

STANDARDS
VOLUME

2



SEATTLE-TACOMA INTERNATIONAL AIRPORT

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 2: Roadways

100% FINAL SUBMITTAL: 8.24.2020

SEA

RS&H



1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

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17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 2: Roadways

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NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

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1.0

1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

- 1.1 Introduction
- 1.2 SEA Wayfinding System - General Design Description
- 1.3 Wayfinding Graphic Standards & Guidelines

Airports can be complex and difficult spaces to navigate. Numerous factors affect public perception and levels of customer service with the associated facilities. This is particularly true when modifications or upgrade programs are undertaken. Older terminals, parking facilities and roadways typically have outdated and inconsistent wayfinding signage systems not reflective of current world principles and standards, and improvement projects create even more challenges for individuals functioning within the airport’s wayfinding processes.

As an airport continues to evolve, it is important that its wayfinding and signage systems be designed to accommodate changes in a holistic manner. It must be understood that regardless of an individual facility’s demarcation, the wayfinding pathways extend to and from the surrounding roadways, parking, curbsides and terminal areas. Facility architecture, services, functions and amenities, as well as vertical and horizontal routes, must always be carefully considered and viewed as part of the airport’s interconnected and overall wayfinding system. A solid understanding of graphic/visual cues and human behavioral responses to wayfinding processes is paramount, and the established wayfinding system must also function seamlessly, within the built environment, without user hesitation or confusion, regardless of what area of the airport is being navigated.

BACKGROUND

Seattle-Tacoma International Airport (SEA) has been implementing major transformations within its facilities and roadways for several years. Improvement projects have radically altered the efficiency of the Airport’s wayfinding system, while also creating all-new wayfinding conditions and challenges for pedestrian and vehicular traffic.

Recognizing the complexity of their redevelopment plans, SEA commissioned the Design Team of RS&H, Inc. and Labozan Associates, Inc. (LAI) to provide wayfinding documentation, standards and guidelines for implementation of new wayfinding signage programs within SEA’s on-property roads and facilities. Starting with the multi-volume Wayfinding Master Plan, LAI developed and presented several conceptual signage options that established a new holistic and refreshed “SEA Branded” wayfinding signage system. Through the use of computer-rendered “before and after” walk-through simulations (focused on typical wayfinding pathways within typical SEA facilities and roadway areas), the analysis identified potential discrepancies that may occur as a result of the Airport’s redevelopment plans, as well as how the new wayfinding system would address those issues holistically. SEA staff and stakeholders reviewed and approved the final conceptual wayfinding system option during a multi-phased consensus-building process. This newly approved wayfinding system is the basis for this document, and will be implemented within all current and future airport-wide property improvement programs.

PURPOSE

This document presents information regarding the general implementation of SEA’s new wayfinding signage system within all airport-wide property modernization programs. It will briefly discuss design criteria, how the new wayfinding signage system is to be used, and how it holistically relates to the overall wayfinding program at SEA.

SCOPE

- The scope of this document includes the general design criteria and descriptions for the updated SEA wayfinding signage system as they pertain to implementation within all SEA modernization and wayfinding improvement programs. This includes:
- Graphic Standards & Guidelines
 - Messages
 - Typography
 - Symbols
 - Arrows
 - Colors
 - Wayfinding Signage System & Application
 - Wayfinding Sign Families
 - Wayfinding Analysis and Application

- Signs Regulated by this document:
- All associated on-property roadway public-use area wayfinding signage, including directional, identification and informational sign types

- Signs NOT regulated by this document:
- Tenant/concession/retail/advertising signs and standards
 - Directory map artwork
 - Dynamic information systems (BIDS/CUTE/etc.)
 - Regulatory or life safety/egress signs
 - Egress evacuation map artwork
 - Branded Airline elements/systems/signs
 - Rental car facilities/areas/signs
 - Non-public, back-of-the-house and cargo areas/signs

DOCUMENT ORGANIZATION

This document is organized into three chapters:

- 1.0 SEA Wayfinding - Graphic Standards & Guidelines**
Includes the purpose, background, scope of work, general requirements and descriptions of the SEA wayfinding system. Also includes specific graphic and design criteria/universal standards applicable to all SEA wayfinding signage, regardless of usage:
- Message Standards - includes standardized message hierarchy for each category organized by sign type/message priority (primary, secondary and tertiary).
 - Symbol Standards - includes descriptions and list of wayfinding related universal symbols.
 - Typography - includes descriptions for wayfinding related typography.
 - Arrow Standards - includes arrow standards, sizes, applications/ meanings, rotation angles and placement.
 - Color Standards - includes color standards as applicable to the overall wayfinding system.


- 2.0 SEA Wayfinding Application & Sign System Overview**
General overview of sign types, design considerations, general mounting requirements and usage:
- Wayfinding Application - includes general overview and description of conceptual wayfinding system design development processes.
 - Wayfinding Sign System Overview - includes general overview and design considerations regarding sign types listed in this volume.

- 3.0 Sign Types - Series 4: Roadways**
Includes the overview, sign type index and design intent drawings for Series 4 wayfinding signage applicable to SEA’s roadway areas.

OTHER WAYFINDING STANDARDS AND GUIDELINES

- This document is part of a multi-volume set of SEA wayfinding signage standards and guidelines, and is organized into three volumes:
- Volume 1: Terminals and Concourses
 - Volume 2: Roadways (this volume)
 - Volume 3: Parking and Ground Transportation

Refer to specific volumes for wayfinding signage standards and guidelines pertaining to their unique airport areas and associated sign types.



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1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES

1.1 INTRODUCTION

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Engineering and design per the governing bodies, codes, city ordinances and standards affecting the SEA wayfinding sign system are the responsibility of the designer/fabricator/installer to know and they must always design/fabricate/engineer/install all signage to meet or exceed all current applicable local, state and national codes and regulations. If there is a conflict between a requirement listed within this document and another authoritative code or standard, the more stringent one shall be applied.

NOTE: This section is for general reference only. It is the responsibility of the designer/fabricator/installer to always design/fabricate/engineer/install all signage to meet or exceed all current applicable local, state and national codes and regulations.

General Requirements

- An eggshell or satin finish (11 to 19 degree gloss on 60 degree gloss meter) on sign faces and elements is to be used in order to eliminate distracting levels of sheen.
- Letters and numbers on signs shall have a width-to-height ratio between 3:5 and 1:1 and a stroke-width-to-height ratio between 1:5 and 1:10.
- Characters and numbers on signs shall be sized according to the viewing distance from which they are to be read unless otherwise noted. The minimum height is measured using a capital letter height, and is shown as an “X” for the basis of measurement reference.
- For all tactile signs, the physical sign surface, background finish, contrast, materials, mounting heights/locations, letters/numbers and Braille shall be sized, spaced and applied to the meet the most recent Federal ADA standards for Accessible Design, Washington Accessibility Standards and/or other local requirements.
- Elements and spaces of accessible facilities which shall be identified by the “International Symbol of Accessibility” are:
 - Parking spaces designated as reserved for individuals with disabilities
 - Accessible passenger loading zones
 - Accessible entrances when not all are accessible (inaccessible entrances shall have directional signs indicating the route to the nearest accessible entrance)
 - When older facilities contain non-accessible elevators and/ or restrooms, the accessible elevators and restrooms must be identified as such
 - All other requirements as dictated by local, state and national standards/building codes and regulations

GOVERNING BODIES & AUTHORITATIVE ORGANIZATIONS

The following list includes (but may not be limited to) the governing bodies and authoritative organizations as applicable to design and engineering at SEA:

- AAAE: American Association of Port Executives
- AASHTO: American Association of State Highway & Transportation Officials
- AIGA: American Institute of Graphic Arts
- ANSI: American National Standards Institute
- ASTM: American Society for Testing and Materials
- ATA: Air Transport Association of America
- AWI: Architectural Woodwork Institute
- CAA: Civil Aeronautics Administration
- CAB: Civil Aeronautics Board
- CABO: Council of American Building Officials
- CSI: Construction Specification Institute
- FAA: Federal Aviation Administration
- FHA: Federal Highway Administration
- IATA: International Air Transport Association
- MUTCD: Manual on Uniform Traffic Control Devices
- NEMA: National Electric Manufacturers Association
- NFPA: National Fire Protection Association
- WSDOT: Washington Department of Transportation
- Other governing bodies and authoritative organizations as deemed necessary by SEA

CODES & REGULATIONS

The following list includes (but may not be limited to) the governing bodies and authoritative organizations as applicable to design and engineering at SEA:

- ADA: Americans with Disabilities Act
- ANSI: American National Standards Institute
- IBC: International Building Code
- LSC: Life Safety Code (written by the NFPA)
- MUTCD: Manual on Uniform Traffic Control Devices
- NEC: No Exposure Certification
- SPC: Standard Plumbing Code (written by the NFPA)
- SBCCI: Standard Building Code
- UBC: Uniform Building Code
- Other codes and regulations as deemed necessary by SEA

DESIGN INTENT: DEFINITION & LIMITATIONS OF THIS DOCUMENT

The design intent documentation/specifications presented in this document are for the purposes of illustrating new wayfinding signage system design intent only, as it relates to the applicable wayfinding project and its predefined area of scope. LAI is not responsible or liable in any regard for final engineering, material selection, fabrication, installation or performance specification of any kind. The included design intent documentation and specifications are based on the most recent information and drawings as provided to LAI by SEA and the Design Team at the time of publication. Any included drawings, specifications or information within LAI’s design intent documentation is to only be used as a general guideline.

No information contained within this design intent documentation or specifications should be construed as engineered elements or used for the purposes of final sign fabrication, specification or installation. The Fabricator/Contractor/Installer is responsible for all final design, engineering, fabrication and material specifications with regard to all structural, electrical, mechanical, foundation, installation and material selection/processes, and must be approved by SEA prior to final fabrication/install. In addition:

- All final design, engineering and amount/sizing of structural sign support elements, material types/thicknesses, dimensions, welds and attachment methods shall be performed and approved by an engineer licensed in the State of Washington to meet or exceed all applicable local, state and national codes, standards and regulations. Where a conflict occurs between this design intent documentation/specifications, the more stringent requirements per all codes apply.
- Final engineering, dimensions, materials and fabrication are the responsibility of the Contractor/Fabricator/Installer, and the Contractor/Fabricator/Installer must ensure the highest quality fit and finish for all components of the completed product. All final detailing and specifications are to be provided by the Contractor/Fabricator/Installer within their final fabrication-ready shop drawings and must be approved by SEA prior to final fabrication and installation.
- Wherever dissimilar metals or possibly corrosive installation surfaces are in contact, always separate contact surfaces prior to assembly or installation with the necessary protective coatings/gaskets/washers to prevent galvanic, moisture related and all other types of corrosion.
- Final fabrication methods, materials, quality and fit/finish to be reviewed and approved by SEA through prototype reviews and testing prior to final fabrication production run/ installation processes.
- Colors shown are for reference only, and are subject to the limitations of the printing process and/or variance of electronic screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
- All messages shown in this document must be reviewed by the Contractor/Fabricator/ Installer prior to final fabrication and installation (see message schedules for actual messaging by individual location and sign type). Any discrepancies will be identified, documented, corrected and coordinated with SEA during the C.A. process and prior to final fabrication and installation.
- Sign locations/orientations and plans shown are approximations based on the most current plan drawings as provided to the Design Team at the time of the document’s completion. Sign locations are for general design intent and wayfinding planning purposes only. They should not be construed or deemed as absolute or final locations. Field verification, marking and documentation of every final location is to be performed by the Contractor/Fabricator/Installer and coordinated with SEA for final approval.
- All final install locations must be marked and verified in the field for proper structural integrity, adequate line of sight, utilities/property-line/other existing or future interferences, and must be in complete compliance with all local, state and national codes prior to fabrication or installation.
- Adjustments to sign locations shown (if included) must be documented by the Contractor/Fabricator/Installer and provided to SEA for final approval.
- Demolition plans of existing wayfinding signage is not in scope nor included in this document; survey, removal and/or relocation of existing signage is to be coordinated by the Contractor/Fabricator/Installer with SEA.
- Foundation systems for exterior signage, including overhead roadway signage, shall be designed by a licensed State of Washington engineer to comply with all applicable codes.
- Finish specifications noted on these design intent drawings were approved by SEA during initial design processes; final finish specifications require vetting by the Contractor/Fabricator for prolonged exposure to the unique enviornmental conditions found at SEA prior to final fabrication and installation.

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1.1 INTRODUCTION

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CHANGE PROCEDURES/SIGN REPLACEMENT

Sign Replacement/Ordering Procedures

To ensure that the guidelines shown in this document are adhered to and signage is holistically maintained at all times, designers and individuals specifying signage for use at SEA will be required to use the sign replacement/ordering procedures as established by SEA.

All proposals for new construction or alteration of signs shall be required to follow one of the two established review procedure categories as follows:

1. Large Scale: New Construction, which includes:
 - New large scale design/construction projects/programs
 - New large scale interim/temporary sign projects/programs
2. Small Scale: Sign Additions and Corrections, which includes:
 - General sign maintenance
 - Arrival of new airlines
 - Airline relocation
 - Addition of a sign
 - Deletion of a sign
 - Implementation of an interim (temporary) sign/banner
 - Miscellaneous sign issues

Management and Control

- Permanent and interim (temporary) signage programs shall fall under the same management process relative to review, approval and implementation. The program shall also be controlled through SEA and should include code compliance review where applicable.
- A single point of contact shall be established (i.e. the Signage Project Manager).
- This strictly enforced process is required to control what is displayed, and how long it is displayed in/around the project area.
- New signage shall be evaluated to establish any conflicts with existing permanent signage, wayfinding, concessions, advertising, art and/or other programs.
- The construction process and schedule shall be monitored to ensure new wayfinding paths are properly addressed.
- The process shall be flexible enough to address and deliver last minute changes to meet the operational and functional requirements of the project environment.

Fabrication and Maintenance

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As-Built Documentation

As part of any sign related design and installation, complete documentation of the final built condition shall be provided to SEA at the completion of a project. As part of this submission, the following drawings shall be included at a minimum:

- Sign location plans that illustrate the accurate placement of each sign. Each individual sign on the drawings shall be given a unique reference sign number.
- Sign elevation drawings that illustrate the mounting height of all sign types. Any variances from the typical mounting heights shall be noted.
- Sign fabrication detail drawings (construction documents) that illustrate all of the internal and external components of the signs as well as any means of assembly.
- Detailed sign attachment shop drawings that illustrate how the sign is attached to the building or site.
- Copies of as-built drawings shall be reviewed and approved by SEA and code compliance prior to submittal and final versions.
- Where applicable, SEA shall review as-built drawings for code compliance.

Governance

Governance Process/Policy: The process suggested here reflects only the bare basics of a wayfinding and signage policy for all SEA departments, tenants, concessions, advertising and other on-going programs which could impact the passenger information orientation and decision-making requirements. Control must be from a central point and one department as determined by SEA. Applications for “signage” shall be necessary to begin the process. Also note the following:

- Design shall be submitted to the SEA Signage Project Manager.
- Design options, when applicable (i.e. illumination options), will be submitted to SEA for review, selection, and approval.
- Shop drawings shall be submitted to SEA prior to fabrication for review and approval.
- Prototype signs shall be produced for each sign family type and submitted to SEA for review and approval, unless otherwise noted.
- Conduct site visits and inspections on all signs during associated implementation phase of construction and other SEA signage projects.

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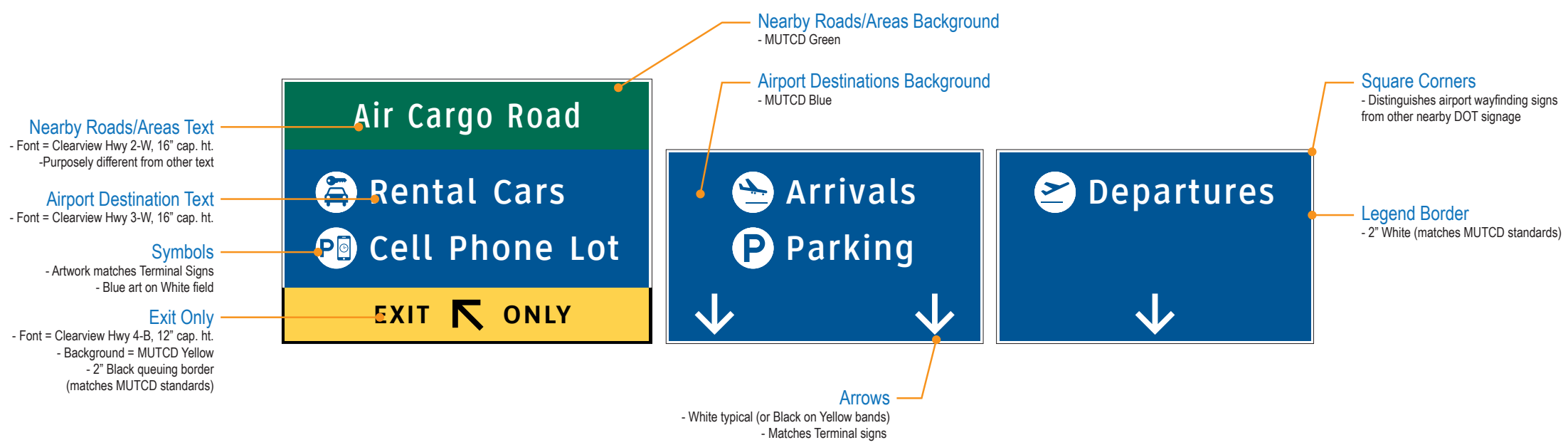
1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES

1.1 INTRODUCTION

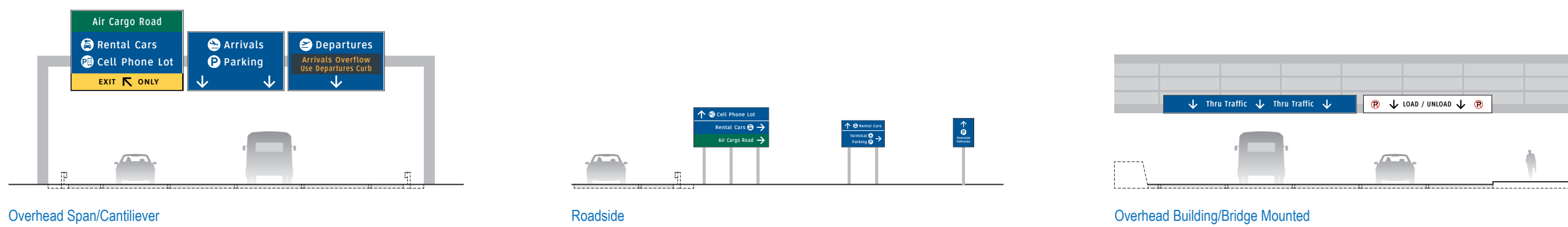
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- Uses same DOT background colors as existing system
- Refines text style (Clearview Hwy family), size, formatting
- Introduces high-contrast symbols to visually tie into Terminal signage graphics
- Introduces new arrows (matches Terminal signage)

Design Features, Graphics and Elements:



Typical Roadway Sign Types:



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1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

GRAPHIC STANDARDS AND GUIDELINES - OVERVIEW

It is important to maintain and use a consistent and universally applied set of graphic standards and guidelines when implementing the new SEA wayfinding sign system. As such, detailed universal graphic standards and guidelines for the SEA wayfinding signage system are provided throughout this document.

GENERAL DESIGN CONSIDERATIONS

In addition to the detailed and specific graphic standards found in this section, the following list of general design considerations regarding standards and guidelines will also be used by designers when implementing new and/or updated wayfinding signage within SEA modernization programs:

- Consistency and Standards-Based; Consistent visual/graphic presentation across the entire wayfinding system to include:
 - Graphics/Colors/Typefaces/Arrows/Symbols
 - Shapes/Proportions/Sign Types
 - Placement/Orientation and Rotation Philosophy/Decision Points
- Subscribe to established design standards and requirements:
 - Accessibility (ADA)
 - MUTCD/WSDOT (vehicular signage)
 - Sustainability (USGBC) as whenever possible or as desired/required by SEA
- Sign Types
 - Configuration, sizing and placement relative to message priority/function
 - Primary destinations = priority overhead
 - Secondary destinations = secondary overhead or wall mount
 - Tertiary destinations = tertiary wall mount
 - Simplicity, de-clutter, less is better
- Color Coding and Application
 - Sign Background = DOT Legend Blue
 - Minimizes confusion with branded accent colors
 - Creates neutral backdrop for messaging and symbols
- Multi-Color Discipline
 - SEA = accent color used as supplement only
 - No other colors may be used for SEA wayfinding signage unless otherwise noted and approved by SEA
- Typefaces, Arrows and Symbols
 - Pedestrian/interior/curbside signage = “Transit” font family
 - Established as SEA wayfinding typeface standard
 - Vehicular/roadway signage = “Clearview” font family
 - Established as effective for vehicular use
 - Variety of styles that apply to vehicular traffic
 - Sized / kerned appropriately for predicted viewing distances

1.3.1 OVERVIEW

- Use of modern AIGA (American Institute of Graphic Arts and DOT (Department of Transportation) Universal Symbol Systems
 - Reinforces destination text
 - Assists international travelers
- Message Hierarchy
 - Primary – priority destinations (largest, most visible)
 - Secondary – secondary destinations (supplemental)
 - Tertiary – auxiliary/support destinations
- Message Functions
 - Directional – direct to destination point(s)
 - Identification – identify destination point(s)
 - Informational – convey detailed information
 - Regulatory – describe regulations, warnings & requirements
 - Life-Safety/Egress – describe safety and egress related information
 - Transitional – may be any of the above, but used during interim conditions

APPLICABLE AIRPORT SIGNAGE/AREAS

All wayfinding graphic standards and guidelines found within this document are applicable to the following SEA areas:

- Roadways (see Chapter 3.0 for specific sign types)
- Other General Wayfinding Areas: specific sign types not included within this document will use the same standards and guidelines shown here, which include the following areas:
 - SEA Administration Buildings
 - Ancillary Airport Facilities
 - Cargo Facilities

NON-APPLICABLE AIRPORT SIGNAGE/AREAS

The standards and guidelines found within this document are not applicable to the following signage/SEA areas:

- Tenant/concession/retail/advertising signs
- Directory map artwork
- Dynamic information systems (BIDS/CUTE/etc.)
- Regulatory or life safety/egress signs
- U.S. Customs and Border Protection (CBP) signs
- Egress evacuation map artwork/signs
- Branded Airline elements/systems/signs
- Rental car facilities/areas/signs
- Non-public, back-of-the-house signs within terminal or cargo areas
- Public art
- Advertising
- Concession related signage

SPECIAL AREAS

Some areas within the SEA property do not necessarily fall within a specific category, and as such are identified as special areas. A special area will be declared by SEA when/where applicable, and will be specifically designed for and reviewed/approved by SEA on a case-by-case basis as needs require.



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1.3 WAYFINDING GRAPHIC
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MESSAGE FUNCTIONS

The following defines the four basic functions of a “message” as it pertains to the SEA wayfinding system. It is to be utilized by anyone designing or specifying new or updated wayfinding signage implemented at SEA.

Directional Messages

Directional messages are the main source of information enabling wayfinding traffic to choose the proper route to a specific destination point. This process involves selecting the correct destination point, and then determining at which point a change of direction will be required. Properly placed directional signage at decision points in adequate quantities is necessary for rapid movement of passengers, employees and vehicles.

Identification Messages

Identification messages mark specific locations/destinations within a defined area or environment. In addition to these locations, identification messages provide proper public exposure to leased tenant spaces and other spaces as governed by SEA.

Informational Messages

Informational messages typically provide specific, detailed and supplementary wayfinding information to assist in orientation within an unfamiliar and/or complicated environment. In addition, informational messaging that is graphic in nature (i.e. directory maps) help with providing precise locations for the user in context to the overall facility and its destinations/amenities/etc.

Regulatory / Safety Messages

Regulatory/safety messages relate to DPS and CBP requirements, as well as other federal, state, and local city codes/regulations. In general, these messages provide travelers with important regulatory information, such as travel advice, warnings and restrictions.

Temporary Messages

Temporary messages generally fall into a separate category of messages, and are typically established during the course of fluctuating interim wayfinding conditions due to construction related processes. Temporary signs shall only be used on an interim basis while permanent signs are in the process of fabrication, repair and/or maintenance. Temporary signs are also an effective way to test new wayfinding elements and locations prior to final fabrication. Note that all temporary messages shall be reviewed and approved by SEA prior to implementation.

MESSAGE HIERARCHY

The following defines standards for a complete and uniform hierarchy of SEA wayfinding messages and terminology. These standards shall be utilized for all new and updated wayfinding signage implemented at SEA.

The need for visual continuity among all messages and information of the same hierarchy will help eliminate elements which may interrupt the functional wayfinding process or add confusion. Clear and concise information presented by primary and secondary messaging systems/ signs ensure efficient passenger circulation. Tertiary messaging/signs must always be coordinated with primary and secondary messaging/signs. This tertiary category of messaging/signs should also always be visually distinguished from other wayfinding elements.

Messages will always be organized and maintained within three distinct and functionally tiered categories: Primary, Secondary and Tertiary (see Figure 1.3.1 for full message hierarchy list).

Primary Messages

This information shall be the largest and the most visible information on each sign. Primary information includes, but may not be limited to:

- Exterior direction to and identification of terminal(s).
- Exterior direction to major vehicular arteries (i.e. nearby access roads).

Secondary Messages

This information supplements and reinforces information already conveyed by the primary messages and signs listed above. It usually indicates the auxiliary services and support functions of the facility, but may also include primary destinations that are considered secondary at a decision point’s unique wayfinding conditions. Secondary information includes, but may not be limited to:

- Exterior direction to and identification of arrivals, departures, and specific parking facilities/areas

Tertiary Messages

Tertiary sign information supplements both the primary and secondary messages, and typically informs visitors of regulations and warnings. All regulatory/safety signs are generally considered to be tertiary within the SEA wayfinding system. Tertiary information includes, but may not limited to:

- Exterior CBP related notification messages.
- Exterior “No Parking” messages.
- Federal required warnings, notifications and information.
- Other messages required by code.

MESSAGE TERMINOLOGY

Basic Requirements

Terminology or nomenclature as it applies to airport signage and wayfinding systems is a standardized set of words, syntax, grammar, spelling and symbols used to communicate information to the user of airport roadways and/or facilities. Terminology systems ensure that information is presented in a consistent way, and that the content of this information is always clear and concise. When a term is shown with a corresponding symbol, that term will always appear with its symbol as indicated in Figure 1.3.7, unless otherwise noted.

Change Procedures for Terminology

Consistent use of terminology for established messaging within the SEA wayfinding system is always required. All changes to or additions of new terminology shall require coordination, review and approval by SEA.

