies many primary colors with specific functions such as emergency or traffic control, as well as recognizes special colors in signage when they are used repetitively throughout a large and complex facility such as the airport. Additionally, color is used extensively throughout the architectural environment, which can either enhance or detract from the effectiveness of color in signage.

It is therefore critical that specific colors be identified and reserved exclusively and consistently for signage purposes. Color usage is defined in three levels:

- Primary color usage for STIA begins with a macro view of the airport, using color coding to logically differentiate the airport terminal and adjacent facilities for the traveling public.
- The secondary definition of color is by action or condition, such as emergency, caution, warning, exit, etc.
- The third level is by architectural accent to allow signage trim in various areas of the airport to harmonize with the surrounding environment. The third level also includes the provision for subsets of color coding in parking facilities.

These levels are more fully described in the following pages, along with specific color definitions. Formulas and color matching samples can be found in the Appendix.

Color coding beyond these parameters on wayfinding signs is not allowed. For example, color can be used for garage level markers, but do not use color coding to differentiate parking options, ground transportation modes, concourses or other sundry use.

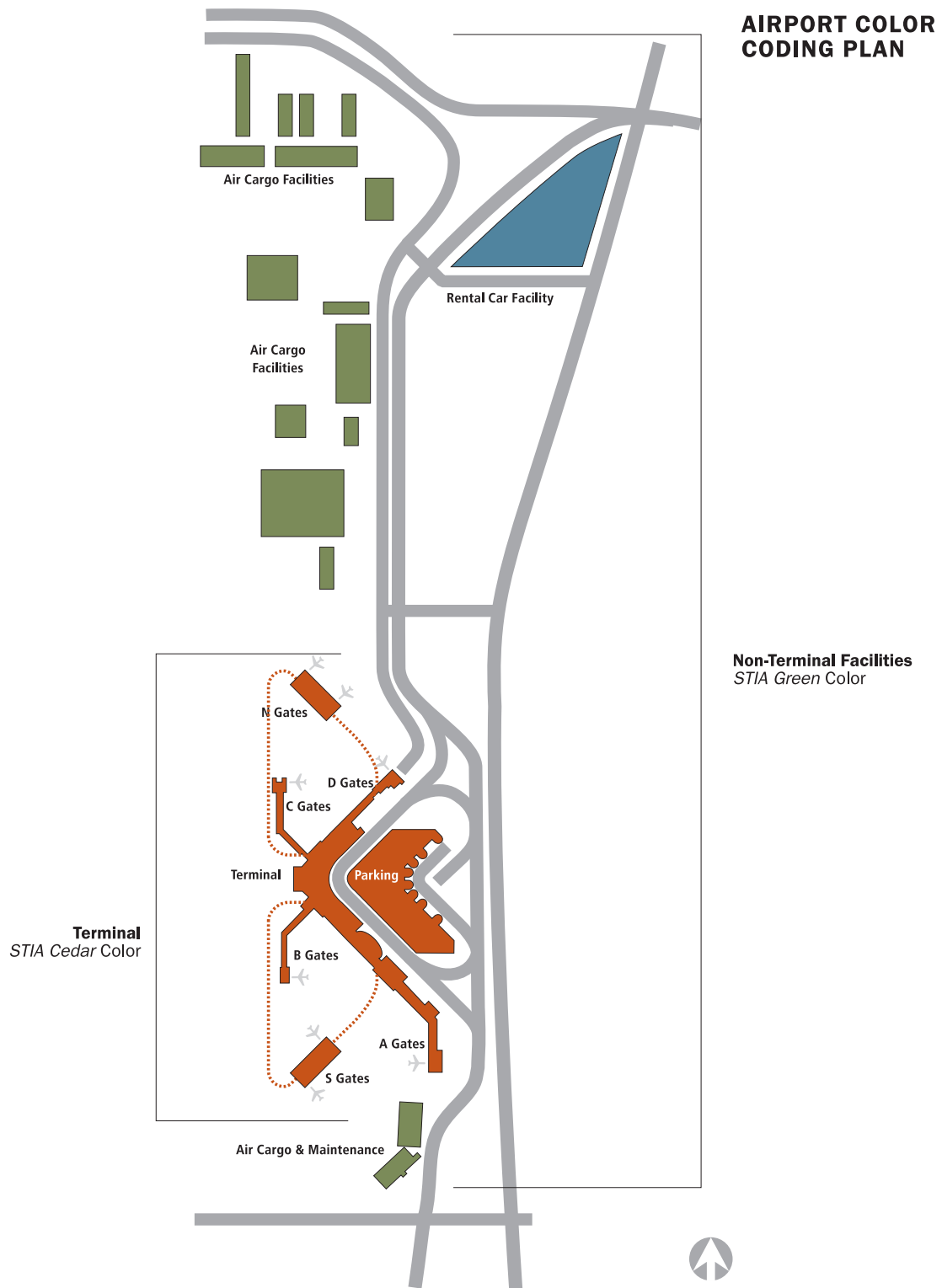
AIRPORT COLOR CODING PLAN

An airport-wide color coding plan is an important tool in developing a comprehensive signage system. This plan organizes the airport into logical sections, identifies facilities important to the public, incorporates approved terminology for the same, and provides a basis for master color coding. It also provides a necessary foundation for the sequential integration of signage for proposed capital improvements.