FOREIGN LANGUAGE APPLICATION & USAGE

Directional and Identification Wayfinding Signage

Accommodating multiple languages on directional and identification wayfinding signage is costly, impractical and not recommended. To single out individual languages will likely result in sending an unintended message that SEA prioritizes individual groups over others, which in turn may have far-reaching political and social consequences. Using universal symbols will assist international and non-English speaking travelers with locating airport destinations in a non-biased and universal manner, while also eliminating the possibility of unintended bias for individual groups and languages.

Informational Wayfinding Signage and Supplemental Materials

Accommodating multiple languages on informational wayfinding signage (i.e. directories and information centers), as well as supplemental materials (such as websites, apps, hand-outs and physical maps) is the recommended and preferred method of providing detailed wayfinding information to the most diverse groups of non-English speaking airport users.

Universal Symbols

Utilizing universal symbols within the wayfinding system will assist international and non-English speaking travelers with locating airport destinations in a universal manner, while also eliminating the possibility of unintended bias for individual groups and languages. See Section 1.3.4 Universal Symbols.

Foreign Language Translations

All foreign language translations, if used within the SEA wayfinding system, are to be provided by professional translators and will be coordinated with SEA staff for approval prior to final fabrication and installation. All foreign language translations will use the most common and universal dialect for each individual foreign language as deemed appropriate by professional translators, and is to be coordinated with SEA staff for approval prior to final fabrication and installation.

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		MESSAGE PRIORITY		
		PRIMARY	SECONDARY	TERTIARY
SIGN USE / FUNCTION	Directional Overhead	Terminal(s) Terminal 1 Terminal 2 Rental Cars Airport Exit Return to Terminal Major surrounding access roads	Departures Arrivals Parking Cell Phone Lot Air Cargo Road International Blvd Commercial Vehicles Only	Airline Names
	Directional Roadside	Terminal Parking Rental Cars Cell Phone Lot	Airport Exit Return to Terminal(s) Oversize Vehicles Air Cargo Rd International Blvd	Airline Names Rental Agency Names
	Identification	Seattle-Tacoma International Airport or SEA Departures Arrivals Parking Airline Names Rental Car Facility	Departures Arrivals Rental Cars Cell Phone Lot Oversize Vehicle Parking	Misc. Building Addresses
	Information/ Orientation	Dynamic Information		
	Regulatory/ Safety	No Parking Fire Lane Caution: Pedestrians Crossing Authorized Personnel Only	Tow Away Zone Do Not Enter All FAA, TSA notices All Airport notices	

NOTE: This message/terminology list is the most recent at the time of this document's publication; messages/terminology may be expanded and/or change depending on the unique needs. Always verify and obtain the most recent SEA messaging and terminology list prior to any final design or message specification.

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Figure 1.3.1

SEA Wayfinding Message Hierarchy List: Roadway Areas

MESSAGE APPLICATION

Wayfinding messages at SEA will always be applied in a holistic and consistent manner. This includes the order of how wayfinding messages are listed, as well as the maximum number/quantity of wayfinding messages that are allowed on individual wayfinding signs.

Listing Order

The majority of the international population read and decipher information in a prioritized “top-to-bottom” organizational list format (see Figure 1.3.2). As a result, wayfinding destinations on SEA wayfinding signage are to typically be prioritized/listed in a similar manner as follows:

- The most important destinations or closest in proximity are listed first.
 - i.e. the highest priority and/or closest proximity at the top.
- Subsequent messages are listed in descending order downward.
 - i.e. the next most important and/or next in order of closest proximity.

Number/Quantity of Messages

Directional messaging, for both pedestrian and vehicular traffic, tends to be overwhelming when more than three messages are used for a single direction on directional signage, with a preferred maximum of two messages for a single direction whenever possible. Limiting the number/quantity of messages in a single direction in this manner is important for rapid deciphering of messaging, while maintaining smooth wayfinding circulation and limiting hesitation.

The number/quantity of directional messages on vehicular signage will always be dictated by MUTCD/WSDOT requirements unless otherwise noted. As such, vehicular signage is also typically limited to two messages per direction, with a maximum of no more than three messages in a single direction. See the latest edition of MUTCD/WSDOT standards for additional details and requirements.

Header ID Band Messages

In certain instances, an identification band at the top of a message group may be desired in order to achieve reinforcement of additional/multiple sub-destinations, which can also be reached in tandem with that priority destination. In these instances, the following applies when using Header ID Bands (see Figure 1.3.2):

- The Header ID Band will act as an identification element, which visually frames the related messages just below it.
- For vehicular signage, no more than 2 messages are allowed below a Header ID Band, with a preference of 1 or 2 messages whenever possible.
- All messages listed below a Header ID Band will always be destinations that are related to the main Header ID destination (i.e. no mixing of non-related messaging is allowed).
- Lane queuing/warning messages do not count against the maximum number of messages and are not considered destinations.

MESSAGE FUNCTION AND HIERARCHY RELATIONSHIPS

Along with prioritizing wayfinding messages in a hierarchy format (i.e. Primary vs. Secondary vs. Tertiary messages), they will also typically have functional properties associated with them (i.e. general vs. specific). Wayfinding messages will also typically determine the categorization of an individual sign type's priority within the overall system (i.e. Primary, Secondary and Tertiary sign types).

Message Priority, Categorization and Function

It is important to understand that the same message may fall under a different priority category depending on its use and location within the overall wayfinding system. For example, traffic on a roadway approaching a terminal may find the term “Parking” as a primary message. However, the same term found in the terminal may be considered secondary when compared to other destinations within the terminal facility.

A message’s function will also typically change from the more general (i.e. “Terminal” or “Ground Transportation”) to the more specific (i.e. “Terminal A” or “Taxi, Shuttles, etc.”) as wayfinding traffic moves through an area/facility and approaches/gets closer to their destinations. Consistently maintaining this same functional use for messages throughout the entire wayfinding system is essential to smooth wayfinding traffic flow, and establishes solid visual continuity among messages and the wayfinding signage system.

Message Priority and Sign Type Priority

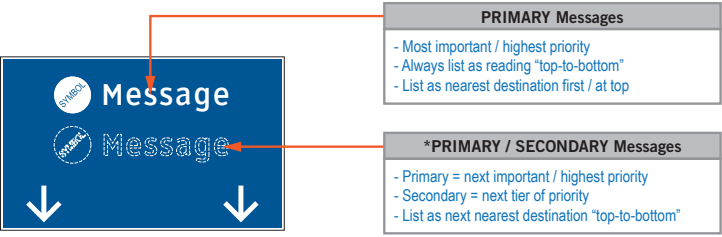
The relationship between message function and message hierarchy also creates a basic foundation for the classification and determination of sign types. Message hierarchy (i.e. Primary, Secondary and Tertiary messaging) is used to group messages for their general use on directional, identification and informational sign types, each with their own specific application and usage priorities (i.e. Primary, Secondary and Tertiary sign type classifications).

Message Grouping by Priority

Emphasis should be placed on the reduction of signs and the amount of messaging wherever possible. However, it is typically a given that wayfinding sign systems are complicated with large quantities of varying sign types and associated messaging as determined by the airport's unique wayfinding requirements and conditions. As such, grouping messages by priority is necessary, and will result in fewer unique sign and message types.

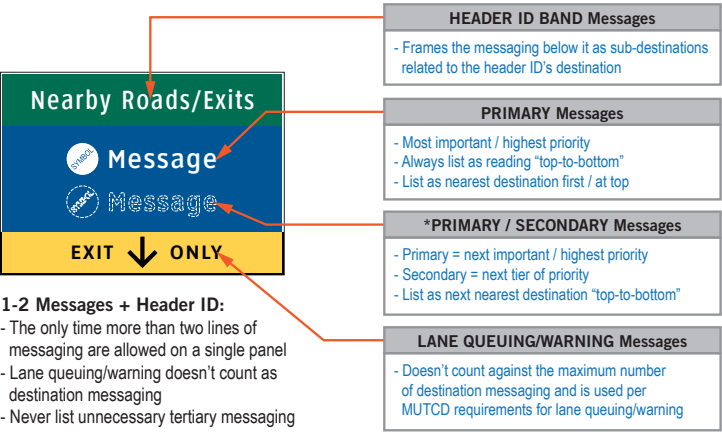
For example, primary messages should typically be grouped with other primary messages whenever possible. If there is need for secondary messaging on the same sign, its importance will always be secondary to all primary messages. Ultimately, secondary messages may be better used on secondary sign types (if deemed appropriate for a given circumstance, condition or environment).

Overhead Signage: Typical Message Application



1 to 2 Messages (Typical Application):

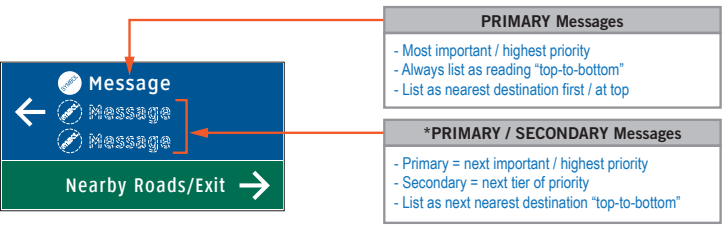
- Typical maximum number of destinations
- Easiest-to-digest number of destinations and follows MUTCD
- Removes visual clutter/chance of confusion
- Never list unnecessary tertiary messaging



1-2 Messages + Header ID:

- The only time more than two lines of messaging are allowed on a single panel
- Lane queuing/warning doesn't count as destination messaging
- Never list unnecessary tertiary messaging

Roadside Signage: Typical Message Application



1-2 Messages per Direction (3 Max.):

- 1-2 messages typical is max. preferred for a single direction
- 3rd message, if used, is absolute max. in a single direction
- Never list unnecessary tertiary messaging
- Arrow always “pulls” text/symbol alignment

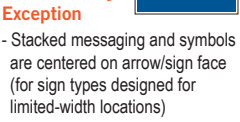


Figure 1.3.2

Message Application: Listing Order & Quantity

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TYPE STYLES

Acceptable Type Styles: Vehicular Signs

The Clearview Highway font family is the standard SEA vehicular wayfinding typeface. Only the following applicable type styles may be used:

- All text on vehicular wayfinding signage shall be set in the following Clearview Highway font family, unless otherwise specified (see Figure 1.3.3):
 - Clearview Highway 3-W = all standard wayfinding word messages (“W” = white text on dark background)
 - Clearview Highway 2-W = supplemental wayfinding ID word messages (“W” = white text on dark background)
 - Clearview Highway 3-B = all standard wayfinding word messages (“B” = black text on light background)
 - Clearview Highway 2-B = supplemental wayfinding ID word messages (“B” = black text on light background)

Capitalization

Aside from special SEA approved decorative uses where all-caps is desirable, or when specific lane queuing or regulatory related messaging is required, all word messages shall be in “title case.” Title case is defined as the initial alpha letter shown in upper case followed by lower case letters for each individual word in a given message.

Examples of exceptions include (but are not limited to):

- EXIT; EXIT ONLY
- DO NOT ENTER
- KEEP LEFT; KEEP RIGHT
- NEXT LEFT; NEXT RIGHT

Other notables regarding message capitalization:

- All vehicular wayfinding messages must meet all requirements as established within MUTCD/WSDOT signage design standards, unless otherwise noted and approved by SEA.
- Upper case letters shall have an upper case “X” height as determined by using a capital letter “I” when determining a layout’s text height dimension.
- Lower case letters should have a lower case ”x” height that is approximately two-thirds the height of the upper case letters.
- Each word in a message shall be capitalized, with the exception of inter-message articles, prepositions and conjunctions (i.e. to, from, via, etc.).
- A consistent capital letter height shall always be maintained when wayfinding signs are used in sequence unless otherwise noted.

Typographic Restrictions

Typefaces or weights not described here shall not be used unless otherwise noted and approved by SEA.

The following additional typographic restrictions shall always apply and be strictly adhered to when designing or specifying signage:

- Use only the type styles as specified for a specific traffic type as shown in the applicable volume of SEA Wayfinding Standards & Guidelines (i.e. Pedestrian vs. Vehicular):
 - Use only Pedestrian type styles on Pedestrian wayfinding signage.
 - Use only Vehicular type styles on Vehicular wayfinding signage.
- Modification of letter shapes is prohibited unless otherwise specified and approved by SEA.
- Condensed, extended, skewed, stretched, outlined or otherwise distorted type shall not be used.

Language to this effect will always be included in the specifications for all related SEA wayfinding signage projects, and variances must be reviewed and approved by SEA.

Type styles specialized for a particular sign face or graphic layout shall be used exactly as specified in wayfinding signage design documents. Deviations from the sign type’s application provided in layouts are strictly prohibited. Refer to individual sign types for exact specifications and text sizing/layout details.

Clearview Highway Series 3 (standard width letter forms)

Clearview Highway 3-W (“W” = white text on dark background):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+=* /:

Clearview Highway 3-B (“B” = black text on light background):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+=* /:

Clearview Highway Series 2 (condensed width letter forms)

Clearview Highway 2-W (“W” = white text on dark background):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+=* /:

Clearview Highway 2-B (“B” = black text on light background):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+=* /:

Figure 1.3.3

Type Style: Vehicular Wayfinding Text

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TYPE SPACING

Letter Spacing (Kerning and Tracking)

Kerning is typically defined as the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result within a set of readable text. Also note that while kerning adjusts the individual spacing between individual letter forms, tracking instead adjusts the spacing uniformly over an overall set/range of characters in a word or set of words. Tracking adjustments are not usually as ideal for readability on wayfinding signage, since they tend to make individual words and groups of words more difficult to read. Kerning helps to maintain the visual harmony of each individual word within the context of their given message arrangements.

Unless otherwise indicated, sign messages shall typically use the specified font family’s default letter spacing with regards to kerning and tracking. Messages set according to the typeface maker’s letter spacing standards will not normally require adjustment (see Figure 1.3.4). However, in some circumstances modification of the spacing between individual letters or letter-sets may improve the appearance and legibility of a sign message. Examples of typical needs for kerning adjustments include (but may not be limited to) improved visibility at increased viewing distances, as well as the elimination of unacceptable levels of “halation” (aka visual blurring together of letter strokes/graphic elements) due to internal or external illumination of the sign face.

Designers are required to review sample messages for all sign projects, and shall recommend spacing modifications where they can be shown to be advantageous or necessary. In these instances, hand-kerning will be required to adjust spacing and shall be noted as such within the sign’s specific layout using a +/- pica unit of measurement as used within professional graphic design software. Other letter spacing restrictions include:

- Reducing normal letter spacing (i.e. to fit a lengthy message within a restrictive size layout area) is not acceptable and shall always be avoided.
- Punctuation marks, which relate to two letters, should be spaced equally from both letters.
- Letter spacing on vehicular signs are to follow MUTCD/WSDOT standards and requirements, unless otherwise noted and approved by SEA.

Word Spacing

Unless otherwise indicated, spacing between words in a message is typically ¾ (.75) times the capital letter height (adjust by appropriate percentage if hand-kerning). For example, a message using 4” cap letters will have approximately 3” between words (see Figure 1.3.4). Other word spacing restrictions include:

- Reducing normal word spacing (i.e. to fit a lengthy message within a restrictive size layout area) is not acceptable and shall always be avoided.
- Word spacing on vehicular signs are to follow MUTCD/WSDOT standards and requirements, unless otherwise noted and approved by SEA.

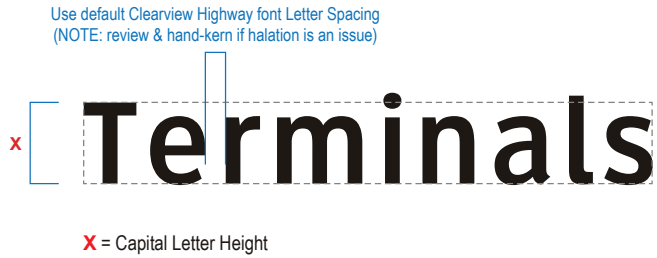
Line Spacing (Leading)

Leading is typically defined as the distance between the baselines of successive lines of type. Typically the spacing* between *related* lines of message text (i.e. a message in a layout that must continue to the next line down due to not enough available width on the first line) will typically be approximately ½ (.50) times the capital letter height (unless otherwise noted). And typically the *spacing between *unrelated* message text lines (i.e. two completely separate ideas/destinations/messages) will typically be approximately 1 times the capital letter height (unless otherwise noted). Other word spacing restrictions include:

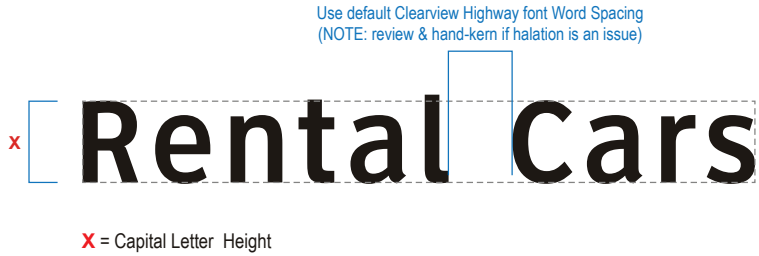
- Reducing normal line spacing (i.e. to fit a lengthy message within a restrictive size layout area) is not acceptable and shall always be avoided.
- Line spacing on vehicular signs are to follow MUTCD/WSDOT standards and requirements, unless otherwise noted and approved by SEA.

**NOTE: Always refer to actual SEA wayfinding signage face layouts for all final definitive line spacing requirements per each individual sign type as shown in current SEA wayfinding signage design intent/construction documents.*

Typical Letter Spacing: Vehicular Messages



Typical Multi-word Spacing: Vehicular Messages



NOTE:
- Messages and spacing is shown as typical example only.
- Use face layouts per individual sign types for final/actual messaging and spacing usage.

Figure 1.3.4

Vehicular Messages: Typical Type Spacing

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LEGIBILITY

Legibility is typically defined as the recognition of various elements that make a message or symbol understandable without the aid of additional wording or pre-conditioning. Additional factors may effect legibility, and include (but may not be limited to):

- Placement
- Lighting
- Contrast
- Viewing angles and distances

These factors must always be taken into account by designers when developing new or updated wayfinding signage to be implemented within SEA roadways and facilities.

Consistency in Legibility

Consistent sizing of wayfinding message text and symbols from sign-to-sign throughout an airport also adds to the overall effectiveness of the wayfinding system. It establishes a consistent and professional looking display of information, which in turn will allow for much more rapid comprehension of the wayfinding information and general orientation with in an airport’s varied and complex environments.

Vehicular Legibility

It is imperative to maintain consistent placement and presentation of wayfinding messaging on all signs that are intended to be viewed and used by vehicular traffic. This will minimize unintentional misinterpretation of the pathways and uses of the Airport’s roadways, as well as allow drivers ample time to make safe and informed decisions.

There are several factors that affect the legibility of vehicular messages, including (but not limited to) the sign’s height above finished grade, lateral spacing from the roadway, number of messages, overall size of the sign (including support structure) and the speed at which a vehicle is traveling. As a result, when designing new or updated vehicular wayfinding signage, *a set of general design guidelines should be used when determining a conceptual reference point for adequate message size (see Figure 1.3.5).

**NOTE: The information shown in Figure 1.3.5 is based on typical and generally accepted wayfinding industry standard practices (equations & table provided by the United States Sign Council, USSC), and is only a basic conceptual design reference. These are general “rule-of-thumb” guidelines and should only be used as an initial starting point when determining vehicular wayfinding signage legibility. This information should not be construed as absolute or final. All vehicular wayfinding signage legibility must meet all requirements as established within MUTCD/WSDOT signage design standards.*

Testing Legibility

It is also highly recommended that field testing of 1:1 actual-size prototypes be utilized to determine the maximum effectiveness of a conceptual wayfinding sign’s legibility per its individual traffic type, location and line-of-sight conditions within a given area/project. All prototype development and field testing must be coordinated with and approved by SEA.

Typical Vehicular View Distances and Legibility Design Guidelines:

Typical Vehicular Sign Legibility Design Formulas:

Source:
*USSC Sign Legibility Rules of Thumb, United States Sign Council (latest ed.; 2006 shown)"

Example Equations

Notes:
LH = Letter Height (upper case letters in inches)
LN = No. of Lanes of Traffic
LO = Lateral Offset (from curb in feet)
LI = USSC Legibility Index (from Table 1)

Example Equation 1:
 $LH = (LN \times 10 + LO) / 5$

Equation 1 Example Solution:
Conditions:
- 2-Lane Roadway
- Lateral Offset = 37 feet from curb
- Letter Style = unknown

$LH = (2 \times 10 + 37) / 5$
 $LH = 57 / 5$
 $LH = 11.4 \text{ inches (upper case letters)}$

Example Equation 2:
 $LH = (LN \times 10 + LO) / (LI / 6)$

Equation 2 Example Solution:
Conditions:
- 2-Lane Roadway
- Lateral Offset = 37 feet from curb
- Letter Style = Helvetica, all caps
- Light Letters on Dark Background
- USSC Legibility Index = 22 ft / in (from Table 1)

$LH = (2 \times 10 + 37) / (22 / 6)$
 $LH = 57 / 3.67$
 $LH = 15.5 \text{ inches (upper case letters)}$

Table 1: USSC Standard Legibility Index (from source page 5)

*Illumination	**Letter Style	Letter Color	Background Color	Legibility Index (LI)	
				Title Case	All Caps
External	Helvetica	Black	White	29	25
External	Helvetica	Yellow	Green	26	22
External	Helvetica	White	Black	26	22
External	Clarendon	Black	White	28	24
External	Clarendon	Yellow	Green	31	26
External	Clarendon	White	Black	24	20
Internal Translucent	Helvetica	Black	White	29	25
Internal Translucent	Helvetica	Yellow	Green	37	31
Internal Translucent	Clarendon	Black	White	31	26
Internal Translucent	Clarendon	Yellow	Green	37	31
Internal Opaque	Helvetica	White	Black	34	29
Internal Opaque	Helvetica	Yellow	Green	37	31
Internal Opaque	Clarendon	White	Black	36	30
Internal Opaque	Clarendon	Yellow	Green	37	28
Neon	Helvetica	Red	Black	29	25
Neon	Helvetica	White	Black	38	32

*NOTE: Illumination Name Variations ("aka") may include:
- External: Internal with Full Translucent Background; Internal w/ Translucent Letters & Opaque background; Exposed Neon Tube

**NOTE: Letter Styles shown are typical examples only:
- Helvetica = a typical example of a sans serif version of a typeface
- Clarendon = a typical example of a serif version of a typeface

How to Use Table 1:
- Determine letter height for given viewing distance
- Select combination for: letter (font) style, illumination, letter color & background color most closely resembling table's listings
- Divide viewing distance (i.e. Veiver Reaction Distance "VRD" in feet) by applicable Legibility Index (aka "LI") value in Table 1
- Result = Capital Letter Height (in inches)

- Example:
VRD = 600 ft.
 $LI = 30$
 $600' / 30 = 20"$
Capital Letter Ht. = 20 in.

Typical Driver Focusing Points at Various Speeds:

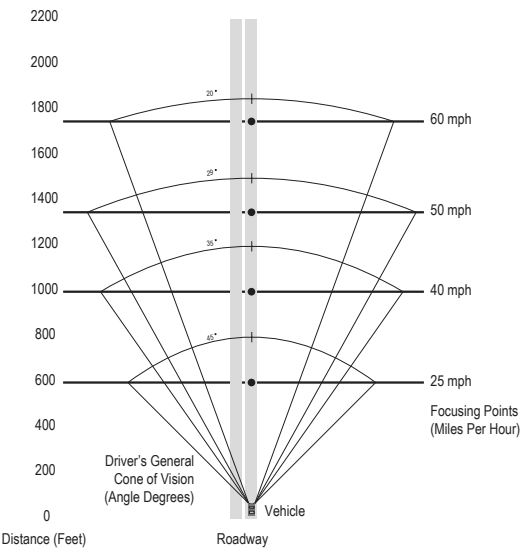


Figure 1.3.5

Typical Wayfinding Industry Accepted Legibility Design Guidelines

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SHEET TITLE:

1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

SHEET NO:

UNIVERSAL SYMBOLS

Background
Through a collaborative effort between the federal Department of Transportation (DOT) and the American Institute of Graphic Arts (AIGA), standard symbol sets were developed for implementation and universal recognition within travel related wayfinding environments. These symbols were developed and selected from this effort for their ability to quickly convey priority messaging, destinations or services to the largest percentage of viewers. Also, due to their ability to convey general ideas of the related/associated text-based messages in a broad and universal manner, it was noted that these symbols also assisted international travelers in understanding the intended messaging without having to understand the local language or adding layers of multi-language text. Thus, they are now typically referred to as “universal” symbols within the wayfinding industry.

A cohesive and easily identifiable set of universal symbols is an absolutely critical part of a successful wayfinding system. To be most effective, these universal symbols must work in harmony with the wayfinding nomenclature/terminology, and must always be applied with absolute consistency. Universal symbols should always be used for reinforcement and visual confirmation of wayfinding message text, especially at the pedestrian level, unless otherwise noted.

The following philosophies, guidelines and application standards apply to the SEA wayfinding system’s universal symbol set:

Symbols Supplementing Messaging
The use of universal symbols, in tandem with short verbal messages, is more effective than the use of symbols or messages by themselves. However, note that universal symbols should act as a *supplement* to the messaging, rather than serving as the primary graphic or messaging element.

International Traveler/Foreign Language Consideration
Accommodating multiple languages on directional signage is costly, impractical and not recommended. Universal symbols can serve as an effective means of assisting international and non-English speaking travelers with locating airport destinations.

Limit Use to Priority Messaging
Mixing universal symbols (and their related message text) for relatively minor or tertiary airport functions/activities/tenants with essential public wayfinding information weakens the overall communication of the wayfinding system. By limiting their use to priority airport messaging and destinations, universal symbols help to supplement and graphically highlight the importance of the priority messaging.

Less is More
Too many universal symbols, messages or arrows at any one location can be counter-productive to the wayfinding information being provided. An over-abundance of symbol use and messaging in a given direction or at a decision point can result in information overload, which in turn will cause hesitation, confusion and general distrust of the wayfinding system.

- Symbol Categorization**
Universal symbols have been divided into specific categories based on their function as they are to be used within specific areas of SEA Airport areas. These categories include:
- Vehicular wayfinding signage:
 - Travel symbols (select only; not as numerous as Terminal signs)
 - Terminal ID symbols
 - WSDOT highway/nearby road ID symbols

Regulatory Symbols
Symbol shape, placement and color on all regulatory signs shall conform to the latest editions of the ADA Standard for Accessible Design, local/ national building codes, WSDOT standards and the Federal Manual on Uniform Traffic Control Devices (MUTCD).

Change Procedures and Restrictions for Symbols
To be most effective, a symbol system must allow for the fluctuating nature of modern and continually changing airport related terminology. As such, development of new universal symbol artwork is allowed when deemed necessary and appropriate for a given situation/condition with the understanding that consistent use of SEA universal symbol artwork standards for established messaging is always required. All changes to existing and/or additions of new universal symbols shall require coordination, review and approval by SEA. Universal symbols not described in this section and/or not illustrated in this document shall not be used, unless approved by SEA.

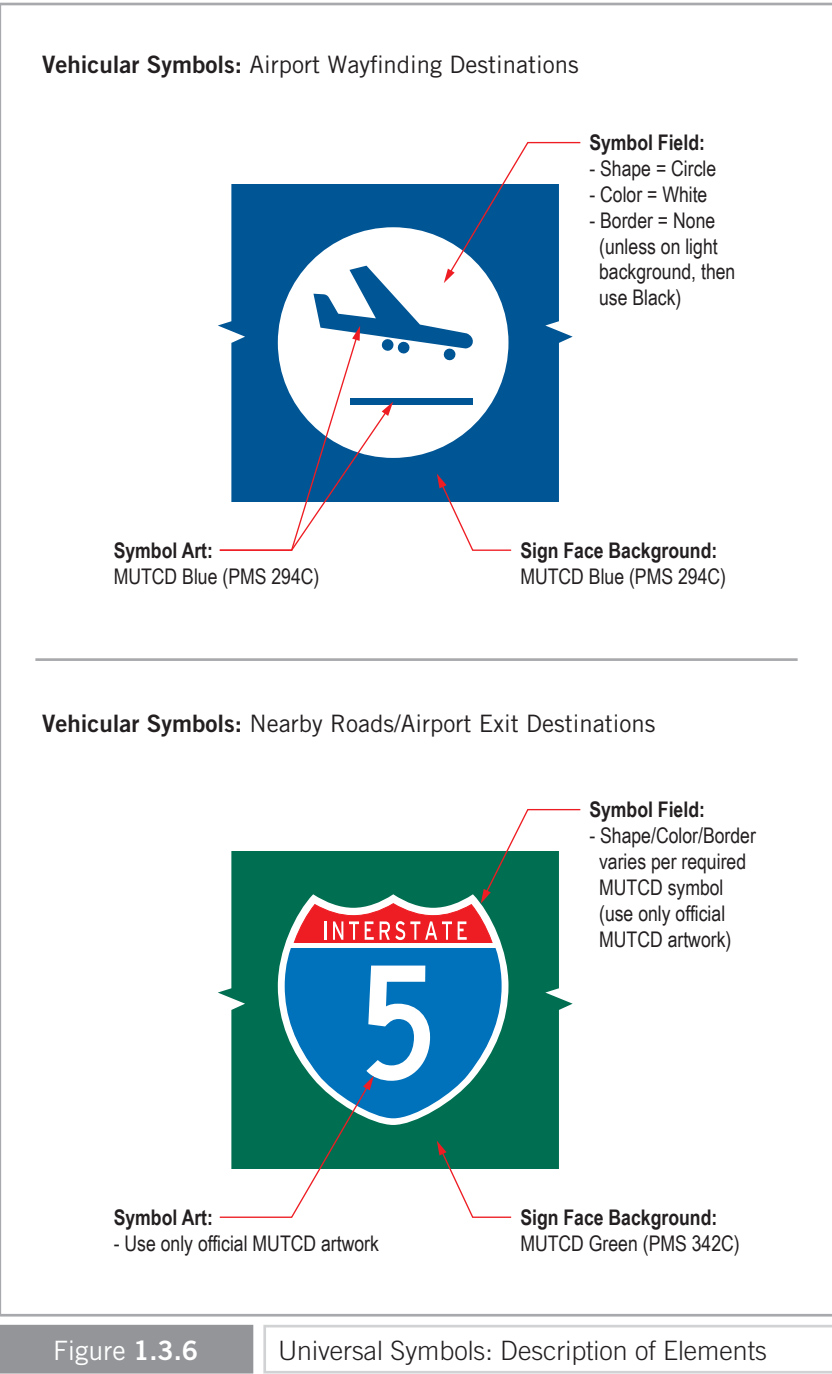
SEA Logo/Branding Usage
When the SEA logo/branding is applied in inconsistent, haphazard or inappropriate ways, it weakens the strength of the SEA brand itself, and may result in negative associations with SEA, regardless of original intent. As a result, use of the SEA logo/branding and/or literal/verbatim applications of the logo/branding’s elements within the wayfinding system is not allowed. It should also be noted that using literal representations of the SEA logo for the purposes of decoration and/or graphic filler on wayfinding signage will create an additional layer of visual clutter that must also be digested within the process of deciphering of wayfinding messaging and information, and shall not be used.

- SEA Universal Symbol Application**
An effective set of universal symbols will always supplement and enhance the messaging rather than graphically overpower it. Universal symbol usage within SEA shall always be applied consistently and holistically, and will always be applied with their associated messaging unless otherwise noted and approved by SEA. Application of SEA universal symbols with no accompanying message text is not allowed unless otherwise noted. The following is a description of graphic elements and application of SEA universal symbols:
- Vehicular Signs:
 - Typical Airport Wayfinding Destinations:
 - Symbol Art = MUTCD Blue (PMS 294C)
 - Symbol Field = White
 - Field Outline/Border (if used) = None (NOTE: a black outline/border may be used only in rare instances of light background usage)

- Typical Nearby Roads/Airport Exit Related Destinations:
 - Symbol Art = Varies per required MUTCD symbol
 - Symbol Field = Varies per required MUTCD symbol
 - Field Outline (if used) = Varies per required MUTCD symbol

Additionally, a basic graphic description of vehicular related SEA universal symbol artwork elements is provided in Figure 1.3.6.

For a complete listing of vehicular related SEA universal symbols and their associated messaging, see Figure 1.3.7.




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GENERAL ROADWAY SYMBOLS




Airport
Terminal




Departures




Arrivals




Parking




Overheight Parking




Terminal 1



Terminal 2




Rental Cars




Cell Phone Lot


MUTCD SYMBOLS




Freeway




Freeway



Pacific Hwy





ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
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801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:



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SHEET TITLE:

1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES

SHEET NO:

1-13

Figure 1.3.7 SEA Wayfinding Universal Symbols List: Vehicular

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

ARROWS

Arrows, when used as directional elements, are more flexible and require less sign layout space than messages. This following defines the standards for SEA wayfinding arrows and their rotation angles, sizes, proportions, applications and general placement.

Arrow Proportions

The standard SEA directional arrow (as shown in Figure 1.3.8) must always be proportionally consistent (width-to-height ratio) throughout the entire wayfinding sign system, regardless of the sign type or layout that it is being applied to. It should never be disproportioned, squashed or stretched in any dimension in order to make it fit on a limited size sign face, or for any other circumstance. Typical proportioning between arrow and message sizes for the SEA wayfinding sign system will be determined as follows:

- Vehicular wayfinding signage:
 - By individual sign layout sizes, sign locations, visibility distances/ angles, mounting heights, posted speeds and per MUTCD/ WSDOT standards.

Arrow Size Scaling

When scaling an arrow, it must always be locked at it’s default proportions as shown in Figure 1.3.8. This will eliminate the possibility of skewing the arrow’s proportions when scaling it for use on differently sized *sign face layouts.

**NOTE: Always refer to actual sign face layouts for final definitive arrow sizing per each individual sign type as shown in current SEA wayfinding signage design intent/construction documents.*

Arrow Placement and Text Alignment

The placement of arrows on sign faces and in relation to message text will conform to the standard guidelines provided for each specific sign type and their corresponding traffic type (i.e. Pedestrian or Vehicular), as well as all applicable ADA and MUTCD/WSDOT requirements. Arrows and their related message text may not be positioned in any other location on the sign face unless otherwise indicated. When new and/or customized sign types or layouts are necessary, the following general guidelines and restrictions apply to arrows and their corresponding message text alignment:

Vehicular: General Arrow Placement

- Roadside left-facing arrows should be located toward left side of signs
- Roadside right-facing arrows should be located toward right side of signs
- Forward-facing and/or downward-facing arrows on overhead signs are typically centered over their corresponding traffic lanes
- Forward-facing and/or downward-facing arrows on roadside signs are typically located closest to the flow of traffic or centered (depending on the sign type’s use and layout)

1.3.5 ARROWS

1.3.5.1 ARROWS OVERVIEW

Vehicular: General Text Alignment with Arrows

- Left-facing arrows require left justified message text/symbols, unless otherwise noted or required by MUTCD/WSDOT
- Right-facing arrows require right justified message text/symbols, unless otherwise noted or required by MUTCD/WSDOT
- Forward-facing arrows on roadside signs typically use text justified toward traffic flow, while overhead signs typically use centered text/ arrows

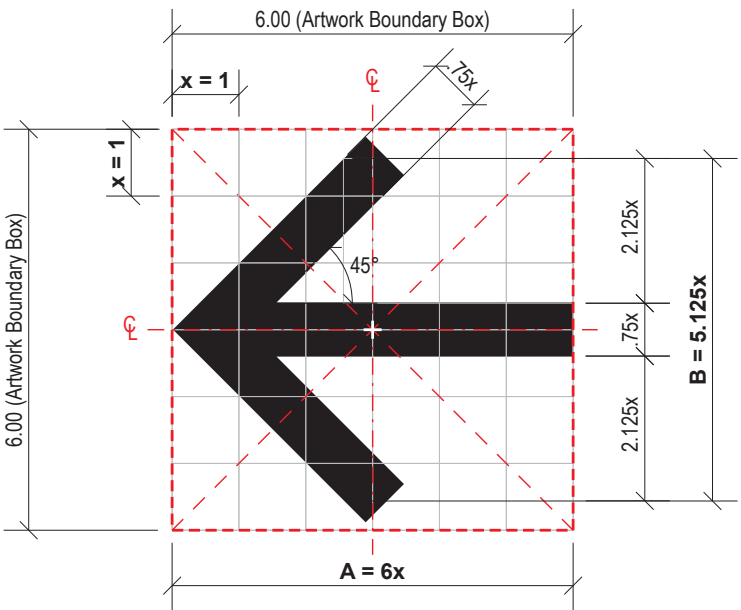
Arrow Rotation

A consistent rotation angle and the directional information that an arrow conveys is as important as the accompanying message text. The rotation angle that conveys ”straight ahead” is particularly notable. For example, either an “up” arrow (12 o’clock) or a “down” arrow (6 o’clock) can be used to convey forward movement, and is typically interpreted differently based on a sign’s given location, relative pathway conditions and/or the type of wayfinding traffic that is viewing it.

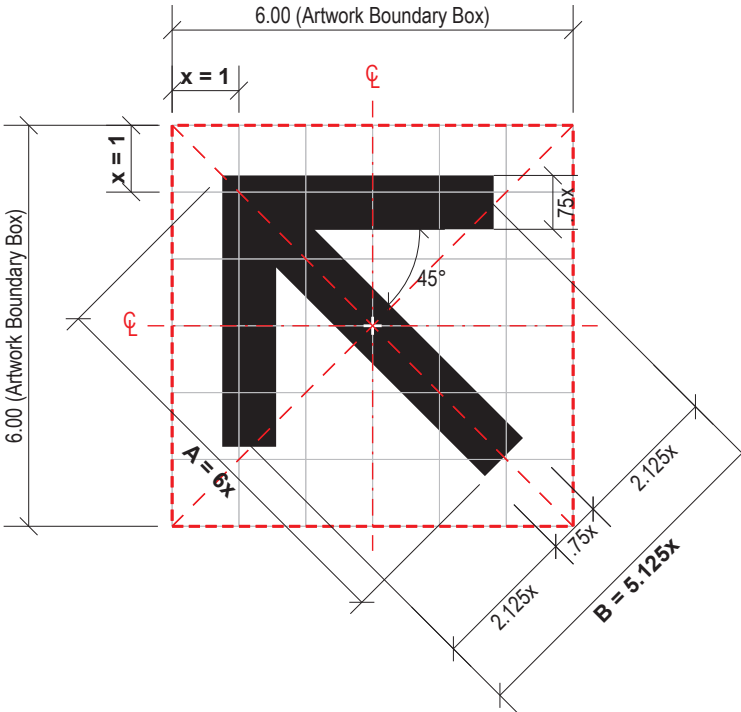
Note that arrow rotation angle selection must always be done so consistently throughout the entire SEA wayfinding system and in accordance with these established arrow rotation standards. The following are general guidelines for the selection and use of arrow rotation:

- The SEA wayfinding arrow can be rendered in eight (8) different pre-determined rotation angles (see Figure 1.3.9). Alternate rotation angles are not acceptable, unless approved by SEA.
- Vehicular wayfinding arrow rotation will always follow MUTCD/WSDOT requirements.
- For a full list of acceptable arrow applications, rotation angles and their designated message interpretations for SEA wayfinding, see Figure 1.3.9.

Straight Arrow: (Use for arrows angled at: 0°, 90°, 180°, 270°)



Angled Arrow: (Use for arrows angled at: 45°, 135°, 225°, 315°)



- NOTES:
- Scale = 1:3
 - Standard SEA Wayfinding arrow shown
 - Re-proportioning, manipulating, and/or use of unspecified artwork not allowed
 - Use only approved rotation angles as shown here
 - Artwork Boundary Box always to remain same square proportions/ratios as shown
 - No other artwork/elements to infringe or overlap Boundary Box edges
 - Always rotate arrow at exact center point of Boundary Box
 - Arrow proportion ratio = A:B
 - x = 1; A = 6x; B = 5.125x

Figure 1.3.8

SEA Wayfinding Arrow: Artwork/Proportions

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
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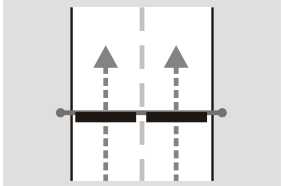

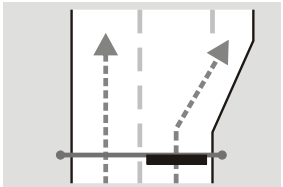

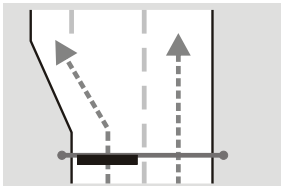

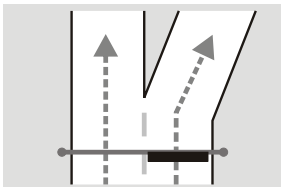

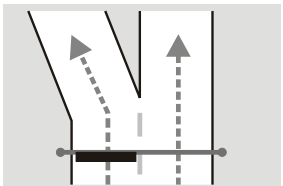
1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES


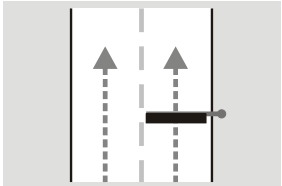

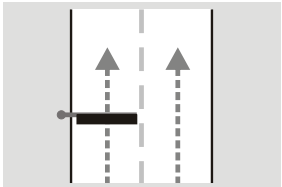

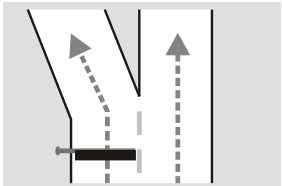

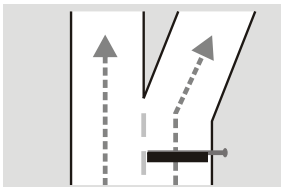
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OVERHEAD Directionals		
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 270° (6 o'clock)		Straight Ahead: Use This Lane Exit Only (Arrow Justified Center)
 315° (4:30)		Down on the Right (Arrow Justified Center)
 225° (7:30)		Down on the Left (Arrow Justified Center)
 45° (1:30)		Exit/Ahead on the Right (Arrow Justified Center)
 135° (10:30)		Exit/Ahead on the Left (Arrow Justified Center)

NOTES:
- Arrow applications shown are for general reference only
- Arrow type and application may vary based on condition
- Reference MUTCD for additional standards and guidelines

CANTILEVER Directionals		
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 270° (6 o'clock)		Straight Ahead: Use This Lane Exit Only (Arrow Justified Center)
 270° (6 o'clock)		Straight Ahead: Use This Lane Exit Only (Arrow Justified Center)
 135° (10:30)		Exit/Ahead on the Left (Arrow Justified Center)
 45° (1:30)		Exit/Up on the Right (Arrow Justified Center)


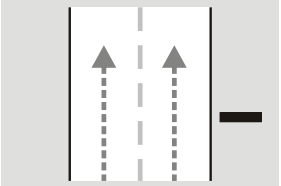

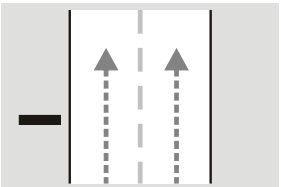

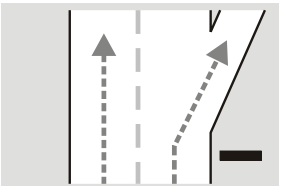

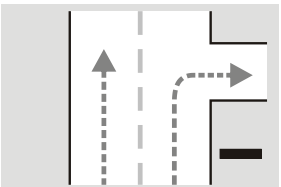

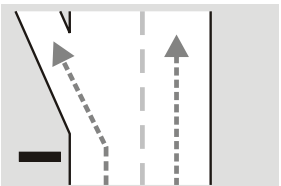

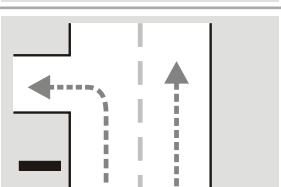
ROADSIDE Directionals		
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead (Arrow Justified Left)
 90° (12 o'clock)		Straight Ahead (Arrow Justified Right)
 45° (1:30)		Exit/Ahead on the Right (Arrow Justified Right)
 0° (3:00)		To the Right (Arrow Justified Right)
 135° (10:30)		Exit/Ahead on the Left (Arrow Justified Left)
 180° (9 o'clock)		To the Left (Arrow Justified Left)

Figure 1.3.9 Wayfinding Arrows: Applications - Vehicular

COLOR OVERVIEW

Psychological studies have determined that color can have substantial emotional and perceptual influences on human behavior. Correspondingly, the use of color as it pertains to human interaction with complex informational systems has been found to have a profound and quantifiable effect on ehancing understanding and moving through complicated environments. The importance of understanding and utilizing such color-related philosophies within any wayfinding system is paramount to implementing signage that is easily understood by the majority of its users, and is the basis for SEA’s wayfinding color system.

In order to maintain a visually unified system of signs throughout all airport roadways and facilities, the presentation of color must be consistent on all elements throughout the entirety of SEA’s wayfinding system. The following will provide an overview of the color system, and how it it is to be utilized and applied to wayfinding signage at SEA.

COLOR DESIGN CONSIDERATIONS

The following general design considerations are to be utilized when specifying colors for use within the SEA wayfinding system:

- Simple, supplemental and consistent:
 - Colors, as they pertain to branding specific elements within a wayfinding environment, should always be simple, supplemental, limited in number and applied consistently and without exception. When too many colors are introduced, it will typically create an additional layer of information to decipher, which in turn may cause increased confusion, pause and distrust of the wayfinding system.
- Consideration of color blind individuals:
 - It should be noted that as of this document’s publishing, approximately 12 percent of the population is color blind and cannot distinguish between mixed shades of red or orange, yellow or brown and black or blue. For this reason, if multiple colors are to be used as a primary means of identifying wayfinding elements (i.e. “The Orange Line,” “The Green Room,” etc.), then it would be necessary to spell out the name of the color in order to make the intended color usage clear to color blind individuals, while also meeting ADA requirements.
- Color-coding:
 - Color-coding, when applied thoughtfully, sparingly and consistently, is a useful supplement to a good linguistic format. Color-coding should not typically be the absolute or primary means of distinguishing parts of a facility, and instead be used in a manner that supplements the primary graphic wayfinding information being presented. For example, applying a unique color to each individual level or area of a parking garage is a common practice among designers. However, the application of such a color system must be considered within the larger context of the surrounding/nearby facilities and how it will effect their

color-coding systems. When too many varied colors and/or color systems are used, color becomes yet one more layer to decipher in an already complex hierarchy of wayfinding information.

- Recognition, contrast, reproduction, environmental considerations:
 - Colors should always be chosen for their wide recognition, contrast/legibility, ease of manufacture/reproduction, as well as complementary to the established wayfinding system or surrounding environment. The long-term “survivability” of colors will also be dependent on surrounding weather and environmental conditions (i.e. direct sunlight and ambient light gradually affects color systems over time, typically fading and usually accelerated due to unique or typical local weather conditions). As such, the choice and use of color should always be evaluated to some degree based on the geographic location of the wayfinding environment.

COLOR APPLICATION

SEA Wayfinding Color System: General Description

The SEA wayfinding system’s color palette creates an effective new *supplemental* wayfinding specific color-coding system that accents and enhances the messaging, while also limiting the use of other branded and/or non-wayfinding related colors. In addition, all updated colors were chosen to be consistently and easily manufactured on signage, maintain good contrast with each other, and appear as a distinctive wayfinding-specific color palette that is easily recognized by the majority of wayfinding system users, regardless of location within the airport property.

General Color Guidelines and Standards

The following are general color guidelines and standards for use within the SEA vehicular wayfinding signage system (see Figure 1.3.10 for additional graphic descriptions, application information and manufacturer’s equivalents):

- Sign Graphics - Vehicular Wayfinding Signs (i.e. roadways and vehicular-related parking areas)
 - White text/symbol fields on a MUTCD Blue sign face background creates high contrast and greater legibility from a distance, while traveling at posted speeds. This distinguishes the airport’s wayfinding sign system from surrounding city, county or state road sign systems. It also serves to alert motorists that they are traveling within the airport’s property limits, and more complex movements will occur in shorter distances.
 - As a means of enhancing visual queues of leaving the airport’s property limits and entering the surrounding city roadway system, roadway directionals nearest to airport exit/property limit areas and trailblazing to the airport exit via primary access roads (i.e. I-5, I-405, Hwy. 509, Hwy. 99) will utilize White text/symbol fields on a MUTCD Green sign face background.
 - Terminal (Future) Identification (see Figures 1.3.10):

- When additional terminals are built, new terminal IDs/ numbers will utilize White text/symbol fields on a Dark Blue (PMS 295C) header ID background to act as a graphic category highlighter.

Other Color Considerations

- Consistent and holistic application:
 - To remain effective, the SEA wayfinding color system must always be applied to all wayfinding system elements in a consistent and holistic manner airport-wide (roadways, parking, curbsides, ground transportation areas, terminals, etc.)
- Supplemental colors:
 - The addition of any/all supplemental colors must always be carefully considered during design of newer airport areas and their respective signage design programs in order to determine how they will mesh with the overall established SEA color-coding and wayfinding systems.
 - All supplemental colors must be coordinated with and approved by SEA.
 - All supplemental colors must always maintain all of the legibility and compatibility criteria as mentioned in this section, as well as any applicable ADA and MUTCD/WSDOT requirements regarding color-use on signage.
- Additional use of color:
 - Certain/specific signs within the airport complex may employ corporate colors of airlines, rental car agencies, concessionaires and other airport tenants as indicated and/or deemed appropriate by SEA.
 - No other colors are to be used for SEA wayfinding signage or sign hardware used within SEA’s roadways and facilities, unless otherwise indicated and approved by SEA.

SEA WAYFINDING COLOR SYSTEM

In order to maintain a visually and graphically holistic system of wayfinding signage, the presentation of color must always be consistent and maintained on all elements of SEA wayfinding signage. The colors and their manufacturing equivalents (as shown in Figure 1.3.10) shall always be used when designing or specifying SEA wayfinding signage, unless otherwise noted and approved by SEA.

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:



5215 Wiley Post Way, Suite 510
Salt Lake City, UT 84116
801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:



Louville, Colorado
303.494.7849
www.labozan.com

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SHEET NO:

ARCHITECT:

RS&H

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WAYFINDING CONSULTANT:

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**1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES**

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES

COLORS: Roadways/Vehicular Wayfinding

Mounting Hardware	White Graphics:	Black Graphics:	MUTCD Legend Blue:	MUTCD Legend Green:	Warning Yellow:	Safety Red:	Header Backgrounds (Future):
PMS11 (Pantone Matching System Ref.) PMS 429 C (Solid Coated)	PMS12 (Pantone Matching System Ref.) N/A: Not Used	PMS13 (Pantone Matching System Ref.) PMS Black C (Solid Coated)	PMS14 (Pantone Matching System Ref.) PMS 294C (Solid Coated)	PMS15 (Pantone Matching System Ref.) PMS 342C (Solid Coated)	PMS16 (Pantone Matching System Ref.) PMS 122C (Solid Coated)	PMS17 (Pantone Matching System Ref.) PMS 186C (Solid Coated)	PMS18 (Pantone Matching System Ref.) PMS 295C (Solid Coated)
D11 (Digital Print Equivalent) N/A: Not Used	D12 (Digital Print Equivalent) 3M 4090 DG3 White (showing thru)	D13 (Digital Print Equivalent) Picasso print on DG3 C:0 M:0 Y:0 K:100 (cool gray row)	D14 (Digital Print Equivalent) Match MUTCD Blue	D15 (Digital Print Equivalent) Match MUTCD Blue	D16 (Digital Print Equivalent) Match MUTCD Yellow	D17 (Digital Print Equivalent) Match MUTCD Red	D18 (Digital Print Equivalent) Match PMS 295C
P11 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 429C, satin finish	P12 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) MP N202 White, satin finish	P13 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match TBD, satin finish	P14 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 294C, satin finish	P15 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 342C, satin finish	P16 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 122C, satin finish	P17 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 186C, satin finish	P18 (Paint Equivalent) Matthews Acrylic Polyurethane (MAP) to match PMS 295C, satin finish
V11 (Vinyl Film Equivalent) N/A: Not Used	V12 (Vinyl Film Equivalent) Reflective: 3M 4090 DG3 White	V13 (Vinyl Film Equivalent) Opaque: 3M 7725-22 Black	V14 (Vinyl Film Equivalent) Reflective: 3M 4095 DG3 Blue	V15 (Vinyl Film Equivalent) Reflective: 3M 4097 DG3 Green	V16 (Vinyl Film Equivalent) Reflective: 3M 4091 DG3 Yellow	V17 (Vinyl Film Equivalent) Reflective: 3M 4092 DG3 Red	V18 (Vinyl Film Equivalent) Digital Print Eq. on 3M 4090 DG3 White

Figure 1.3.10 SEA Roadway Wayfinding Color System

2.0

2.0 WAYFINDING APPLICATION & SIGN SYSTEM OVERVIEW

- 2.1 Wayfinding Application
- 2.2 Wayfinding Sign System Overview

TYPICAL WAYFINDING ANALYSIS AND APPLICATION

Prior to developing updated wayfinding signage design standards, it was fundamental to understand the existing wayfinding signage within SEA. In order to establish a clear direction in which to move forward with the updated wayfinding signage program, an analysis of all relevant existing materials through site visits, capturing photographic examples, and reviewing existing and/or planned sign program documentation. The following describes the process designers should follow when developing wayfinding signage for use at SEA roadways and facilities.