Accordingly, the following airport color coding plan reflects both the existing and proposed conditions of the airport. The color coding plan:

- Organizes the airport by terminal and non-terminal facilities, which the terminal is the primary consideration for all passengers. The terminal is color coded and has an identifiable name commensurate with its operational function.
- Identifies non-terminal facilities as “neutral,” which include the proposed Rental Car Facility, air cargo facilities and interconnecting roadways and drives.
- Sets the foundation for appropriate color coding at the primary level airport-wide:
 - Signs within the existing terminal are coded
STIA Cedar.
 - Signs within the proposed Rental Car Facility
are coded *STIA Blue.*
 - Signs within the proposed maintenance facility,
air cargo facilities and other similar type
facilities are coded *STIA Green.*

The airport color coding plan is not intended to influence architectural or interior design, rather it is intended to be used exclusively and constantly throughout airport signage.



Signing color schemes represent both the international character of the Port of Seattle and the essence of the Northwest landscape. The use of color coding throughout STIA is established through color repetition in the wayfinding signs, and is reinforced at various destinations in the form of the identification signage and architectural elements in the area.

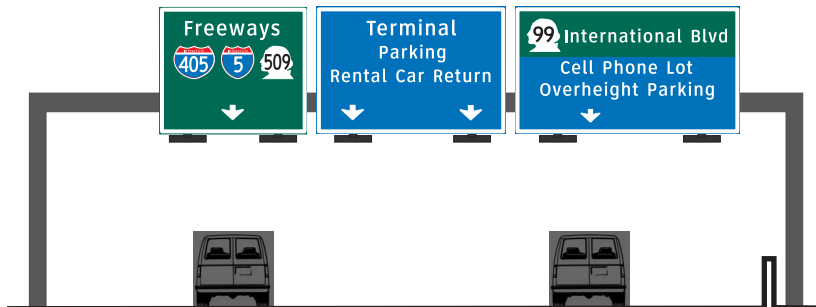
COLOR AND USAGE

Primary Color Coding

The STIA sign program directly reflects this color coding plan. Primary color coding incorporates STIA Cedar, STIA Blue or STIA Green as appropriate into principal wayfinding signs, contained exclusively within arrow fields for all non roadway signs.

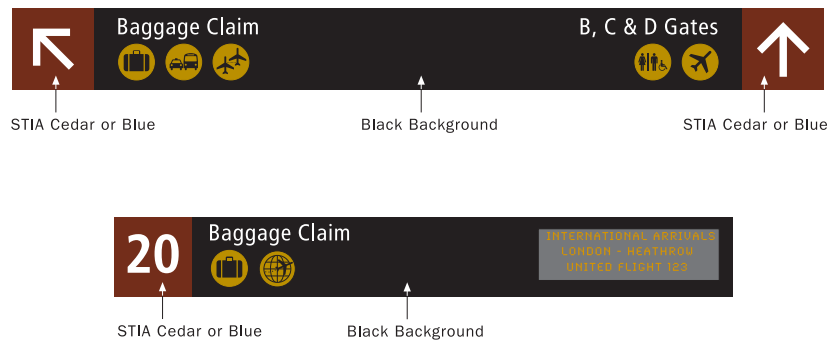
Roadway signs feature MUTCD Green and MUTCD Blue backgrounds with white lettering and MUTCD compliant arrows.

Examples:

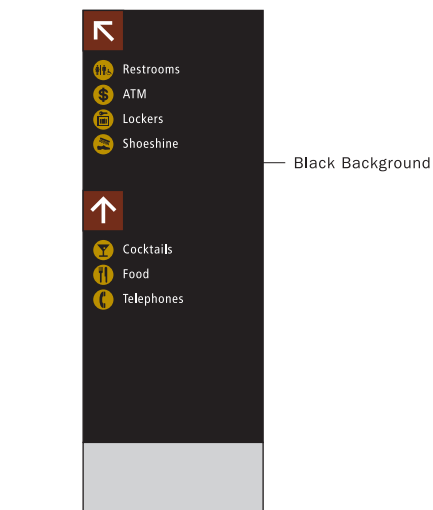


COLOR AND USAGE

Primary interior signs feature black backgrounds with white lettering and black symbols, on yellow circular backgrounds. The selected STIA color code accent is used as a square field for white directional arrows, and is repeated on all the airport function directional signs.



Service directional and informational signage feature black, gray or stainless steel backgrounds.