Evaluation Criteria

It is important for wayfinding signs to adhere to a basic guideline of copy styles/sizes, maintain consistent terminology, use recognizable and universally accepted symbols, incorporate uniform colors systems, and utilize consistent recognizable sign types. This section covers key elements that impact the effectiveness of a wayfinding signage system, as well as overall wayfinding processes at airports in general. These key elements are to be used as the criteria by which SEA’s existing signage system is evaluated, and will continue be to used for implementing new wayfinding signage.

The following are general descriptions of the evaluation criteria used for analyzing the SEA wayfinding program:

- Signage Philosophy: Establish an integrated framework that would produce ONE comprehensive, holistic and visually attractive signage system that can be easily understood, followed and identified.
- Standard Terminology: Experience the same terms and sign types from one terminal, facility or area to the next, which will assist in rapid public comprehension of various airport functions/ destinations. Message content must be in layman’s language, equally understandable by first-time and frequent travelers.
- Message Hierarchy: Clear and concise information presented by “primary,” “secondary” and “tertiary” sets of messages greatly improves efficient passenger flow.
- Color-coding: Colors have great effect on human behavior and deciphering wayfinding information. Thoughtful consideration and consistent implementation should always be utilized when using multiple colors within a wayfinding sign system.
- Symbols: The use of short verbal messages in conjunction with symbols is more effective than the use of messages or symbols alone. The use of consistent graphic representations and sizing of symbols and arrows maintains system cohesion and more rapid information deciphering. Limiting the number of arrows at a given decision point also greatly improves information deciphering and passenger flow.
- Scale of Copy: In a fast paced, often congested environment such as an airport, a conservative pedestrian viewing distance of 25 feet of viewing distance to each inch of capital letter height should be used.
- Sign Placement: Placement of signs at key decision points and/ or in the direct line of sight of the traveling public reduces decision times. A reasonable range of 75 to 125 feet between major directional overhead signs is acceptable and meets the general intent of ADA guidelines. Using signs at regular intervals within longer contained corridors reinforces wayfinding information and improves traffic flow.

Conceptual Wayfinding Plans

Conceptual wayfinding plans identify conceptual wayfinding pathways, decision points and sign locations for wayfinding signage to be implemented within all SEA modernization programs. They will be used only as a general starting point/guideline for initial conceptual sign location reference within each applicable improvement program. More finalized and exact locations will be implemented during design development processes, and are to always be coordinated with SEA.

Final Wayfinding Plans and Signage Design Intent

Example wayfinding plans, if shown in this document, are conceptual only and are based on the most recent architectural files as provided to the Design Team at time of this document’s publication. The sign family shown in this document is also considered in development and may require further refinement and/or additional sign types as deemed necessary during future design development processes. Final wayfinding plans, sign location plans and signage design intent drawings will all be further developed and refined by others during the course of SEA’s wayfinding modernization programs.

Case Studies – SEA Signage Master Plans

Used as a baseline, the existing wayfinding signage conditions found within the SEA property and its associated facilities were originally surveyed and documented by the Design Team prior to the creation of this document. Photos were taken of existing sign locations found within SEA’s main public accessible areas across multiple facilities. Typical wayfinding pathways at SEA were captured with photos, and included departing, arriving and connecting routes, which in turn were used to generate computer-generated photo wireframe “walk-thru” analysis, and presented to SEA using interactive Powerpoint presentations. This information was the basis for creating the multi-volume set of SEA Wayfinding Signage Master Plan.

See *Chapter 3.0: Wayfinding Programming* within the applicable volume of the *SEA Signage Master Plan* (separate document) for detailed examples of additional case studies and their related materials:

- Volume 1: Terminals and Concourses
- Volume 2: Roadways and Curbsides
- Volume 3: Parking and Ground Transportation

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2..1 WAYFINDING APPLICATION

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SIGN SYSTEM DESCRIPTION

The wayfinding sign system shown in this document is a holistic system being implemented throughout all SEA roadways and facilities. The SEA wayfinding sign system shall always be consistent in appearance and application throughout the entire airport property in which it is being applied. It will also establish a public perception of SEA as a professional and forward-thinking organization, which is always apparent within its amenities and facilities.

Design Description – New SEA Wayfinding Signage System

The new SEA wayfinding signage system has been developed to make all airport wayfinding signage an extension of SEA’s world-class branding and philosophies. It was developed to meet the established principles of SEA’s mission and vision for wayfinding:

- Provides safe, efficient and appealing wayfinding at all SEA roadways and facilities.
- Reinforces SEA as an airport standard of excellence.
- Unifies signage within one holistic wayfinding system, both interior and exterior.
- Shares a consistent, positive “tone-of-voice” at all SEA facilities.
- Creates a consistent and shared “sense of arrival” and a “sense of place” at each facility and property area.

These same principles will always be used for all wayfinding signage implemented within any of SEA’s modernization programs. To see a graphic design description of the SEA wayfinding signage system and examples of the general concept applied, see Section 1.2: SEA Wayfinding System - Design Description.

Sign System Objective: Pedestrian Signage

The general objective of the Pedestrian related wayfinding sign system is to direct the flow of pedestrian traveler traffic at curbside/ground transportation areas, in and out of the public terminal entrances, between appropriate designated terminal areas, in/out of the concourse/gate holdroom or CBP passenger processing areas, and within pedestrian related areas of parking garage facilities. This is achieved by using a hierarchy of signage that relates specifically to pedestrian traffic, and is designed with appropriately sized graphics, visual queuing elements, orientation and placement for such traffic.

Sign System Objective: Vehicular Signage

The general objective of the Vehicular wayfinding sign system is to direct the flow of vehicular traffic in and out of each SEA airport property, as well as throughout their various public-use facilities (i.e. to/from parking facilities, terminal curbs, service areas, etc.). This is achieved by using a hierarchy of signage that relates specifically to vehicular traffic, and is designed with appropriately sized graphics, visual elements/features, orientation and placement for such traffic.

Special Areas

Some areas of the SEA property do not necessarily fall within a specific category, and as such are identified as special areas. A special area will be specifically designed for and reviewed/approved by SEA on a case by case basis as needs require. Examples of special areas may include (but are not limited to) public art, advertising and concessions.

Interim Signage

Sign types developed for temporary/interim conditions shall also use the standards and guidelines for permanent wayfinding signage as shown in this document as a baseline for matching the rest of the wayfinding system. Designers should also review the latest edition of the *SEA Typical Interim Signage Application* document for additional reference.

Exceptions

To be successful, a signage program must allow for flexibility. Exceptions to any of the signage standards and guidelines listed within this document will be reviewed on a case-by-case basis, and enforced by SEA as deemed necessary and appropriate.

SIGN TYPES – GENERAL OVERVIEW

There are several elements that make up a clear and recognizable sign. Although the message and its copy size/clarity are of great importance, so too is the actual sign entity that it is placed on. Having consistent and distinct sign types enhances a sign system by being more recognizable to its users within unfamiliar environments. Many travelers can decipher the type of information that will be given based on the sign’s size, shape, mounting location and color. This shortens the decision-making process, creating smoother traffic flow and increased trust in the overall wayfinding system.

Sign Type Priority

Sign types will typically be used based on their message priority and basic function:

- Primary sign types: Signs used for priority destinations/functions of the airport are considered “primary” signage, and should be the most visible and visually dominate to other wayfinding signage.
- Secondary sign types: Secondary messaging (such as Telephones, ATM, etc.) should typically be reserved for sign types pre-determined as “secondary” in nature, and should appear visually subordinate to the primary signage.
- Tertiary sign types: Tertiary messaging (such as regulatory, safety related information, etc.) should also be placed on sign types pre-determined for “tertiary” use, and should appear visually subordinate to both primary and secondary signage.

Wayfinding Sign Family

SEA’s new wayfinding system uses a comprehensive sign typing system that is based on categories of a sign’s function. It is developed as a holistic family of signs with each member having their own specific use and purpose, while also utilizing a “kit-of-parts” design philosophy. It is designed to be manageable, seamlessly integrated within all of SEA’s roadways and facilities, and can be updated on a continuing basis as needs arise.

Wayfinding sign types at SEA will be categorized as directional, identification, informational, regulatory, life-safety/egress and interim. Major sign type classifications (as categorized by function) and general descriptions of each include:

- Directional: signs that display standardized directional messaging to assist in finding one’s way through a defined area or environment (i.e. an overhead sign at a decision point with arrow/symbol/destination messages listed).
- Identification: signs used as unique markers to identify specific locations within a defined area or environment (i.e. a gate identification sign).
- Informational: signs or graphic systems that display specific and very detailed information to assist in orientation within a complex or unfamiliar environment (i.e. a directory map, website, app, FIDS).
- Regulatory: signs that display regulatory information (i.e. “No Parking” or ”Loading Zone Only” signs).
 - Note: not included as part of this document.
- Life-Safety/Egress: signs that display life-safety and vertical circulation/egress related information as required by local and national codes (i.e. fire escape stairway core level identification signs).
 - Note: not included as part of this document.
- Interim (aka “Transitional” or “Temporary”): signs that can be directional, identification, informational or regulatory, but are made of temporary materials and mounting methods.
 - Note: not included as part of this document.

The following SEA wayfinding sign families are included within this document:

- Roadways - see Chapter 3.0, sub-section 3.1.2

Note: All sign types shown in this document are intended as design intent only; sizes shown are typical only; airport conditions vary and may require adjustment for final design of sign type sizing/proportions/etc.; additional sign types not shown in this document may be required as determined during design processes of individual SEA improvement programs.

Scale and Sizing

Scale and sizing for all SEA wayfinding signage will be consistent and designed to the appropriate required viewing distances for a given condition or environment, as well as to the minimum ADA and/or MUTCD/ WSDOT requirements. Note that the sign types shown in this document are for typical conditions only and are designed to accommodate minimum ADA and MUTCD/WSDOT requirements.

Adjustments to the scale and size of individual sign types may be necessary to maximize visibility and aesthetic harmony within a given wayfinding condition or environment. As such, all designers specifying wayfinding signage for use at SEA will review all individual spatial and environmental conditions per each modernization program, and make recommendations for scale/size adjustment as deemed appropriate by and in coordination with SEA.

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SIGN TYPE IDENTIFICATION SYSTEM

The amount of differing architectural and site conditions at SEA, combined with the need to meet requirements for pedestrian and vehicular wayfinding visibility, creates a need for a comprehensive and holistic sign identification system. This identification system will always maintain standardization, flexibility and ease-of-understanding for the majority of individuals specifying and programming updated and new wayfinding signage at SEA. All SEA wayfinding signage is to be grouped into the following categories:

- Pedestrian Signs (*NOTE: Certain vehicular signs also fall within these Series numbers)
 - Series 1: Terminals / Concourses: Includes: All public-accessible Terminal and Concourse related areas
 - *Series 2: Curbside / Ground Transportation: Includes: All Curbside and Ground Transportation related areas
 - *Series 3: Parking: Includes: All on-property public-accessible garages and surface lots
- Vehicular Signs
 - Series 4: Roadways: Includes: All on-property public-accessible roads
- Other Areas
 - Series 5 (and above): Are to be assigned as needed and based on unique requirements of individual projects. Note that all expanded series numbering and categorization must be coordinated with SEA for final approval.

Pedestrian vs. Vehicular Sign Identification Systems

Pedestrian and vehicular wayfinding signage will always use similar sign type numbering and categorization methods to maintain a holistic identification system across the entire wayfinding program (see Figure 2.2.1). However, each traffic type also have unique requirements and/ or mounting configurations associated with them. As such, the sign identification system is more effective when supplemental designators are applied to their respective systems as needed.

Roadway Signage - Unique Mounting Designator

See Figure 2.2.1, “Roadway Signage Mounting Designator” detail for a general description of the unique designator that is to be applied to all SEA roadway wayfinding signage, as well as how to use it for roadway signage identification.

Variant/Option Designator

When a sign type requires a variant or option (due to sizing variations, mounting conditions, etc.), a unique designator using a lowercase letter at the end of the sign number shall be used.

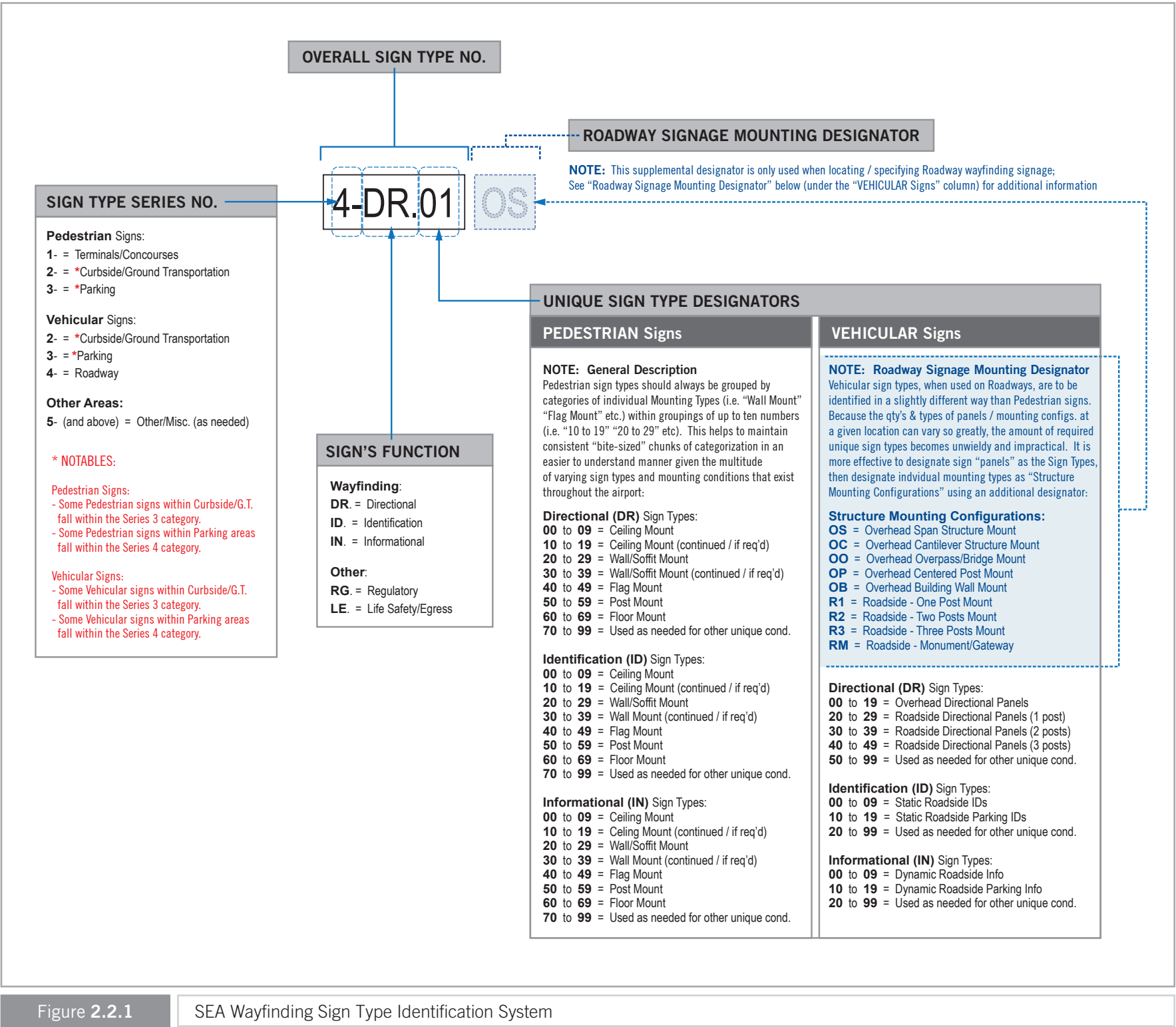


Figure 2.2.1

SEA Wayfinding Sign Type Identification System

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WAYFINDING SIGNAGE ILLUMINATION

Ambient light conditions will always have an effect on a sign’s visibility and legibility. The effectiveness of a wayfinding system is greatly dependent on the ability of wayfinding traffic to decipher a sign’s graphics in a multitude of varying light levels and conditions as found within interior and exterior environments. Lower ambient light levels typically have adverse effects on message comprehension, which in turn may cause increased levels of stress and distrust of the overall wayfinding system. As such, illumination considerations and implementation are an extremely critical aspect of wayfinding signage.

Methods of Illumination

There are several different types of illumination that can be used on wayfinding signage, each with their own advantages and challenges. The following are examples of typical wayfinding signage illumination types:

- Non-Illuminated:
 - Completely reliant on ambient/nearby light conditions.
 - In lower light conditions, distinguishing a sign’s forms or graphics from the surrounding environment is greatly diminished (note that a sign’s visibility/legibility/contrast may not meet minimum ADA requirements if ambient light conditions are too low).
 - Can be more difficult to distinguish signage forms and/or decipher graphics when located near brightly lit background environments (i.e. near exterior-facing windows during day hours)
 - Thinner sign profiles and generally lighter weight fabrication methods can be employed, typically resulting in lower initial fabrication costs.
- External Illumination (aka “Front-lit”):
 - Reliant on the quality, intensity/proximity of nearby light sources.
 - Forms and graphics on interior signs do not stand out from surrounding environments as well when located in higher ambient light areas.
 - Typically suffer from inconsistent visual presentation due to increased possibility of hot/dark spots across sign face/elements.
 - Requires near power sources be installed/in place prior to install.
 - Thinner sign profiles and generally lighter weight fabrication methods can be employed, typically resulting in lower initial fabrication costs.
- Reflective Illumination
 - Reliant on the quality, intensity, direction and distance of light sources focused specifically at the reflective face area of a sign.
 - Typically employed more frequently on vehicular signage as a means of cost effective illumination, as well as meeting associated MUTCD/WSDOT standards and requirements.
- Internal Illumination (aka “Back-lit”):
 - Not reliant on ambient light conditions.
 - Very good visibility in low or high ambient light conditions.
 - If designed and implemented properly, will typically always meet ADA sign requirements regarding visibility/legibility/contrast.

- Greatly enhances the ability to read and distinguish wayfinding signage forms and graphics from the surrounding environment.
- Requires near power sources be installed/in place prior to install.
- Can be more expensive initially due to associated costs with chosen illumination technologies.
- Signage weight and profile thicknesses tend to be increased due to internal space requirements for illumination system components and added structural elements.

Illumination Guidelines and Standards - SEA Wayfinding System

SEA wayfinding signage will always utilize consistent and standardized illumination methods. This will enhance and provide holistic visibility/legibility across the overall wayfinding system, while also meeting applicable ADA/MUTCD/WSDOT requirements for wayfinding signage.

Note that at the time of this document’s publication, final universal illumination implementation standards for the SEA wayfinding system are still in development with SEA. However, in the interim and for the purposes of general design intent, the following recommended guidelines and standards for illumination implementation shall be used whenever designing and/or specifying SEA wayfinding signage (*NOTE: these recommendations are based on wayfinding industry typical best practices at time of this document’s publication, & may change in the future as advancement of illumination technologies occur*):

- Interior Pedestrian Signage:
 - Primary/preferred method = internal illum. whenever possible.
 - Note that even when ambient lighting conditions are high, internal illumination still provides a benefit by making a sign’s forms and graphics much more immediately visible/noticeable against competing environmental elements.
 - Modern internal LED illumination technology has several advantages associated with it when compared to conventional illumination methods (such as neon or fluorescent technologies):
 - Lower energy use and maintenance resulting in lower up-keep and power consumption costs over time.
 - Lighter weight sign fabrication methods resulting in thinner cabinet profiles/projections, which also allow for much more aesthetically attractive and less visually imposing signage.
 - When properly specified and implemented, LED edge lighting distribution is typically consistent and even across the entire sign face, while also typically eliminating hot/dark spots.
 - Heat build-up is lessened and dissipation is much more efficient, typically resulting in extended illumination life expectancy.
 - Secondary method = use non-illuminated sign fabrication
- Exterior Pedestrian Signage:
 - Primary/preferred method = use internal illumination whenever possible, or where it’s most beneficial and/or required (i.e. within parking garages and/or under architectural covers where ambient lighting conditions vary radically the closer/further signage is located in proximity to the projection of daylight).

- Secondary method = external illumination via nearby or dedicated lighting sources when internal illumination is not viable/possible.
 - Note: use reflective graphics when nearby or dedicated lighting sources are not available.
- Vehicular Signage - Roadways and Parking Garages/Lots:
 - Primary required method = on all overhead and roadside wayfinding signage, always use reflective sign face graphics with products such as 3M’s DG3 line of reflective roadway sign films.
 - Specialized applications = use internal and/or external illumination on specialized signage, such as Airport property entrance gateways and architectural/building ID as applicable.
- Vehicular Signage - Curbsides:
 - Primary/preferred method = use highly reflective sign face graphics by utilizing products such as 3M’s DG3 line of reflective roadway sign films.
 - Secondary method = use internal illumination for other specialized signage at terminal curbsides (i.e. curbside airline/meeting place ID).

General Illumination Requirements

- Illumination methods and usage not described here shall not be used at SEA, unless otherwise noted and approved by SEA.
- When *internal* illumination is used:
 - Illumination levels shall be uniform over the entire sign face surface.
 - No hot spots, dark spots or inconsistent/varying levels of illumination are allowed. Signs shall always be located such that the illumination level on the readable surfaces is not significantly exceeded by the ambient light or additional visible sources of light behind or in front of the sign.
- When *external* illumination is used:
 - Illumination levels on sign surfaces shall be in the 100 to 300 lux range (10 to 30 foot candles) and shall be uniform over the entire sign surface.
 - No hot spots, dark spots or inconsistent/varying levels of illumination are allowed. Signs shall always be located such that the illumination level on the readable surfaces is not significantly exceeded by the ambient light or additional sources of light behind or in front of the sign.
 - Elements casting illumination from external sources (i.e. external attachments/housings/etc. for directed lighting) shall not block visibility of the sign or cast distracting shadows upon the sign’s readable areas.
- When *non-illuminated* is used:
 - When located near other internally illuminated signs, colors on non-illuminated signs will require custom color matched paint to create color consistency across all wayfinding signage.

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3.0 SIGN TYPES - SERIES 4: ROADWAYS

- 3.1 Sign Type Index
- 3.2 Sign Types

The following provides specific information regarding the wayfinding sign types applicable for use in the Roadways areas of SEA. It contains a general sign family overview of the specific sign types (i.e. the Sign Type Index section), as well as more specific design/layouts/notes/etc for each individual sign type (i.e. the Sign Types section).

SIGN TYPE INDEX - SERIES 4: ROADWAYS

On the following page (see Figure 3.1.1), the Sign Type Index Table shows a summary of sign types and a brief description of each sign type. Simplified views of each sign type, as well as listings for each sign type’s name, mounting method and basic overall size are provided on subsequent pages. Note that the Sign Type Index is intended only as a brief, simple catalog reference for all of the wayfinding sign types used within the Roadways areas of SEA, and is organized in numeric order of their sign type identification numbers (i.e. Directional sign type category: 4-DR.01, 4-DR.02, etc; Identification sign type category: 4-ID.01, 4-ID.02, etc; Informational sign type category: 4-IN.01, 4-IN.02, etc).

Sign Types - Design Intent Drawings
Section 3.2 - Sign Types contains *design intent drawings of each specific wayfinding sign type used within the Roadways areas of SEA. Each sheet displays scaled drawings of individual sign types and their basic views (i.e. elevations, plan view, end view, etc), sizing/dimensions, face layouts and general design intent related notes.

**NOTE: these documents are intended to illustrate design intent, and should only be used as a general guideline. No information contained here should be construed as engineered elements. The designer/fabricator/contractor shall be responsible for all engineering and specifications with regard to finishes, structural, electrical, mechanical, foundation and installation, and must be approved by a licensed engineer within the State of Washington.*

Mounting Requirements
Sign mountings shall support signs for optimum visibility, facilitate illumination where required, be fabricated from commonly available materials, be easily maintained, be engineered to established SEA wayfinding system and engineering requirements, and not obstruct or pose any hazard to pedestrians, vehicles or any other entity.

Basic Mounting Types
Definitions of the basic mounting types used within SEA Roadway areas are as follows:

- Large Overhead Signs:
 - Span Structure - sign panel(s) (number/size vary per location and lane configuration) mechanically fastened to a large freestanding two post support structure spanning the entirety of a roadway.
 - Bridge Mount Structure - sign panel(s) (number/size vary per location and lane configuration) with second surface mounted support structure grid mechanically fastened to a bridge’s fascia.
 - Cantilever Structure - sign panel (size varies per location and lane configuration) mechanically fastened to a large freestanding single post support structure and one support arm cantilevered over a roadway.
 - Butterfly (Centered Post) Cantilever Structure - sign panel (size varies per location and lane configuration) mechanically fastened to a large freestanding single post support structure and two support arm cantilevered over roadways flanking both sides of support post.
- Ground Mounted Signs:
 - Large Roadside - sign panels that are mounted to multiple (two or more) vertical posts and located laterally offset to the side of a roadway.
 - Small Roadside - sign panels that are mounted to one vertical post and located laterally offset to the side of a roadway.

- General Mounting Restrictions - Vehicular Signs**
- Vehicular wayfinding signs shall always be mounted perpendicular to vehicular traffic flow.
 - Overhead and roadside signs: all mounting, lateral positioning/ spacing from edge of roadway and clearances must be reviewed and approved by a traffic engineer licensed in the State of Washington prior to fabrication and installation.
 - Overhead and roadside signs: all elements, engineering, fabrication and materials used on roadway sign support structures must be reviewed and approved by a traffic engineer licensed in the State of Texas prior to fabrication and installation.
 - Ground-mounted vehicular signs (if used) must be mounted behind crash barriers, use break-away base mounting systems in the event of an accidental vehicular collision and as required by MUTCD/WSDOT.
 - Vehicular overhead signs must be mounted with the lowest element of the sign at a minimum of 17’-6” above finished grade unless otherwise indicated.
 - Vehicular roadside signs must be mounted with the bottom-most viewable area of the sign at a minimum of 8’-0” above finished grade unless otherwise indicated.
 - All vehicular roadway signs will be engineered for the exterior environmental conditions that occur at SEA, and will be designed and approved by a licensed engineer within the State of Washington to meet all codes/regulations/requirements.
 - Whenever there is a conflict between a requirement listed in this document and another authoritative code or standard, the more stringent one shall be applied.

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.1 SIGN TYPE INDEX

SHEET NO:

3-1

SIGN TYPE NUMBER	DESCRIPTION	SHEET
4-DR.01	Overhead Property Exit Directional - 1 lane, 1 arrow, 1 to 2 message lines	3-8
4-DR.02	Overhead Commercial Vehicle Exit Directional - 1 lane, 1 arrow, 2 message lines	3-8
4-DR.03	Overhead 1 Lane Panel - 1 arrow, 1 to 2 message lines	3-9
4-DR.04	Overhead Large 1 Lane Panel - 1 arrow, 1 to 2 message lines	3-9
4-DR.04b	Overhead Large 1 Lane Panel w/ Digital - 1 arrow, 1 static message line	3-9
4-DR.05	Overhead 2 Lane Directional - 2 arrows, 1 to 2 message lines	3-10
4-DR.06	Overhead 2 Lane Directional w/ Divider Line - 2 arrows, 1 primary message; 2 secondary messages	3-10
4-DR.07	Overhead 3 Lane Directional - 3 arrows, 1 to 4 messages	3-10
4-DR.08	“Thru Traffic” Skybridge Mounted Directional	3-11
4-DR.09	“Load/Unload” Skybridge Mounted Directional	3-11
4-DR.11	Overhead 1 Lane Panel w/ DOT Header - 1 arrow, 1 to 2 message lines	3-12
4-DR.12	Overhead 2 Lane Panel w/ DOT Header - 2 arrows, 1 to 2 message lines	3-13
4-DR.13	Overhead 1 Lane Panel w/ Clearance Footer - 1 arrow, 1 message line	3-13
4-DR.14	Overhead 2 Lane Panel w/ Clearance Footer - 2 arrows, 1 message line	3-13
4-DR.15	Overhead 2 Lane Panel w/ Clearance Footer - 2 arrows, 1 to 2 message lines	3-13
4-DR.21	Large 1 Post Roadside Directional - 2 arrows	3-14
4-DR.22	Large 1 Post Roadside Directional - 1 to 2 arrows	3-15
4-DR.23	Medium 1 Post Roadside Directional - 1 to 2 arrows	3-16
4-DR.31	Large 2 Post Roadside Directional - 2 arrows, 2 panels	3-17
4-DR.32	Medium 2 Post Roadside Directional - 1 to 2 arrows	3-18
4-DR.33	Small 2 Post Roadside Directional - 1 arrow	3-20
4-DR.34	Large 2 Post Roadside Directional - 1 arrow, “Welcome to...”header	3-21
4-DR.41	3 Post Roadside Directional - 2 to 3 arrows	3-22

Figure 3.1.1

SEA Roadway Sign Type Index

ARCHITECT:



5215 Wiley Post Way, Suite 510
Salt Lake City, UT 84116
801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:



Labozan
Associates™

Louisville, Colorado
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www.labozan.com

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.1 SIGN TYPE INDEX

SHEET NO:

Roadways - Overhead (Scale: 3/32" = 1'-0")

NOTE: Sizes shown are typical only; site conditions vary and may require adjustment for final design of sign type sizing/proportions. Additional sign types may be required as determined during future SEA improvement programs.

4-DR.01 to 4-DR.09 = OVERHEAD Directional Panels: No ID Header Areas

14'-0" x 15'-0"

4-DR.01

Property Exit Directional

- 1 Lane Panel
- 1 Arrow
- 1 to 2 Message Lines

14'-0" x 9'-0"

4-DR.02

Commercial Vehicle Exit Directional

- 1 Lane Panel
- 1 Arrow
- 2 Message Lines

13'-0" x 11'-0"

4-DR.03

1 Lane Panel

- 1 Arrow
- 1 to 2 Message Lines

18'-0" x 11'-0"

4-DR.04

Large 1 Lane Panel

- 1 Arrow
- 1 to 2 Message Lines

18'-0" x 11'-0"

4-DR.04b

Large 1 Lane Panel w/ Digital

- 1 Arrow
- 1 Static Message Line

18'-0" x 11'-0"

4-DR.05

2 Lane Directional

- 2 Arrows
- 1 to 2 Message Lines

26'-0" x 11'-0"

4-DR.06

2 Lane Directional w/ Divider Line

- 2 Arrows
- 1 Primary Message Line; 2 Secondary Messages

30'-6" x 11'-0"

4-DR.07

3 Lane Directional

- 3 Arrows
- 1 to 2 Message Lines Per Panel

36'-0" x 3'-4"

4-DR.08

"Thru Traffic" Skybridge Mounted Directional

- 3 Arrows
- 1 Message Line

24'-0" x 3'-4"

4-DR.09

"Load/Unload" Skybridge Mounted Directional

- 2 Arrows
- 1 Message Line

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.1 SIGN TYPE INDEX

SHEET NO:

Roadways - Overhead (Scale: 3/32" = 1'-0")

NOTE: Sizes shown are typical only; site conditions vary and may require adjustment for final design of sign type sizing/proportions. Additional sign types may be required as determined during future SEA improvement programs.

4-DR.10 to 4-DR.19 = OVERHEAD Directional Panels: With Header/Clearance Areas

4-DR.11 1 Lane Panel w/ DOT Header
- 1 Arrow
- 1 to 2 Message Lines

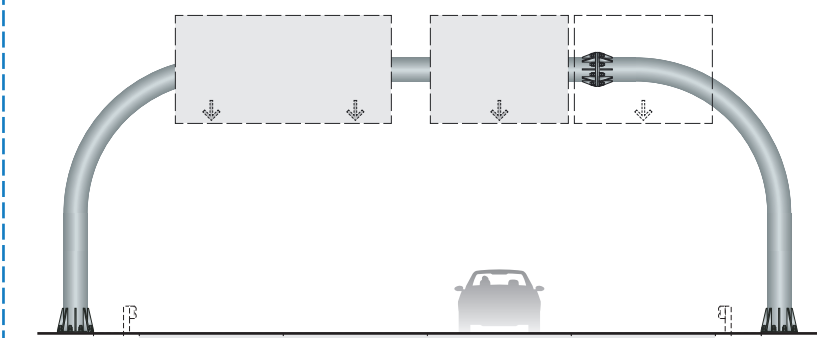
4-DR.12 2 Lane Panel w/ DOT Header
- 2 Arrows
- 1 to 2 Message Lines

4-DR.13
1 Lane Panel w/ Clearance Footer
- 1 Arrow
- 1 Message Line

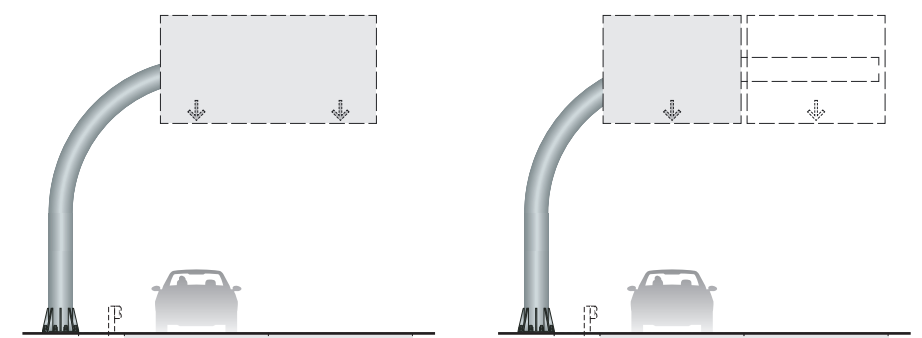
4-DR.14
2 Lane Panel w/ Clearance Footer
- 2 Arrows
- 1 Message Line

4-DR.15 2 Lane Panel w/ Clearance Footer
- 2 Arrows
- 1 to 2 Message Lines

Span Monotube (Overhead Structure)



Cantilever Monotube (Overhead Structure)



Mounting Options (SCALE: 1/16" = 1'-0")

WAYFINDING SIGNAGE
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Roadways

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.1 SIGN TYPE INDEX

SHEET NO:

Roadways - Roadside (Scale: 3/32" = 1'-0")

NOTE: Sizes shown are typical only; site conditions vary and may require adjustment for final design of sign type sizing/proportions. Additional sign types may be required as determined during future SEA improvement programs.

4-DR.20 to 4-DR.29 = ROADSIDE Directionals: 1 Post

4-DR.21
1-Post Directional, Large
- 2 arrows

4-DR.22
1-Post Directional, Large
- 1 to 2 arrows

4-DR.23
1-Post Directional, Medium
- 1 to 2 arrows

4-DR.30 to 4-DR.39 = ROADSIDE Directionals: 2 Posts

4-DR.31
2-Post Roadside Directional, Large
- 2 arrows, 2 panels

4-DR.32
2-Post Roadside Directional, Medium
- 1 to 2 arrows

4-DR.33
2-Post Roadside Directional, Small
- 1 arrow

4-DR.34
2-Post Roadside Directional, Large
- 1 arrow
- "Welcome to..." header

4-DR.40 to 4-DR.49 = ROADSIDE Directionals: 3 Posts

4-DR.41
3-Post Roadside Directional, Extra Large
- 2 to 3 arrows

ARCHITECT:

RS&H

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SHEET TITLE:

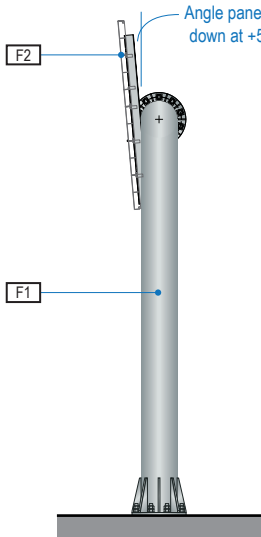
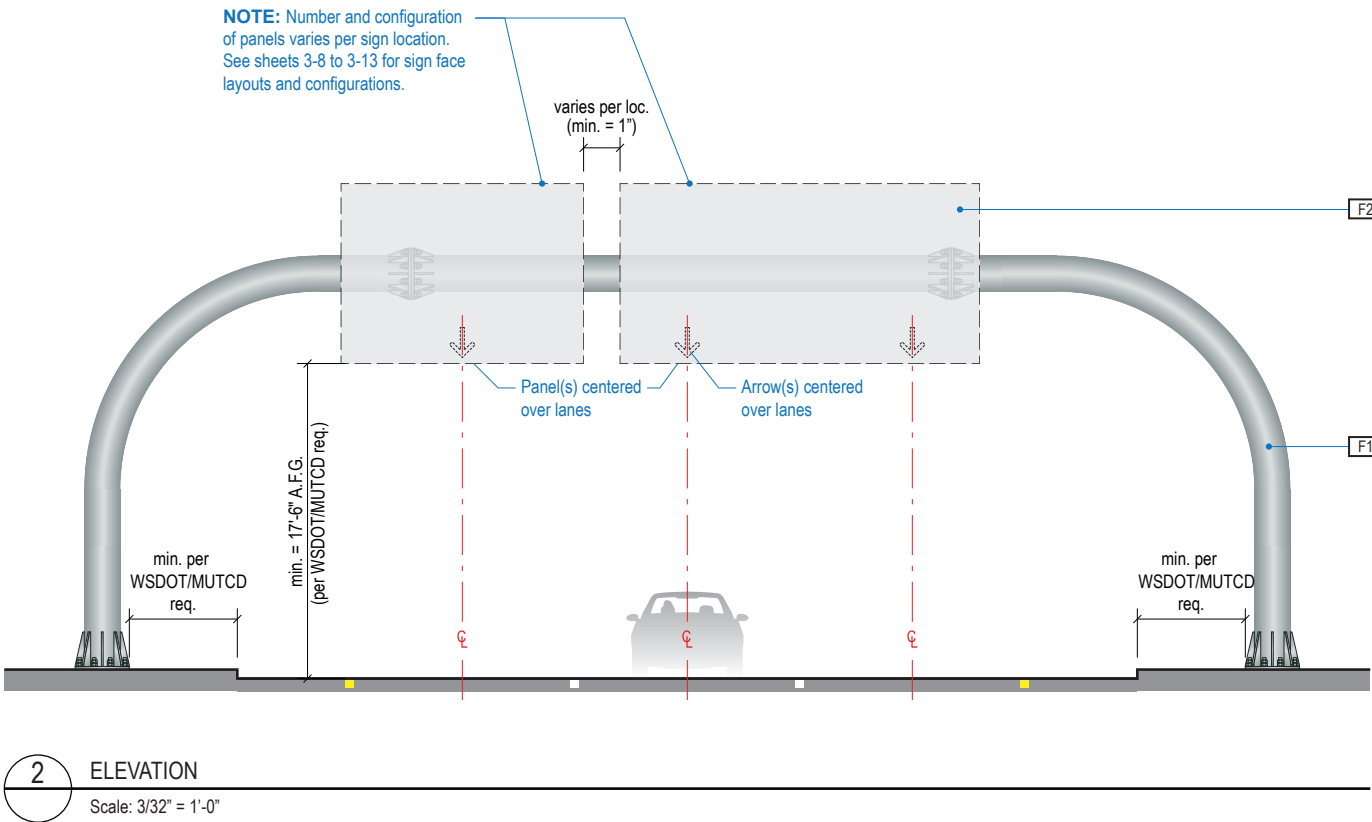
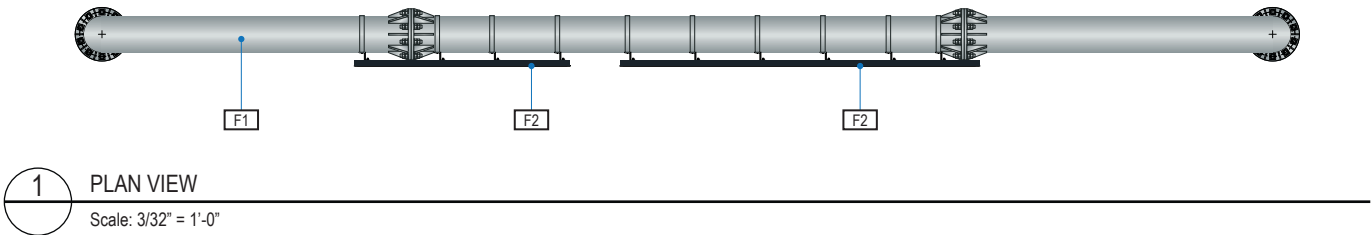
3.0 SIGN TYPES -
ROADWAYS

3.1 SIGN TYPE INDEX

SHEET NO:

3.2 SIGN TYPES | 3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
N/A	See Design Intent Sheets	VARIES	OVERHEAD SPAN	Overhead Span Roadway Sign Structures



- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
 - Final engineering, dimensions, materials and fabrication are the responsibility of the Contractor/Fabricator/Installer to ensure the highest quality fit and finish for all components of the completed product. All final detailing and specifications to be provided by the Contractor/Fabricator/Installer within their final approved fabrication-ready shop drawings.
 - Wherever dissimilar metals are in contact, always separate contact surfaces prior to assembly or installation with the necessary protective coatings/gaskets/washers to prevent galvanic corrosion.
 - Final fabrication methods, quality and fit / finish to be reviewed & approved by SEA and the Wayfinding Design Consultants thru prototype reviews prior to final production run / installation processes.
 - Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1** OVERHEAD MONOTUBE SIGN STRUCTURE: Overhead WSDOT galvanized monotube sign structure (NOTE: monotube structure sizing/proportions shown is a general artist's interpretation only; final monotube structures to be designed, sized, engineered & installed by fabricator per all MUTCD/WSDOT, engineering and local wind speed requirements); all structural attachment, sizing, type, amount, etc. to be determined & engineered by a licensed engineer to meet or exceed all applicable codes. NOTE: guard rails are required at each support post and must be designed, engineered and installed per all MUTCD/WSDOT codes and requirements.
- F2** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. 3M Picasso printer); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.

SEA

Seattle-Tacoma
International
Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE
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VOLUME 2:
Roadways

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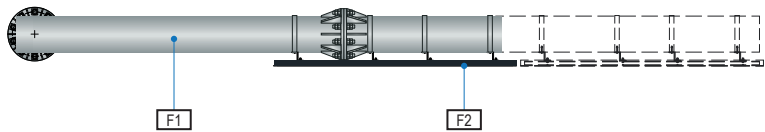
SHEET TITLE:
3.0 SIGN TYPES -
ROADWAYS
3.2 SIGN TYPES

SHEET NO:
3-6

3.2 SIGN TYPES

3.2.1 DIRECTIONAL

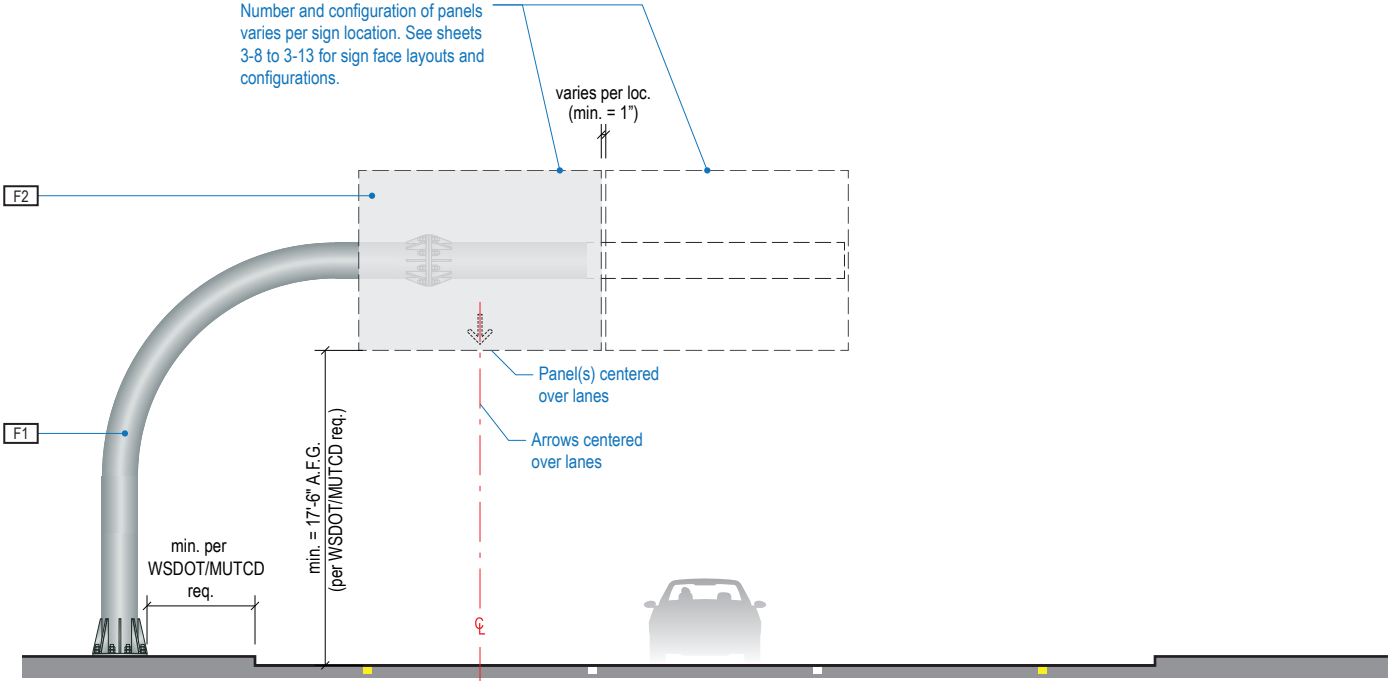
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
N/A	See Design Intent Sheets	VARIES	OVERHEAD CANTILEVER	Overhead Cantilever Roadway Sign Structures



1 PLAN VIEW

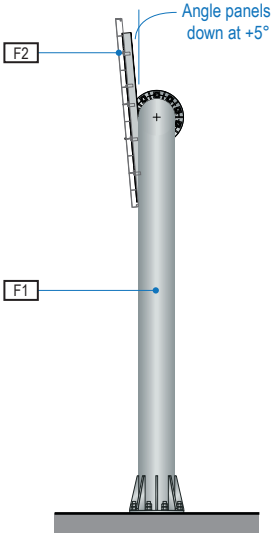
Scale: 3/32" = 1'-0"

NOTE: Max. = 2 single lane panels or 1 two lane panel on cantilevered monotube structure option. Number and configuration of panels varies per sign location. See sheets 3-8 to 3-13 for sign face layouts and configurations.



2 ELEVATION

Scale: 3/32" = 1'-0"



3 END VIEW

Scale: 3/32" = 1'-0"

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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- F2** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. 3M Picasso printer); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.

SEA Seattle-Tacoma International Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 2:
Roadways**

ARCHITECT:

RS&H

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SHEET TITLE:

**3.0 SIGN TYPES -
ROADWAYS**

3.2 SIGN TYPES

3.2 SIGN TYPES3.2.1 DIRECTIONAL

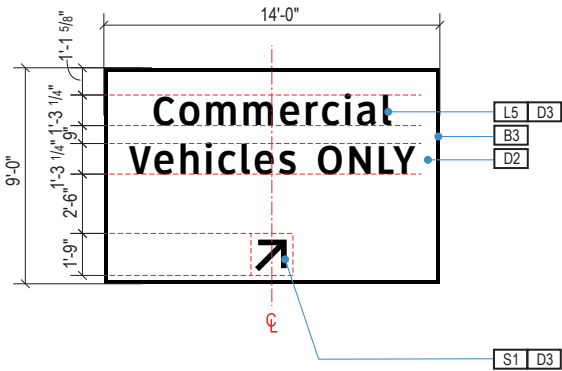
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.01, 4-DR.02	DIRECTIONAL	*OVERHEAD	Overhead Directional Panels: Property Exit & Commercial Vehicle Exit

*NOTE: SEE SHEETS 3-6 & 3-7 FOR MOUNTING OPTIONS



4-DR.01

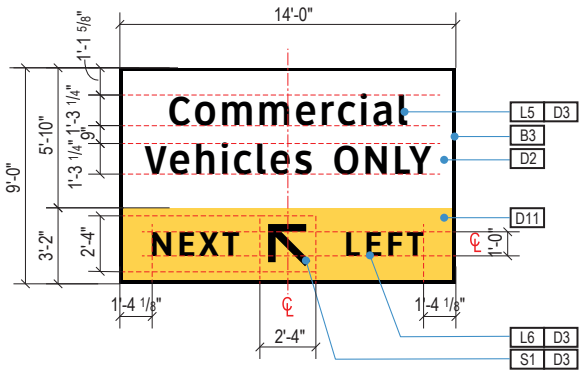
1FACE LAYOUTScale: 1/8" = 1'-0"



4-DR.02

OPTION 1

2FACE LAYOUTScale: 1/8" = 1'-0"



4-DR.02

OPTION 2

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with full-bleed digitally printed color graphics (i.e. 3M Picasso printer or approved equal); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
- D3** Black: match C:50 M:40 Y:40 K:100
- D4** Dark Gray: match PMS 433C
- D5** Med. Dark Gray: match PMS 432C
- D6** Med. Light Gray: match PMS 430C
- D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12** DOT Legend Green: match 3M DG3 4097 Green
- D13** DOT Legend Blue: match 3M DG3 4095 Blue
- D14** DOT Legend Red: match 3M DG3 4092 Red
- P7** Light Gray: MAP paint matched to PMS 429C



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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

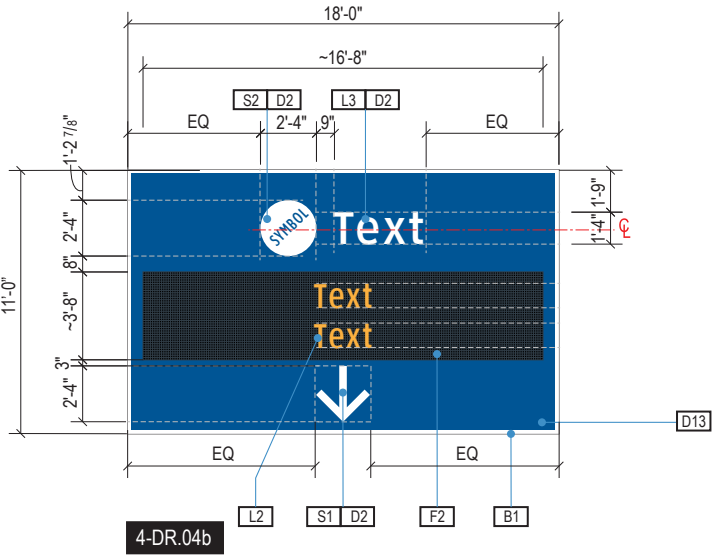
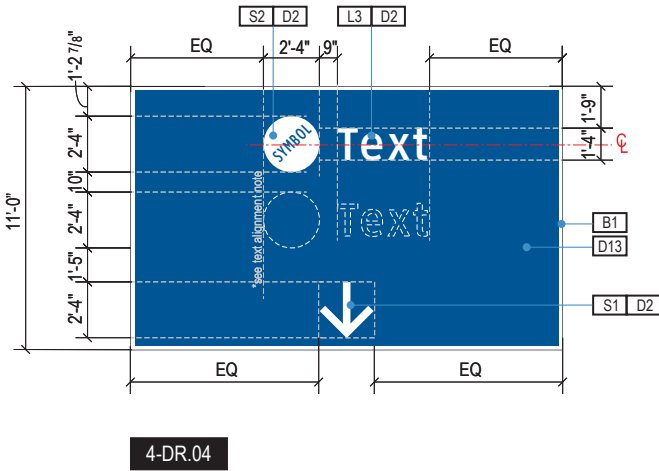
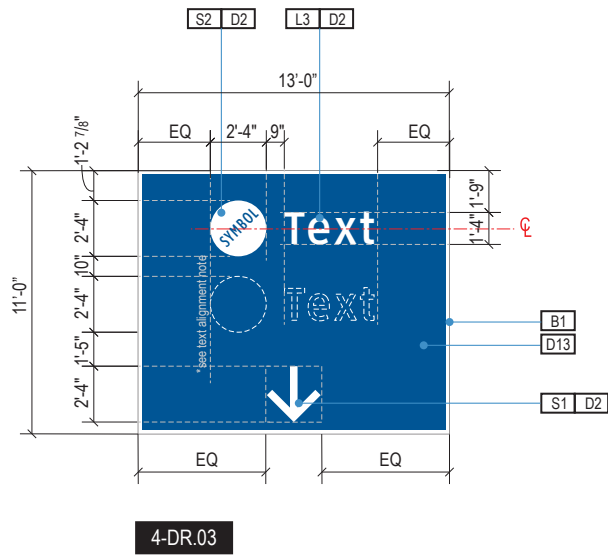
3.2 SIGN TYPES

SHEET NO:

3.2 SIGN TYPES | 3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.03, 4-DR.04	DIRECTIONAL	*OVERHEAD	Single Lane Overhead Directional Panels