Secondary Color Coding

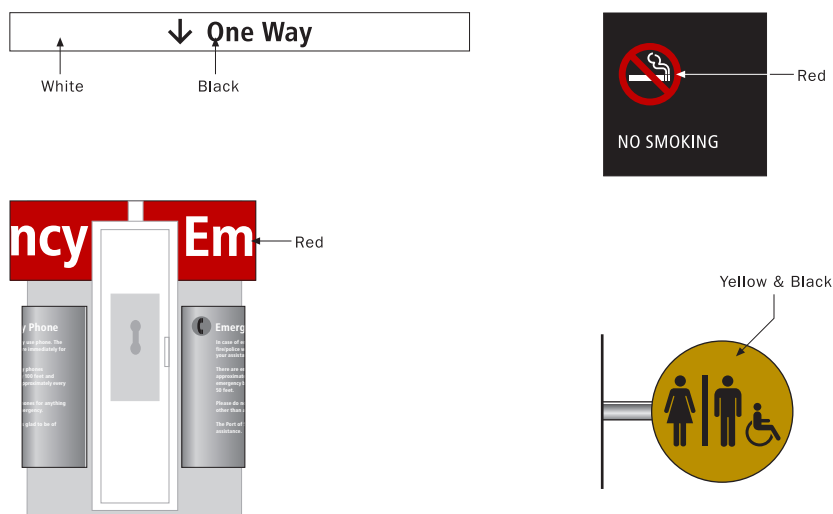
Secondary signs, by their nature, are subordinate to primary signs. Accordingly, they deviate from the above terminal and facility color coding where necessary to enhance public understanding.

Airport regulatory, ADA, building & fire code-required, and emergency and supplementary signs often are required to conform to established safety standards.

Secondary interior signs also include public service identification signage in the form of symbol only signs, they feature yellow circular backgrounds and black symbols.

Additional colors may appear as required by symbols; i.e., blue for ISA symbol, red for “do not” messages, green for “exit,” etc.

Examples:

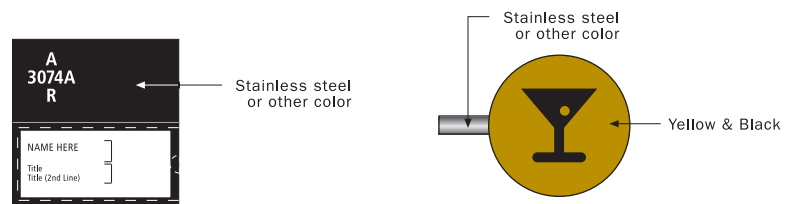


COLOR AND USAGE

Tertiary Color Coding

Signage trim is allowed to modulate to integrate with the surrounding environment. Tertiary color coding is also allowed as subsets in parking facilities. For example, special function directional and identification signage used within airport administrative offices, which feature stainless steel (silver) backgrounds with black lettering.

Examples:





STIA Cedar - (M.A.P.) #MP27410R14225. Used as color code for existing terminal signage. Background field color for directional arrow, baggage claim identification number, level ID at elevators and gate identification elements; i.e., gate, lobby and loading bridge.

STIA COLOR PALETTE

*Specific formulas can be
found in the Appendix*



STIA Blue - (M.A.P.) #74B-4D. Used as the coded color for signs pertaining to the consolidated rental car facility.



STIA Green - (M.A.P.) #MP12636. Used as the coded color for non-terminal specific facilities, including the maintenance and air cargo.



Black - (M.A.P.) #41335SP. Used as background field color of sign face for airport function directional and most room and door identification signage.



STIA Dark Gray - #SW2734 Used as background field color of select roadway sign faces.



Gray - (M.A.P.) #27412R14225. Used as background field color of sign face for rental car facility, directional and informational signage. These include interior and exterior signs. Also used as an accent color through-out the airport.

STIA COLOR PALETTE

*Specific formulas can be
found in the Appendix*



Yellow - (M.A.P.) #MP27413R14225. Used as background color for symbols on directional signage and public service identification signage; i.e., restrooms, telephones, generic services, etc.



Safety Red - (M.A.P.) #6A-1A. Used for code-required applications and negative commands; i.e. “Wrong Way”, “Do Not Enter” etc.



White - Used as background color for signs with traffic regulatory messages; i.e. “One Way”, “No Parking” etc.



Port of Seattle Corporate Colors - Pantone 222 Burgundy and Pantone 432 Gray are the approved colors for corporate identification.



MUTCD Green - 3M reflective and translucent green vinyl. High intensity grade. Used for non-airport specific roadway guide signs (e.g., freeways, International Blvd.).



MUTCD Blue - 3M reflective and translucent blue vinyl. High intensity grade. Used for Airport specific roadway directional signs, MUTCD compliant roadway user services guidance, tourist information, and evacuation routes.



MUTCD Red - 3M reflective and translucent red vinyl. High intensity grade. Used for prohibition or Stop.



MUTCD Yellow - 3M reflective and translucent yellow vinyl. High intensity grade. Used for warning.



MUTCD Orange - 3M reflective and translucent orange vinyl. Used for temporary traffic control.



MUTCD Black - 3M non reflective black vinyl for regulation.



MUTCD White - 3M reflective and translucent white vinyl. Used for regulation.



TNEC-IN03 #313 Dark Bronze - Used for supports sign bridges, light fixtures, back of signs, hardware, etc.

MUTCD COLOR PALETTE

Specific formulas can be found in the Appendix