*NOTE: SEE SHEETS 3-6 & 3-7 FOR MOUNTING OPTIONS



1 FACE LAYOUT
Scale: 1/8" = 1'-0"

2 FACE LAYOUTS
Scale: 1/8" = 1'-0"

- GENERAL NOTES
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 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with full-bleed digitally printed color graphics (i.e. 3M Picasso printer or approved equal); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.
- F2** DYNAMIC UNIT(S): Daktronics brand multi-color dynamic display unit (or approved equal); final product to be recommended by Fabricator & approved by SEA prior to fabrication/installation.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
- D3** Black: match C:50 M:40 Y:40 K:100
- D4** Dark Gray: match PMS 433C
- D5** Med. Dark Gray: match PMS 432C
- D6** Med. Light Gray: match PMS 430C
- D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12** DOT Legend Green: match 3M DG3 4097 Green
- D13** DOT Legend Blue: match 3M DG3 4095 Blue
- D14** DOT Legend Red: match 3M DG3 4092 Red
- P7** Light Gray: MAP paint matched to PMS 429C

SEA Seattle-Tacoma International Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 2:
Roadways**

ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
Salt Lake City, UT 84116
801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:

Labozan Associates™

Louisville, Colorado
303.494.7849
www.labozan.com

NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

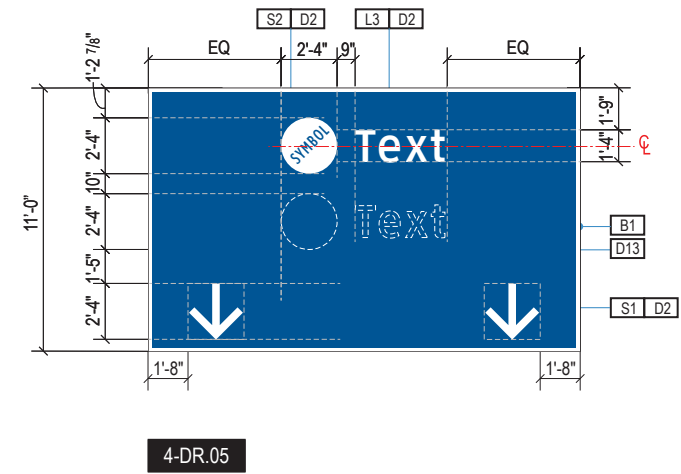
**3.0 SIGN TYPES -
ROADWAYS**

3.2 SIGN TYPES

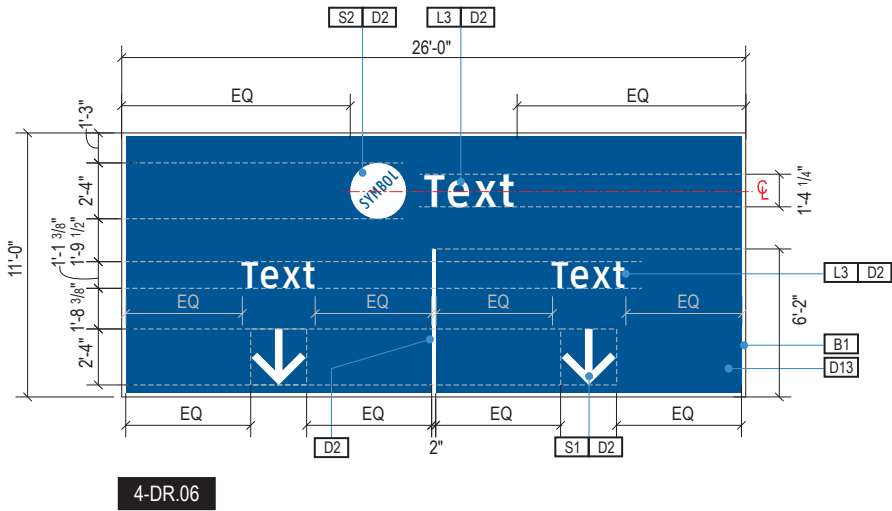
3.2 SIGN TYPES 3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.05, 4-DR.06, 4-DR.07	DIRECTIONAL	*OVERHEAD	Overhead Directional Panels: Multi-lane

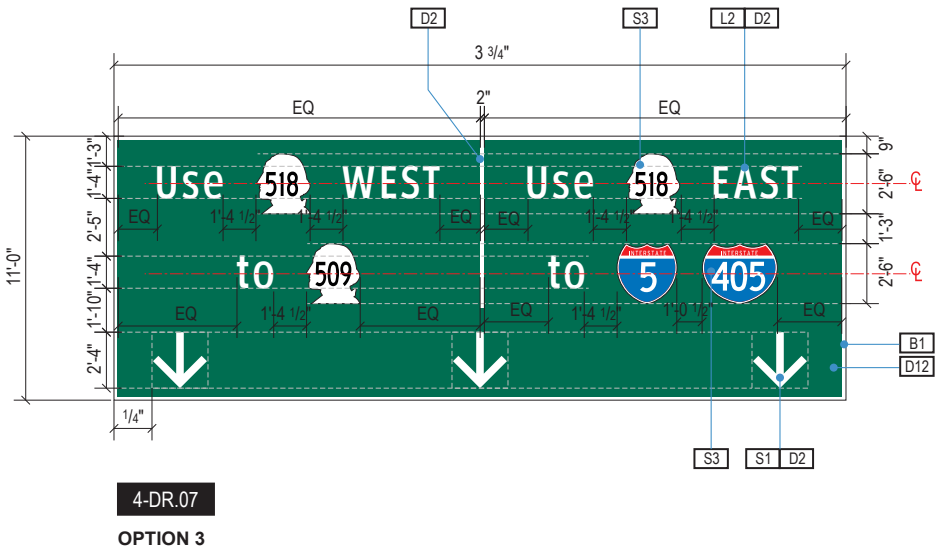
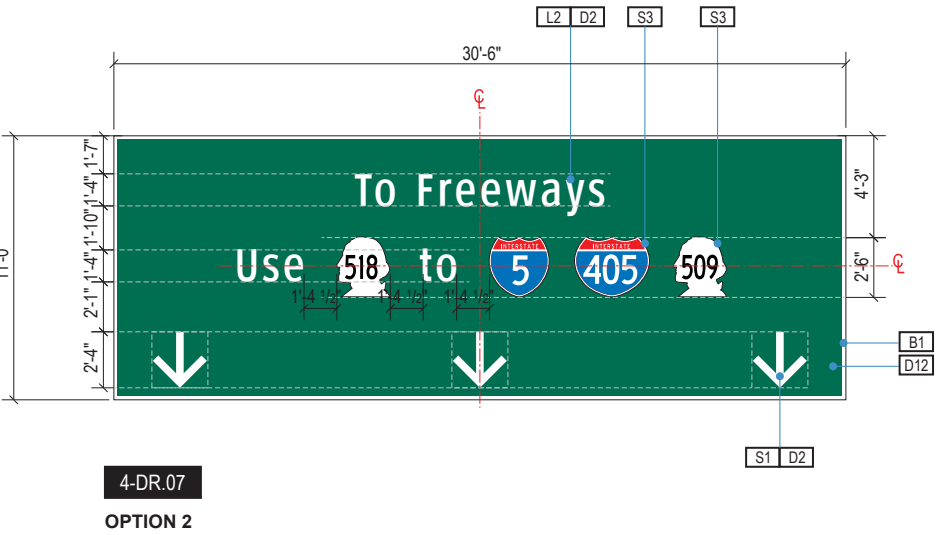
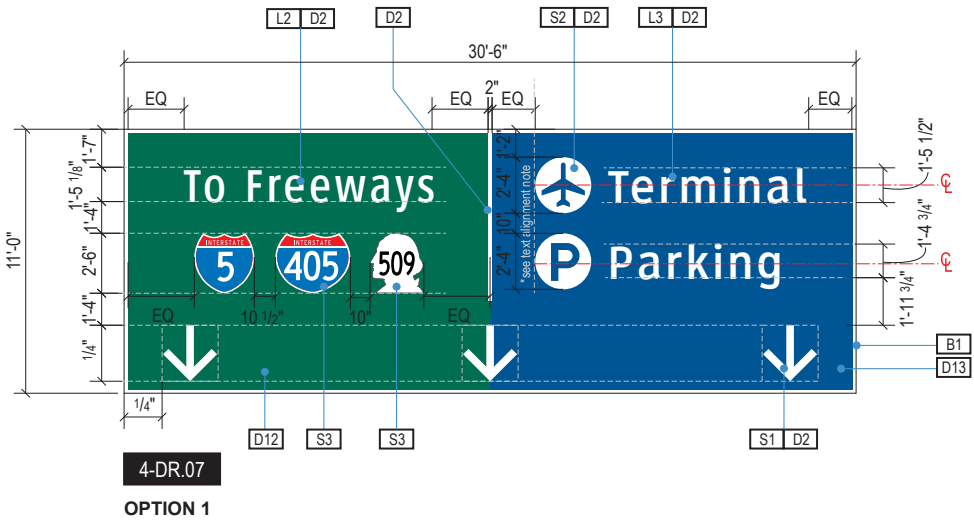
*NOTE: SEE SHEETS 3-6 & 3-7 FOR MOUNTING OPTIONS



1 FACE LAYOUT
Scale: 1/8" = 1'-0"



2 FACE LAYOUT
Scale: 1/8" = 1'-0"



3 FACE LAYOUTS
Scale: 1/8" = 1'-0"

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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 - Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with full-bleed digitally printed color graphics (i.e. 3M Picasso printer or approved equal); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
 - L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
 - L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
 - L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
 - L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
 - L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
 - S1** Arrow(s): use only official SEA wayfinding arrows
 - S2** Universal Symbols: use only official SEA symbols
 - S3** Highway Symbols: use only official MUTCD/WSDOT symbols
 - B1** White Border: 1" border, full-bleed to edge
 - B2** White Border: 1/2" border, full-bleed to edge
 - B3** Black Border: 1" border, full-bleed to edge
 - B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
 - D3** Black: match C:50 M:40 Y:40 K:100
 - D4** Dark Gray: match PMS 433C
 - D5** Med. Dark Gray: match PMS 432C
 - D6** Med. Light Gray: match PMS 430C
 - D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
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801-557-8036
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WAYFINDING CONSULTANT:

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NO. DATE SUBMITTAL / REVISION

1 8/24/20 100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

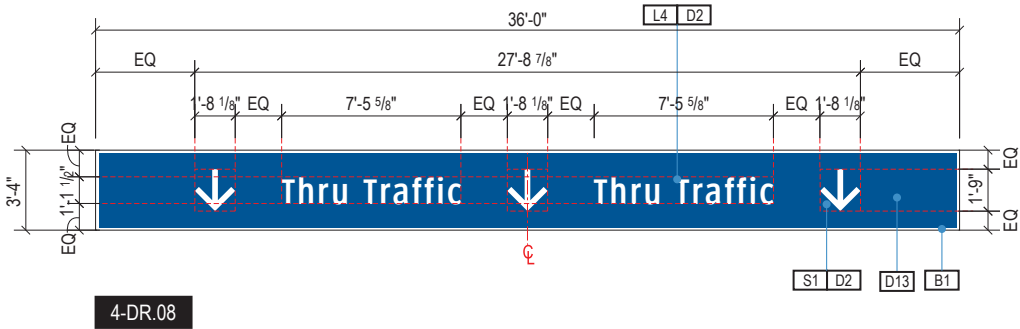
3.2 SIGN TYPES

SHEET NO:

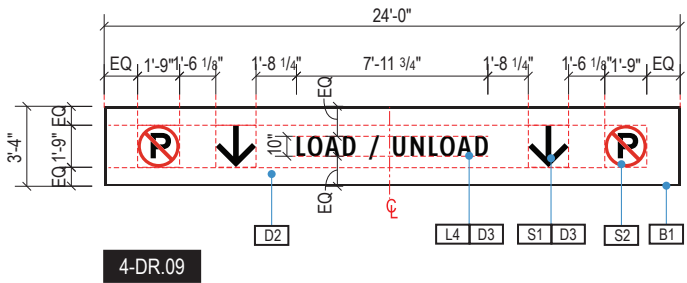
3.2 SIGN TYPES

3.2.1 DIRECTIONAL

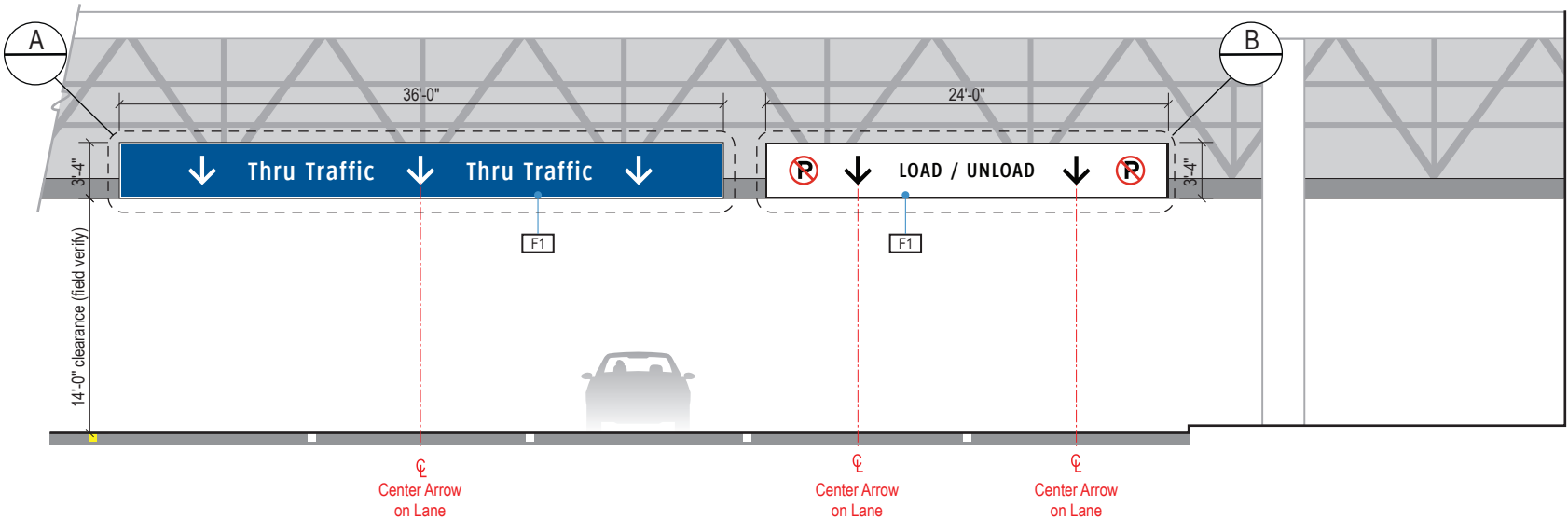
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.08, 4-DR.09	DIRECTIONAL	OVERHEAD	Overhead Directional Panels: Skybridge Mounted Directionals



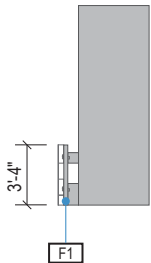
A FACE LAYOUT
Scale: 1/8" = 1'-0"



B FACE LAYOUT
Scale: 1/8" = 1'-0"



1 ELEVATION
Scale: 3/32" = 1'-0"



2 SIDE
Scale: 3/32" = 1'-0"

GENERAL NOTES

- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
- Final engineering, dimensions, materials and fabrication are the responsibility of the Contractor/Fabricator/Installer to ensure the highest quality fit and finish for all components of the completed product. All final detailing and specifications to be provided by the Contractor/Fabricator/Installer within their final approved fabrication-ready shop drawings.
- Wherever dissimilar metals are in contact, always separate contact surfaces prior to assembly or installation with the necessary protective coatings/gaskets/washers to prevent galvanic corrosion.
- Final fabrication methods, quality and fit / finish to be reviewed & approved by SEA and the Wayfinding Design Consultants thru prototype reviews prior to final production run / installation processes.
- Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
- Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

DESIGN INTENT NOTES

- F1** OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, seamed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd SEA Skybridge/Walkway; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with full-bleed digitally printed color graphics (i.e. 3M Picasso printer or approved equal); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

COLORS:

- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
 - D3** Black: match C:50 M:40 Y:40 K:100
 - D4** Dark Gray: match PMS 433C
 - D5** Med. Dark Gray: match PMS 432C
 - D6** Med. Light Gray: match PMS 430C
 - D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

WAYFINDING CONSULTANT:

NO. DATE SUBMITTAL / REVISION

1 8/24/20 100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

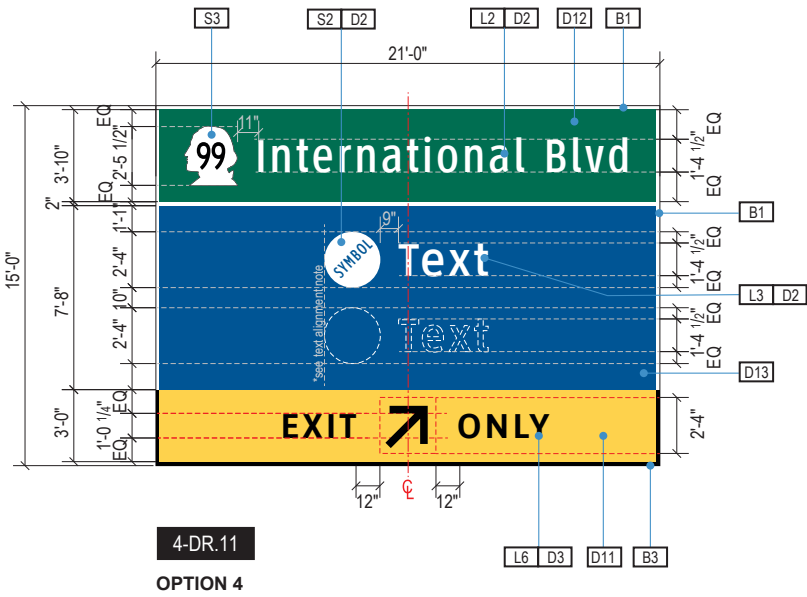
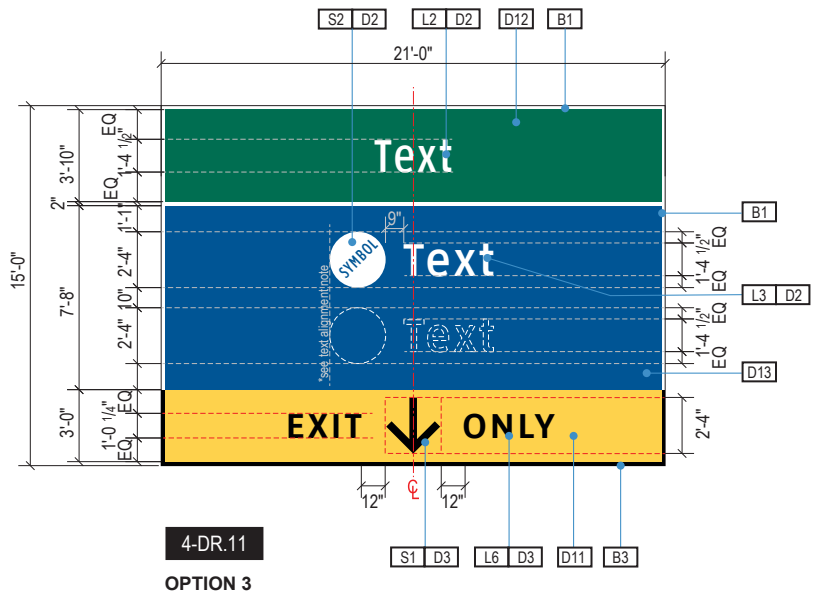
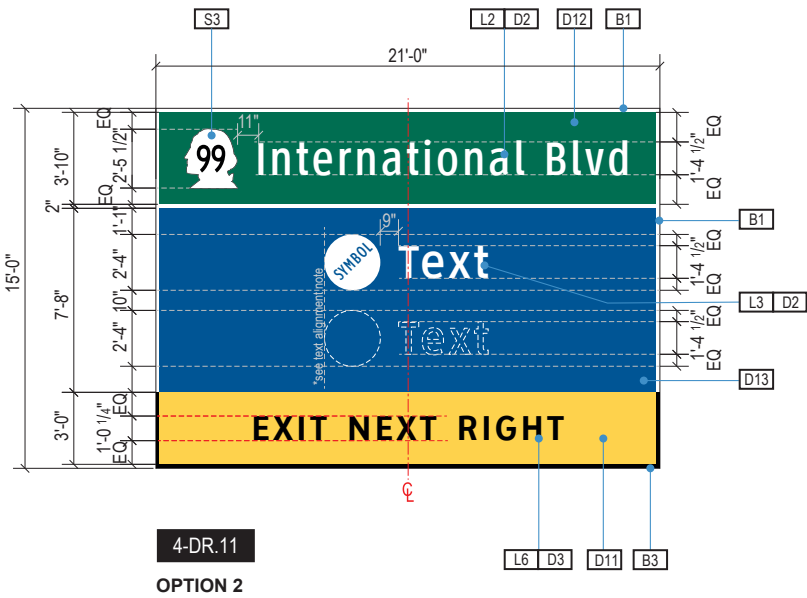
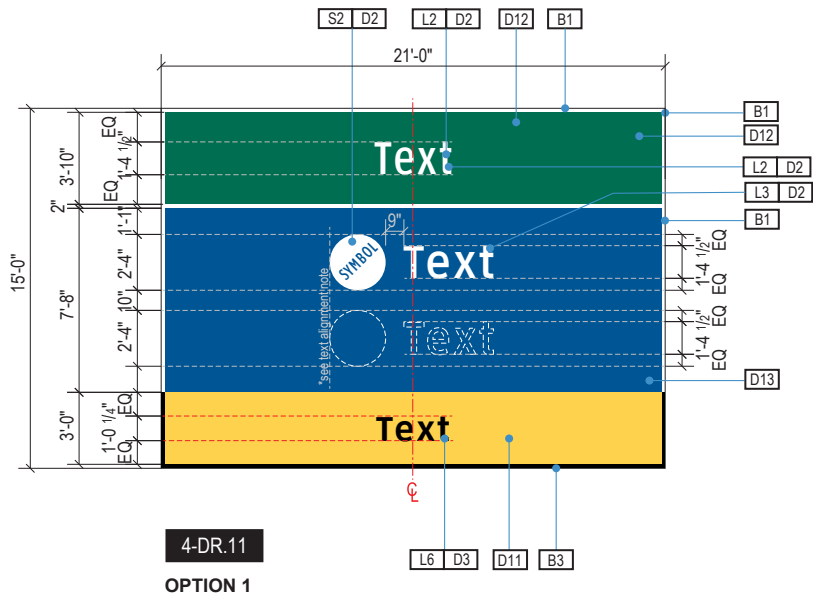
SHEET NO:

3.2 SIGN TYPES

3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.11	DIRECTIONAL	*OVERHEAD	Overhead Exit Directional Panels

*NOTE: SEE SHEETS 3-6 & 3-7 FOR MOUNTING OPTIONS



- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

DESIGN INTENT NOTES

F1 OVERHEAD SIGN PANELS: Standard MUTCD/WSDOT fabricated alum. sign panels, sealed with 2nd surface reinforcement as req'd; sign face panel units mechanically fastened to 2nd surface mounted MUTCD/WSDOT req'd alum. support frame/ribbing/ structure; sign faces covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with full-bleed digitally printed color graphics (i.e. 3M Picasso printer or approved equal); all sign element attachments, sizing, type, amount & components to be determined & engineered by a licensed engineer to meet or exceed all applicable MUTCD/WSDOT codes and requirements.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
 - L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
 - L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
 - L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
 - L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
 - L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
 - S1** Arrow(s): use only official SEA wayfinding arrows
 - S2** Universal Symbols: use only official SEA symbols
 - S3** Highway Symbols: use only official MUTCD/WSDOT symbols
 - B1** White Border: 1" border, full-bleed to edge
 - B2** White Border: 1/2" border, full-bleed to edge
 - B3** Black Border: 1" border, full-bleed to edge
 - B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
 - D3** Black: match C:50 M:40 Y:40 K:100
 - D4** Dark Gray: match PMS 433C
 - D5** Med. Dark Gray: match PMS 432C
 - D6** Med. Light Gray: match PMS 430C
 - D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C



17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:



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WAYFINDING CONSULTANT:



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NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

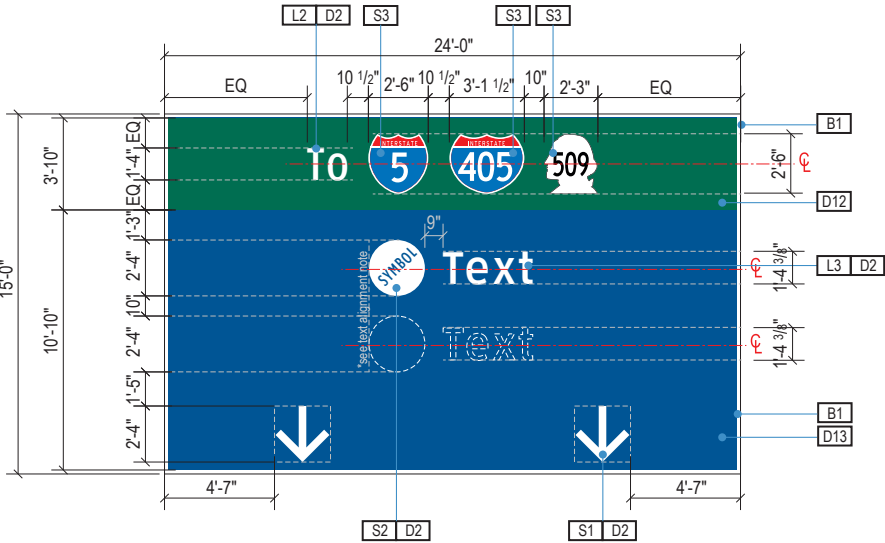
3.2 SIGN TYPES

SHEET NO:

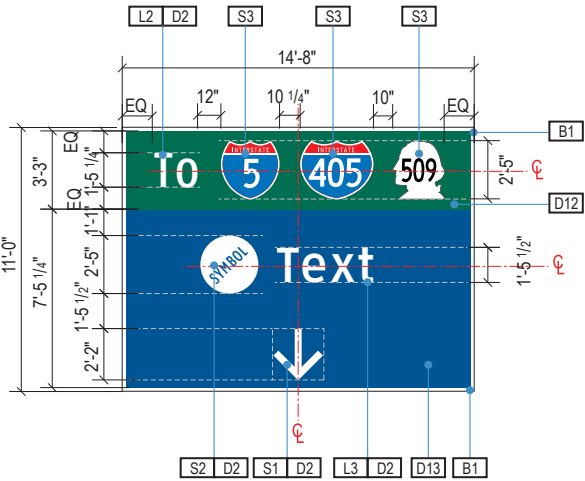
3.2 SIGN TYPES 3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.12, 4-DR.13, 4-DR.14, 4-DR.15	DIRECTIONAL	*OVERHEAD	Overhead Directional Panels

*NOTE: SEE SHEETS 3-6 & 3-7 FOR MOUNTING OPTIONS

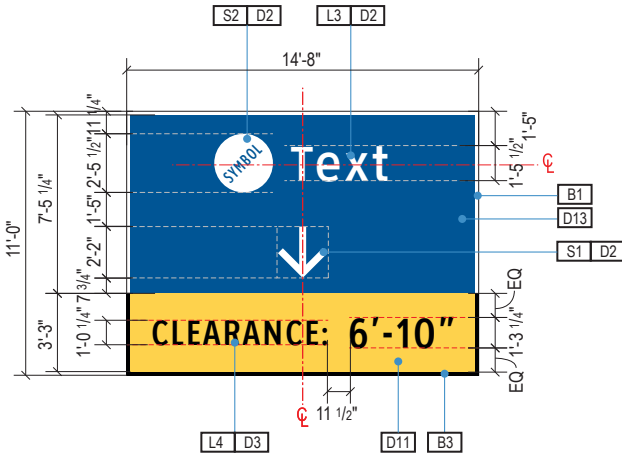


4-DR.12



4-DR.13

OPTION 1



4-DR.13

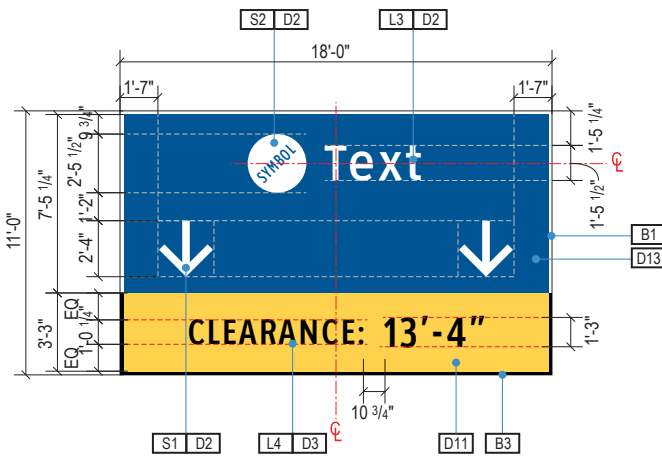
OPTION 2

1 FACE LAYOUT

Scale: 1/8" = 1'-0"

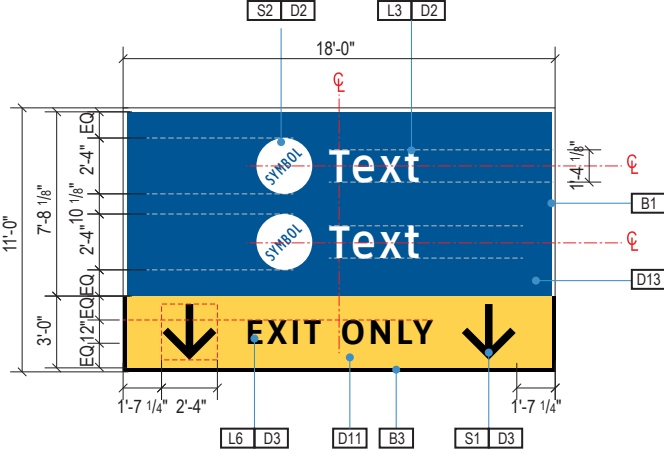
2 FACE LAYOUTS

Scale: 1/8" = 1'-0"



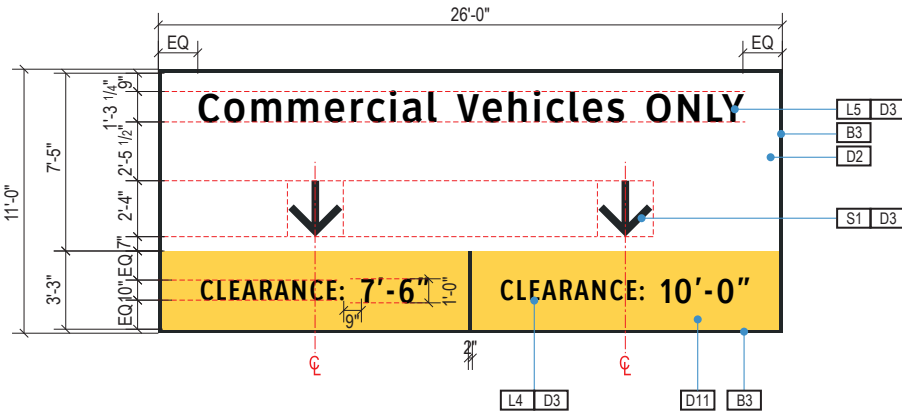
4-DR.14

OPTION 1



4-DR.14

OPTION 2



4-DR.15

4 FACE LAYOUT

Scale: 1/8" = 1'-0"

3 FACE LAYOUTS

Scale: 1/8" = 1'-0"

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DESIGN INTENT NOTES

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LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- [L2] Vehicular Wayfinding Typeface: Clearview Highway 2-W
- [L3] Vehicular Wayfinding Typeface: Clearview Highway 3-W
- [L4] Vehicular Wayfinding Typeface: Clearview Highway 2-B
- [L5] Vehicular Wayfinding Typeface: Clearview Highway 3-B
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- [L7] Vehicular Wayfinding Typeface: Clearview Highway 4-W
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- [S2] Universal Symbols: use only official SEA symbols
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- [B1] White Border: 1" border, full-bleed to edge
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COLORS:

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 - [D4] Dark Gray: match PMS 433C
 - [D5] Med. Dark Gray: match PMS 432C
 - [D6] Med. Light Gray: match PMS 430C
 - [D11] DOT Warning Yellow: match 3M DG3 4091 Yellow
 - [D12] DOT Legend Green: match 3M DG3 4097 Green
 - [D13] DOT Legend Blue: match 3M DG3 4095 Blue
 - [D14] DOT Legend Red: match 3M DG3 4092 Red
 - [P7] Light Gray: MAP paint matched to PMS 429C

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

WAYFINDING CONSULTANT:

NO. DATE SUBMITTAL / REVISION

1 8/24/20 100% FINAL SUBMITTAL

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SHEET TITLE:

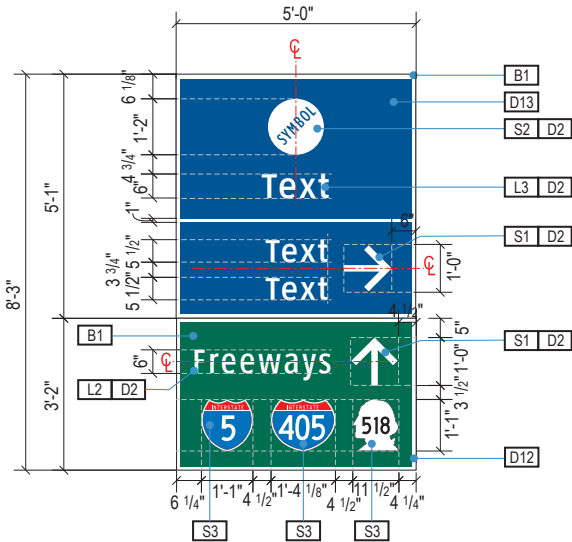
3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

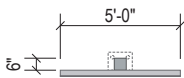
SHEET NO:

3.2 SIGN TYPES3.2.1 DIRECTIONAL

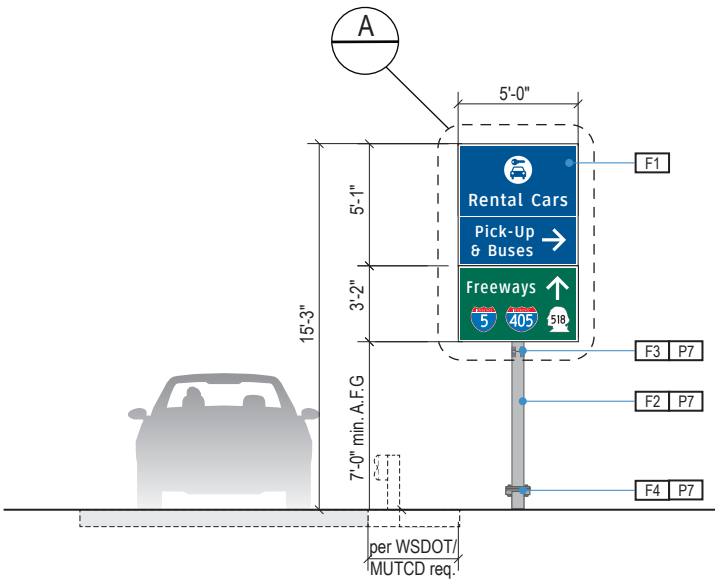
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.21	DIRECTIONAL	ROADSIDE	1 Post Secondary Roadside Directional, 1 side



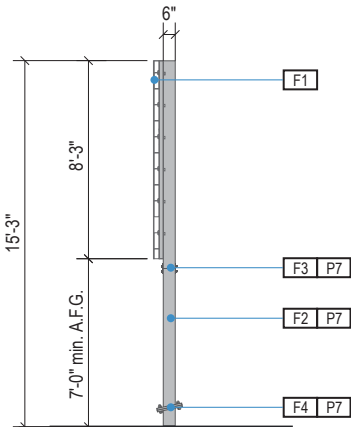
A FACE LAYOUTScale: 1/4" = 1'-0"



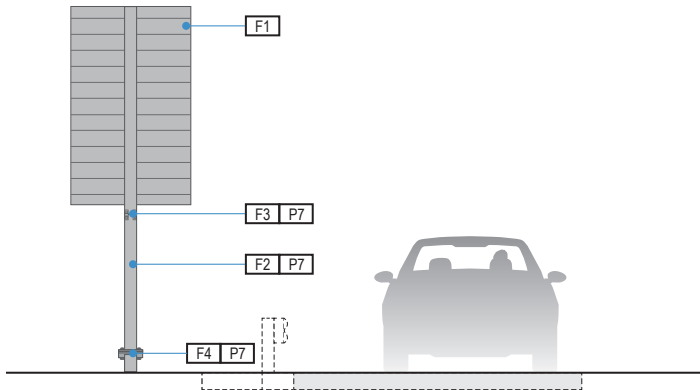
1 PLAN VIEWScale: 1/8" = 1'-0"



2 ELEVATIONScale: 1/8" = 1'-0"



3 END VIEWScale: 1/8" = 1'-0"



4 ELEVATIONScale: 1/8" = 1'-0"

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
 - Final engineering, dimensions, materials and fabrication are the responsibility of the Contractor/Fabricator/Installer to ensure the highest quality fit and finish for all components of the completed product. All final detailing and specifications to be provided by the Contractor/Fabricator/Installer within their final approved fabrication-ready shop drawings.
 - Wherever dissimilar metals are in contact, always separate contact surfaces prior to assembly or installation with the necessary protective coatings/gaskets/washers to prevent galvanic corrosion.
 - Final fabrication methods, quality and fit / finish to be reviewed & approved by SEA and the Wayfinding Design Consultants thru prototype reviews prior to final production run / installation processes.
 - Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1 SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2 SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3 UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4 SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2 Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3 Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4 Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5 Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6 Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7 Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA symbols
- S3 Highway Symbols: use only official MUTCD/WSDOT symbols
- B1 White Border: 1" border, full-bleed to edge
- B2 White Border: 1/2" border, full-bleed to edge
- B3 Black Border: 1" border, full-bleed to edge
- B4 Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2 White: 3M DG3 4090 showing thru digital print background
- D3 Black: match C:50 M:40 Y:40 K:100
- D4 Dark Gray: match PMS 433C
- D5 Med. Dark Gray: match PMS 432C
- D6 Med. Light Gray: match PMS 430C
- D11 DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12 DOT Legend Green: match 3M DG3 4097 Green
- D13 DOT Legend Blue: match 3M DG3 4095 Blue
- D14 DOT Legend Red: match 3M DG3 4092 Red
- P7 Light Gray: MAP paint matched to PMS 429C

NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

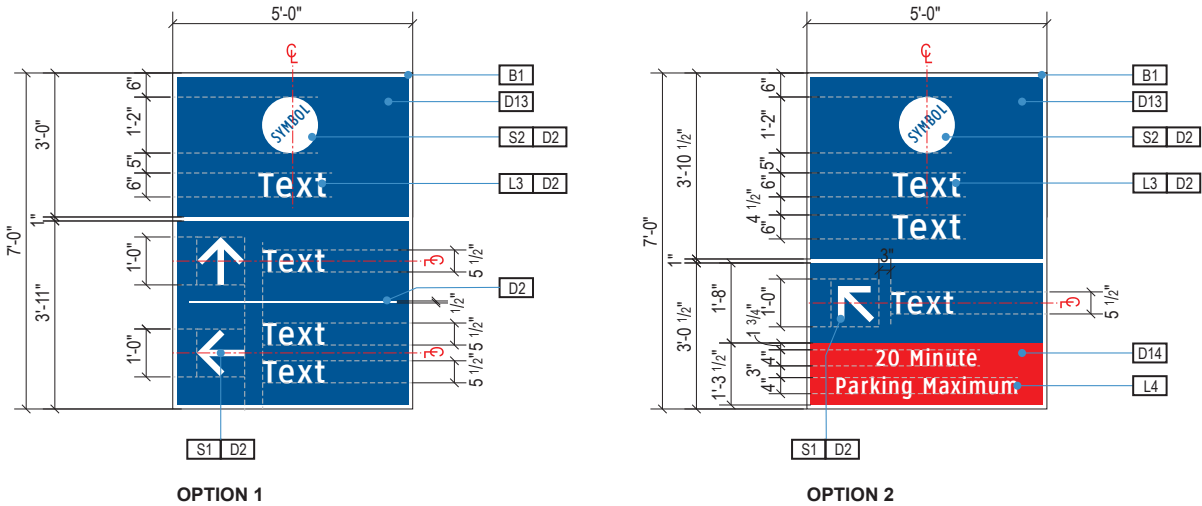
These documents are intended to illustrate design intent, and should only be used as a general guideline. No information contained here should be construed as engineered elements. The fabricator/contractor shall be responsible for all engineering and specifications with regard to final finishes, structural, electrical, mechanical, foundation and installation.

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3.2 SIGN TYPES

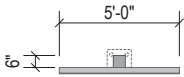
3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.22	DIRECTIONAL	ROADSIDE	1 Post Secondary Roadside Directional, 1 side



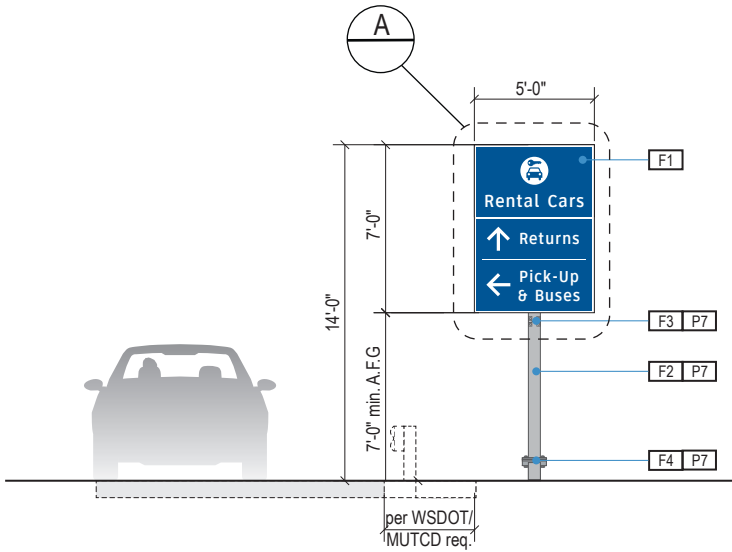
A FACE LAYOUT

Scale: 1/4" = 1'-0"



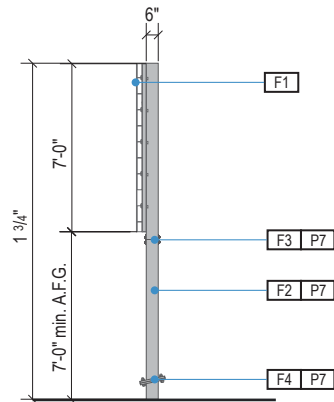
1 PLAN VIEW

Scale: 1/8" = 1'-0"



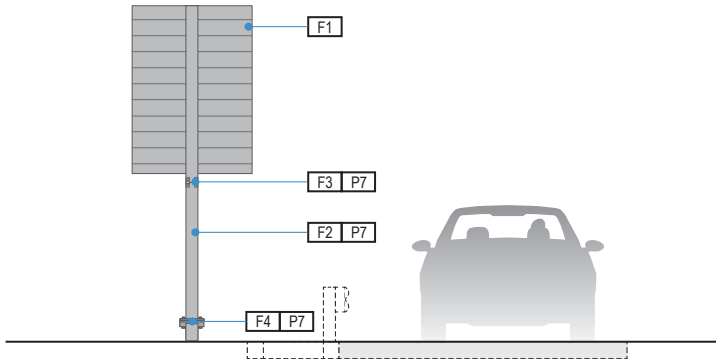
2 ELEVATION

Scale: 1/8" = 1'-0"



3 END VIEW

Scale: 1/8" = 1'-0"



4 ELEVATION

Scale: 1/8" = 1'-0"

GENERAL NOTES

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- Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
- Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

DESIGN INTENT NOTES

- F1** SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2** SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3** UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4** SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

COLORS:

- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
 - D3** Black: match C:50 M:40 Y:40 K:100
 - D4** Dark Gray: match PMS 433C
 - D5** Med. Dark Gray: match PMS 432C
 - D6** Med. Light Gray: match PMS 430C
 - D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

ARCHITECT:

WAYFINDING CONSULTANT:

NO. DATE SUBMITTAL / REVISION

1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

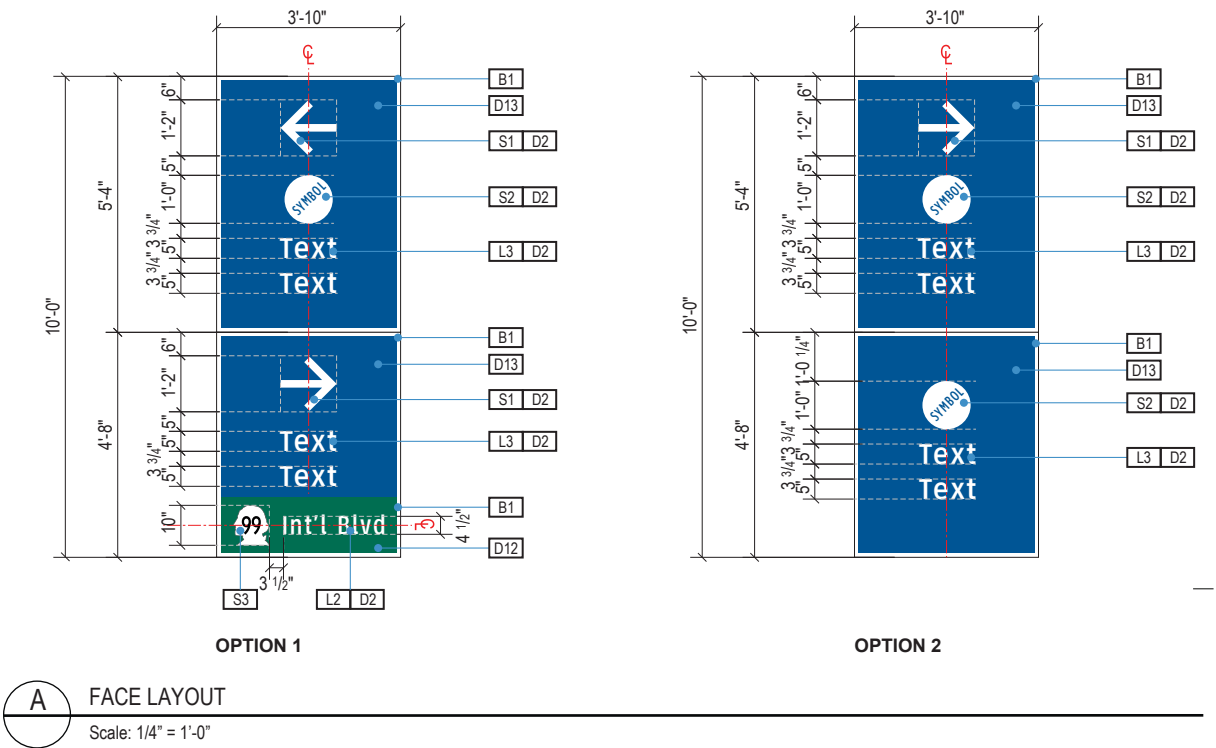
3.2 SIGN TYPES

SHEET NO:

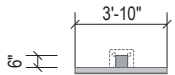
3.2 SIGN TYPES

3.2.1 DIRECTIONAL

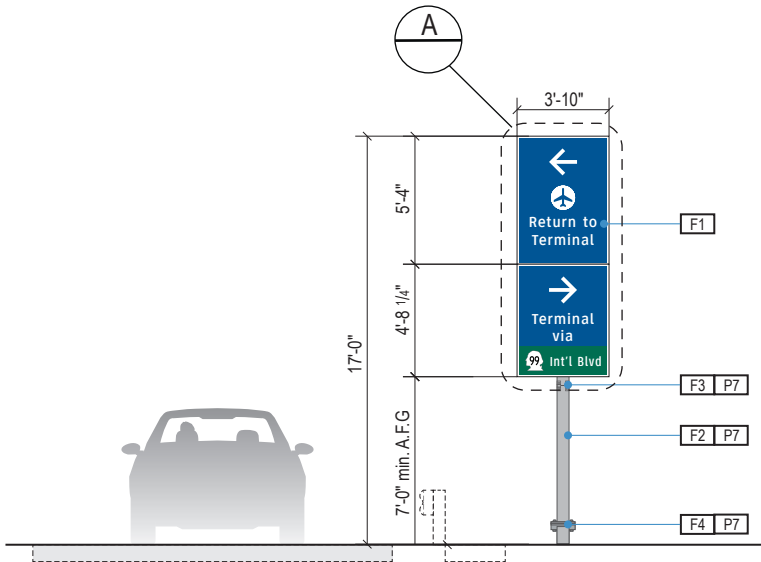
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.23	DIRECTIONAL	ROADSIDE	1 Post Secondary Roadside Directional, 1 side



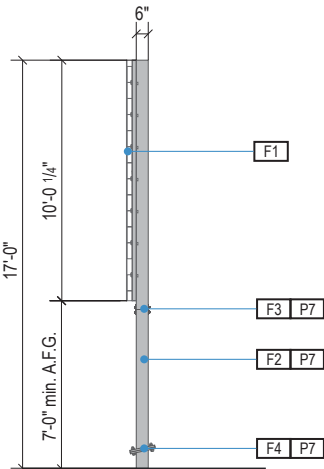
A FACE LAYOUT
Scale: 1/4" = 1'-0"



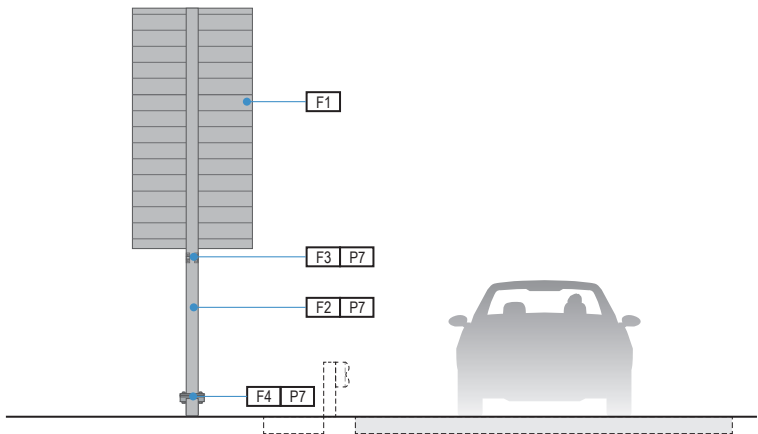
1 PLAN VIEW
Scale: 1/8" = 1'-0"



2 ELEVATION
Scale: 1/8" = 1'-0"



3 END VIEW
Scale: 1/8" = 1'-0"



4 ELEVATION
Scale: 1/8" = 1'-0"

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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 - Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

- DESIGN INTENT NOTES
- F1 SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2 SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3 UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4 SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2 Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3 Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4 Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5 Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6 Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7 Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA symbols
- S3 Highway Symbols: use only official MUTCD/WSDOT symbols
- B1 White Border: 1" border, full-bleed to edge
- B2 White Border: 1/2" border, full-bleed to edge
- B3 Black Border: 1" border, full-bleed to edge
- B4 Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
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- D4 Dark Gray: match PMS 433C
- D5 Med. Dark Gray: match PMS 432C
- D6 Med. Light Gray: match PMS 430C
- D11 DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12 DOT Legend Green: match 3M DG3 4097 Green
- D13 DOT Legend Blue: match 3M DG3 4095 Blue
- D14 DOT Legend Red: match 3M DG3 4092 Red
- P7 Light Gray: MAP paint matched to PMS 429C

NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

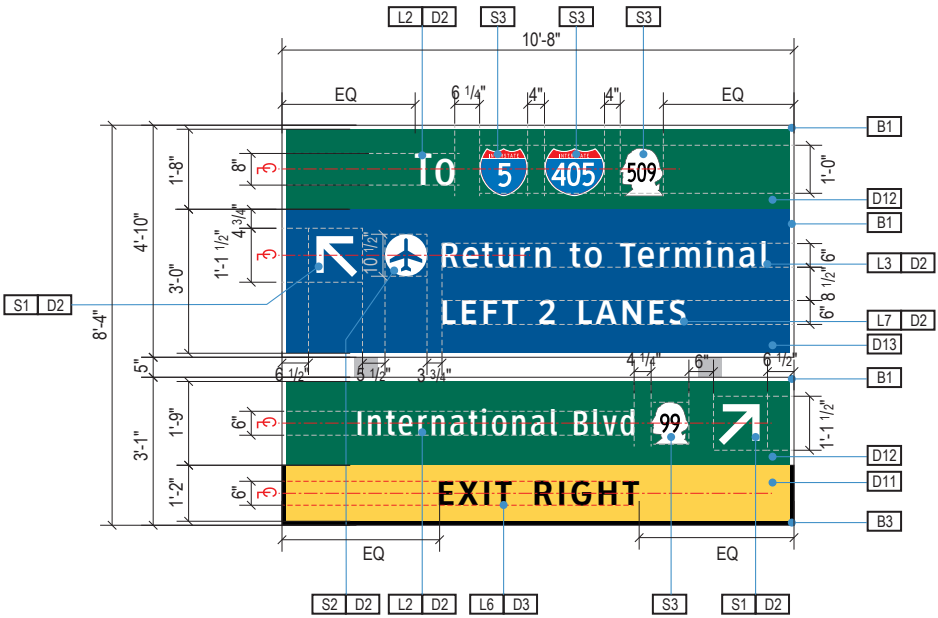
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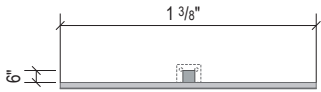
3.2 SIGN TYPES

3.2.1 DIRECTIONAL

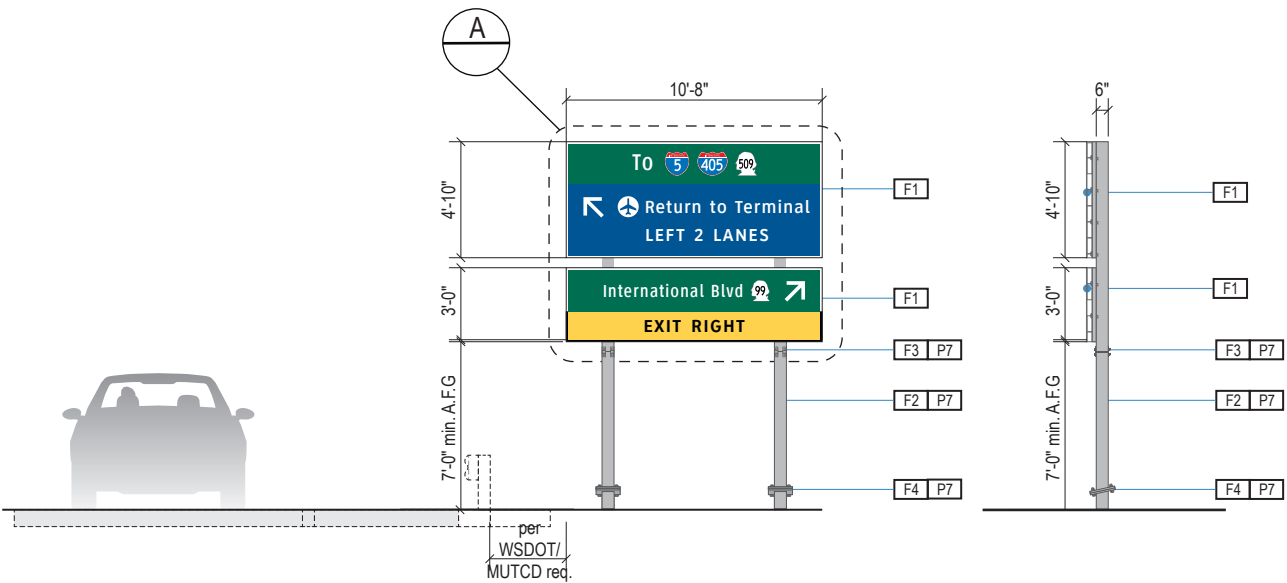
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.31	DIRECTIONAL	ROADSIDE	2 Post Large Roadside Directional, 1 side



A FACE LAYOUT
Scale: 1/4" = 1'-0"

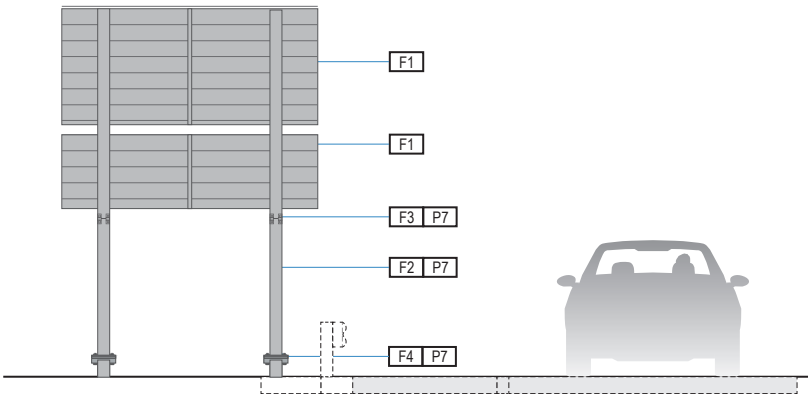


1 PLAN VIEW
Scale: 1/8" = 1'-0"



2 ELEVATION
Scale: 1/8" = 1'-0"

3 END VIEW
Scale: 1/8" = 1'-0"



4 ELEVATION
Scale: 1/8" = 1'-0"

GENERAL NOTES

- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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- Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

DESIGN INTENT NOTES

- F1** SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2** SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3** UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4** SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

COLORS:

- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
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 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
Salt Lake City, UT 84116
801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:

Labozan Associates™

Louisville, Colorado
303.494.7849
www.labozan.com

NO. DATE SUBMITTAL / REVISION

1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

SHEET NO:

3.2 SIGN TYPES3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.32	DIRECTIONAL	ROADSIDE	2 Post Small Roadside Directional, 1 side

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
 - Final engineering, dimensions, materials and fabrication are the responsibility of the Contractor/Fabricator/Installer to ensure the highest quality fit and finish for all components of the completed product. All final detailing and specifications to be provided by the Contractor/Fabricator/Installer within their final approved fabrication-ready shop drawings.
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- DESIGN INTENT NOTES
- F1** SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2** SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3** UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4** SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

- TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.
- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
- D2** White: 3M DG3 4090 showing thru digital print background
- D3** Black: match C:50 M:40 Y:40 K:100
- D4** Dark Gray: match PMS 433C
- D5** Med. Dark Gray: match PMS 432C
- D6** Med. Light Gray: match PMS 430C
- D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12** DOT Legend Green: match 3M DG3 4097 Green
- D13** DOT Legend Blue: match 3M DG3 4095 Blue
- D14** DOT Legend Red: match 3M DG3 4092 Red
- P7** Light Gray: MAP paint matched to PMS 429C

SEA

Seattle-Tacoma
International
Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
Roadways

ARCHITECT:

RS&H

5215 Wiley Post Way, Suite 510
Salt Lake City, UT 84116
801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:

Labozan
Associates™

Louisville, Colorado
303.494.7849
www.labozan.com

NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

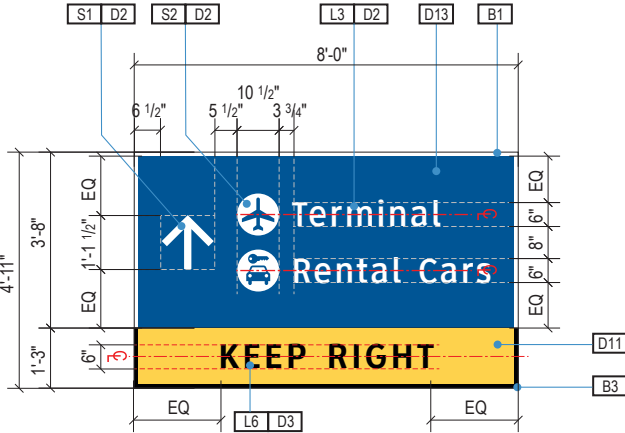
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3-18

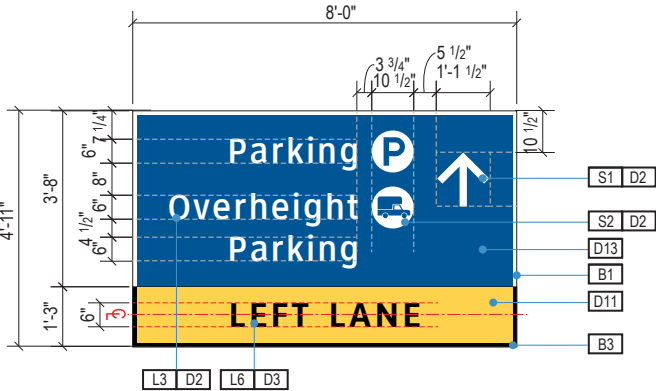
3.2 SIGN TYPES

3.2.1 DIRECTIONAL

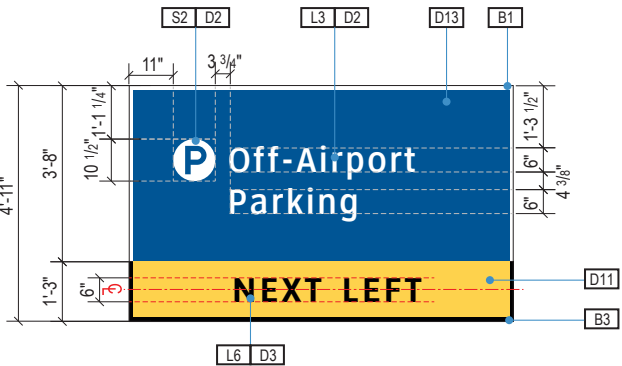
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.32	DIRECTIONAL	ROADSIDE	1 Post Secondary Roadside Directional, 1 side



OPTION 1



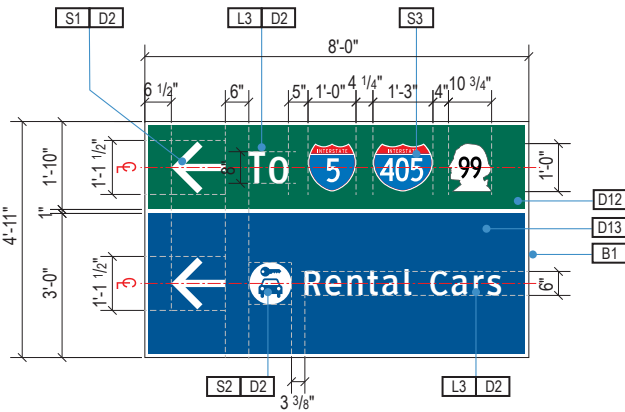
OPTION 2



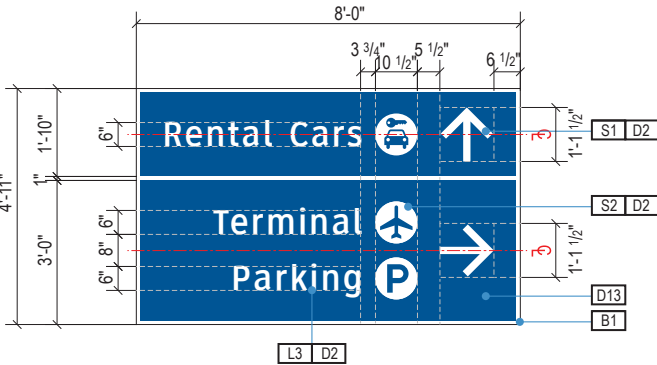
OPTION 3

A FACE LAYOUTS

Scale: 1/4" = 1'-0"



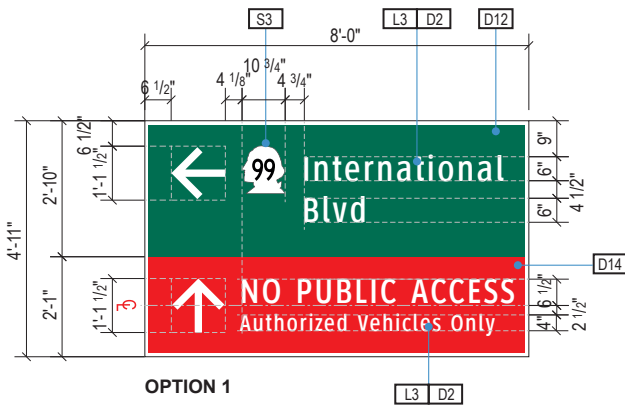
OPTION 1



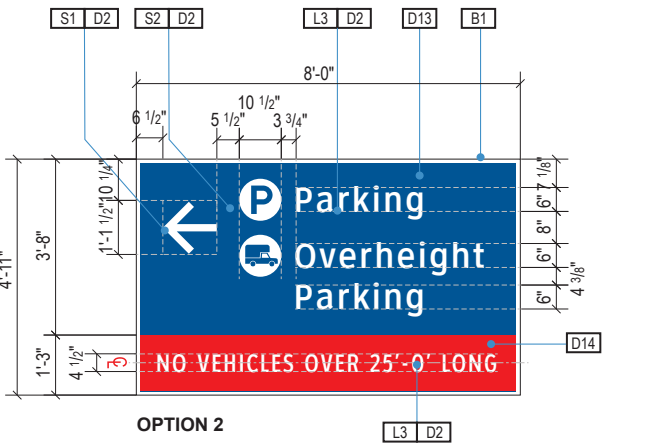
OPTION 2

B FACE LAYOUTS

Scale: 1/4" = 1'-0"



OPTION 1



OPTION 2

C FACE LAYOUTS

Scale: 1/4" = 1'-0"

GENERAL NOTES

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- Wherever dissimilar metals are in contact, always separate contact surfaces prior to assembly or installation with the necessary protective coatings/gaskets/washers to prevent galvanic corrosion.
- Final fabrication methods, quality and fit / finish to be reviewed & approved by SEA and the Wayfinding Design Consultants thru prototype reviews prior to final production run / installation processes.
- Colors shown are for reference only, and are subject to the limitations of the printing process and / or variance of electronic RGB screen displays. Refer to color system swatches and/or final finish samples for accurate reference.
- Messages shown here are typical placeholders only. See message schedules for specific messaging by location & sign type.

DESIGN INTENT NOTES

- F1** SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2** SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3** UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4** SIGN POST BREAK-AWAY: WSDOT match plate & break-away system; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L2** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

COLORS:

- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
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 - D5** Med. Dark Gray: match PMS 432C
 - D6** Med. Light Gray: match PMS 430C
 - D11** DOT Warning Yellow: match 3M DG3 4091 Yellow
 - D12** DOT Legend Green: match 3M DG3 4097 Green
 - D13** DOT Legend Blue: match 3M DG3 4095 Blue
 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

ARCHITECT:

WAYFINDING CONSULTANT:

NO. DATE SUBMITTAL / REVISION

1 8/24/20 100% FINAL SUBMITTAL

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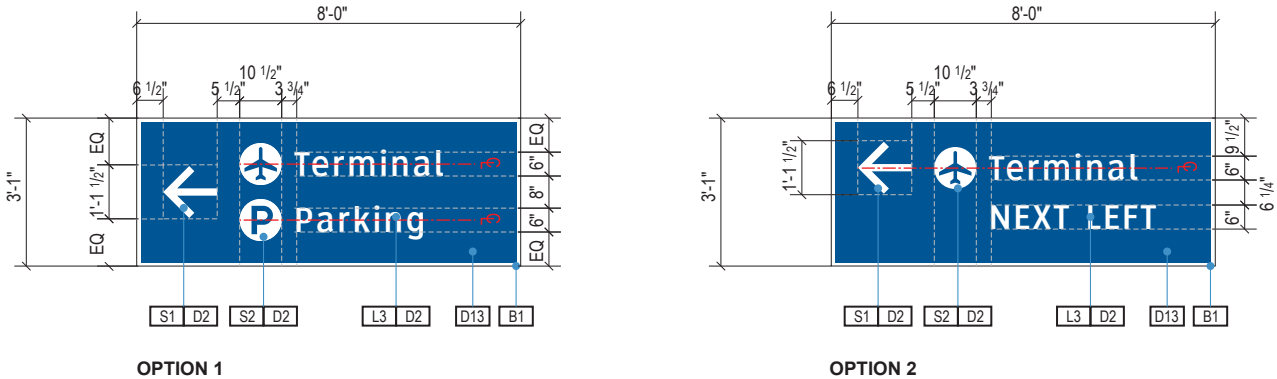
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SHEET TITLE:

SHEET NO:

3.2 SIGN TYPES3.2.1 DIRECTIONAL

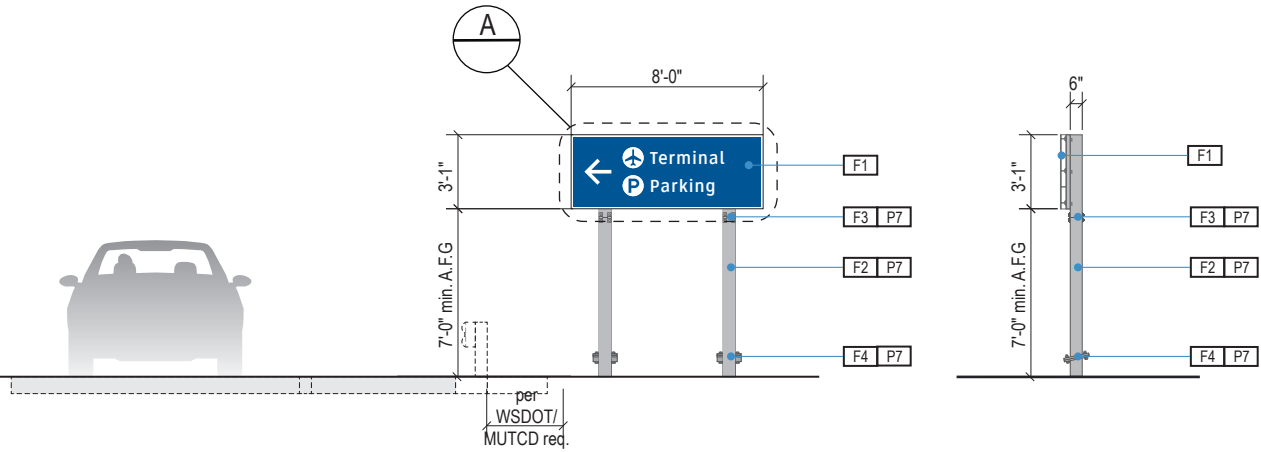
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.33	DIRECTIONAL	ROADSIDE	2 Post Secondary Roadside Directional, 1 side



A FACE LAYOUT
Scale: 1/4" = 1'-0"

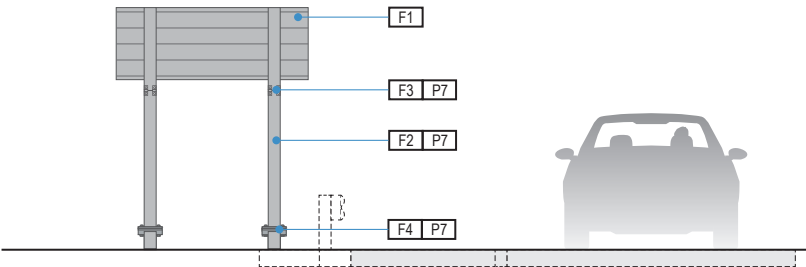


1 PLAN VIEW
Scale: 1/8" = 1'-0"



2 ELEVATION
Scale: 1/8" = 1'-0"

3 END VIEW
Scale: 1/8" = 1'-0"



4 ELEVATION
Scale: 1/8" = 1'-0"

- GENERAL NOTES
- All final design, engineering & amount/sizing of structural sign support elements, material types/thicknesses, dimensions and attachment methods shall be performed and approved by a licensed engineer to meet or exceed all applicable local and national codes.
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- DESIGN INTENT NOTES
- F1 SIGN PANEL: Standard WSDOT/MUTCD fabricated flat alum. sign panel; overall sign face unit mechanically fastened to standard 2nd surface WSDOT/MUTCD alum. support frame/ribbing/structure per all WSDOT/MUTCD design standards and requirements; face areas covered with 1st surface applied full-bleed 3M Reflective DG3 4090 White film with digitally printed color graphics (i.e. Picasso printer).
- F2 SUPPORT POST/STRUCTURE: Square metal sign support post per all WSDOT/MUTCD design standards/requirements; support post in-ground mounting details, face support structure/connection system per all WSDOT design standards/requirements; painted all exposed surfaces with MAP paint (or approved equal).
- F3 UPPER HINGE PLATE CONNECTION: Standard WSDOT design standards/requirements. Details and size requirements TBD by Contractor.
- F4 SIGN POST BREAK-AWAY: WSDOT match plate & break-away sytem; final connection, footer, mounting & size detailing TBD by Fabricator/engineer per all WSDOT requirements; surrounding ground to be graded/landscaped as req'd for adequate draining away from post base.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L2 Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L3 Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4 Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5 Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6 Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7 Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA symbols
- S3 Highway Symbols: use only official MUTCD/WSDOT symbols
- B1 White Border: 1" border, full-bleed to edge
- B2 White Border: 1/2" border, full-bleed to edge
- B3 Black Border: 1" border, full-bleed to edge
- B4 Black Border: 1/2" border, full-bleed to edge

TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

- COLORS:
- NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal); "T" = tactile
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- D5 Med. Dark Gray: match PMS 432C
- D6 Med. Light Gray: match PMS 430C
- D11 DOT Warning Yellow: match 3M DG3 4091 Yellow
- D12 DOT Legend Green: match 3M DG3 4097 Green
- D13 DOT Legend Blue: match 3M DG3 4095 Blue
- D14 DOT Legend Red: match 3M DG3 4092 Red
- P7 Light Gray: MAP paint matched to PMS 429C

ARCHITECT:

RS&H

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801-557-8036
www.rsandh.com

WAYFINDING CONSULTANT:

Labozan Associates™

Louisville, Colorado
303.494.7849
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NO.	DATE	SUBMITTAL / REVISION
1	8/24/20	100% FINAL SUBMITTAL

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

SHEET NO:

3-20

3.2 SIGN TYPES

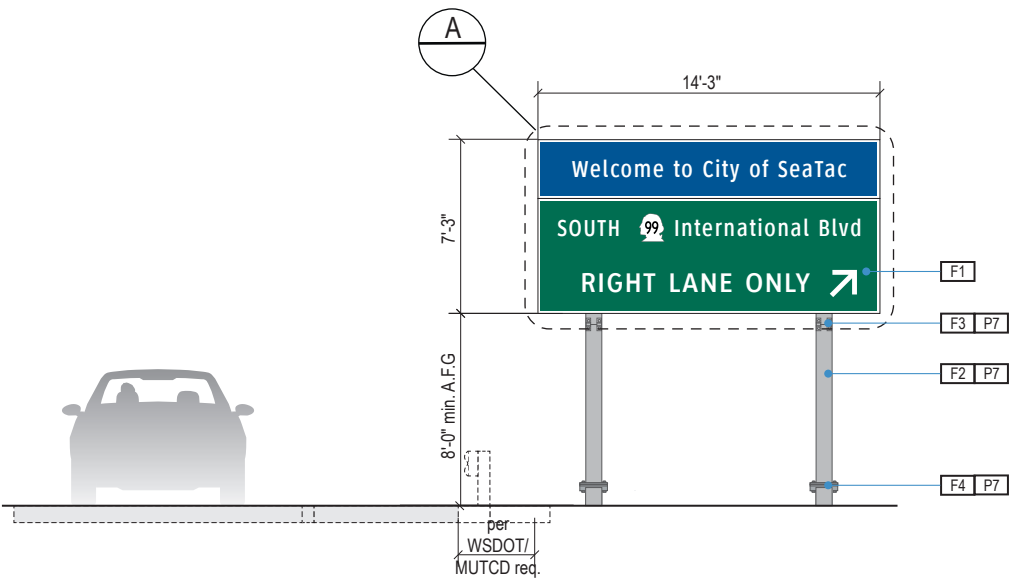
3.2.1 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	4-DR.34	DIRECTIONAL	ROADSIDE	2 Post Secondary Roadside Directional, 1 side

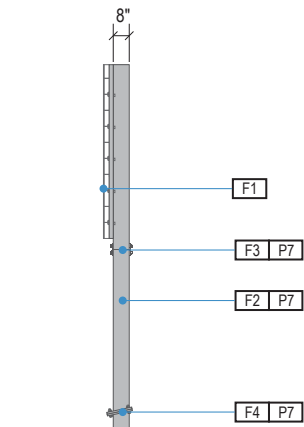


A FACE LAYOUT
Scale: 1/4" = 1'-0"

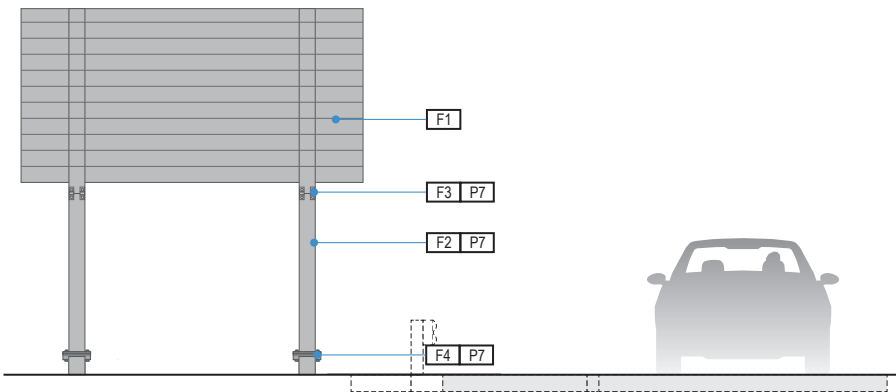
1 PLAN VIEW
Scale: 1/8" = 1'-0"



2 ELEVATION
Scale: 1/8" = 1'-0"



3 END VIEW
Scale: 1/8" = 1'-0"



4 ELEVATION
Scale: 1/8" = 1'-0"

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- L3** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-B
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-B
- L6** Vehicular Wayfinding Typeface: Clearview Highway 4-B
- L7** Vehicular Wayfinding Typeface: Clearview Highway 4-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA symbols
- S3** Highway Symbols: use only official MUTCD/WSDOT symbols
- B1** White Border: 1" border, full-bleed to edge
- B2** White Border: 1/2" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge
- B4** Black Border: 1/2" border, full-bleed to edge

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COLORS:

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 - D14** DOT Legend Red: match 3M DG3 4092 Red
 - P7** Light Gray: MAP paint matched to PMS 429C

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

VOLUME 2:
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NO. DATE SUBMITTAL / REVISION

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SHEET TITLE:

3.0 SIGN TYPES -
ROADWAYS

3.2 SIGN TYPES

SHEET NO:

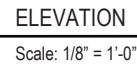
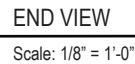
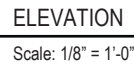
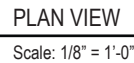
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Scale: 1/4" = 1'-0"



LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

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L3	Vehicular Wayfinding Typeface: Cleanview Highway 3-W
L4	Vehicular Wayfinding Typeface: Cleanview Highway 2-B
L5	Vehicular Wayfinding Typeface: Cleanview Highway 3-B
L6	Vehicular Wayfinding Typeface: Cleanview Highway 4-B
L7	Vehicular Wayfinding Typeface: Cleanview Highway 4-W
S1	Arrow(s): use only official SEA wayfinding arrows
S2	Universal Symbols: use only official SEA symbols
S3	Highway Symbols: use only official MUTCD/WSDOT symbols
B1	White Border: 1" border, full-bleed to edge
B2	White Border: 1/2" border, full-bleed to edge
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TEXT ALIGNMENT: Center the longest symbol/text line and then left or right align all other symbol/text lines to the longest line.

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D6	Med. Light Gray: match PMS 430C
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D12	DOT Legend Green: match 3M DG3 4097 Green
D13	DOT Legend Blue: match 3M DG3 4095 Blue
D14	DOT Legend Red: match 3M DG3 4092 Red
P7	Light Gray: MAP paint matched to PMS 429C