

STANDARDS  
VOLUME

3



# SEATTLE-TACOMA INTERNATIONAL AIRPORT

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES  
VOLUME 3: Parking & Ground Transportation

UPDATED: 12/31/2021

SEA

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CONTRACT NO. P-00318724  
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE  
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VOLUME 3:  
Parking & Ground Transportation

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NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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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 Older terminals, parking facilities and roadways typically have outdated and inconsistent wayfinding signage systems not reflective of current world principles and standards, and improvement projects create even more challenges for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 parking and ground transportation 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**  
Includes the overview, sign type index and design intent drawings applicable to SEA’s parking and ground transportation 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
  - Volume 3: Parking and Ground Transportation (this volume)

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

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RS&H

Salt Lake City, UT 84116  
801-557-8036  
www.rsandh.com

Labozan  
Associates™

Louisville, Colorado  
303.494.7849  
www.labozan.com

NO.	DATE	PAGE REVISION
NO.	DATE	VOLUME REVISION
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2	12/31/21	100% FINAL

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1.0 SEA WAYFINDING -  
STANDARDS & GUIDELINES

1.1 INTRODUCTION

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1.1 INTRODUCTION

1.1.2 GOVERNING BODIES, CODES & REGULATIONS

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 Airport 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
- IATA: International Air Transport Association
- NEMA: National Electric Manufacturers Association
- NFPA: National Fire Protection Association
- 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 environmental conditions found at SEA prior to final fabrication and installation.



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NO.		DATE	PAGE REVISION
NO.		DATE	VOLUME REVISION
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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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RS&H

Salt Lake City, UT 84116  
801-557-8036  
www.rsandh.com



Labozan  
Associates

Louisville, Colorado  
303.494.7849  
www.labozan.com

NO.		DATE	PAGE REVISION
NO.		DATE	VOLUME REVISION
1		12/23/20	100% FINAL
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Design Description

- Updated color palette
- Refines size and formatting of existing system
- Introduces Upper & Lower Header fields for improved message hierarchy organization

Design Features, Graphics and Elements:

Typical Vehicular Parking Directional

←

● Message Text

Message Text

●

→

Arrows

- Style matches interior and roadway arrows  
- Black on white arrow field for high contrast

Sign Background

- PMS Black C

Typeface

- Clearview Highway 2-W  
- Matches vehicular roadway typeface

Symbols

- Retain existing round symbol fields  
- White symbol fields for high contrast

Exit Trailblazer

←

⓪ Exit

Sign Background

- Green PMS 3415C  
- Matching MUTCD Green Roadway Signage

Typical Pedestrian Parking/Ground Transportation Directional

←

● Message Text

● Message Text

Message Text

●

Message Text

●

→

Arrows

- Style matches interior and roadway arrows  
- Black on white arrow field for high contrast

Sign Background

- PMS Black C

Typeface

- Existing Transit font family  
- Matches interior typeface

Symbols

- Retain existing round symbol fields  
- White symbol fields for high contrast

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NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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1.2 SEA WAYFINDING SYSTEM -  
GENERAL DESIGN DESCRIPTION

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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)
  - 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 = PMS Black C
  - 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:

- Parking and Ground Transportation (see Chapter 3.0 for specific sign types)

NON-APPLICABLE AIRPORT SIGNAGE/AREAS

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

- Dynamic information systems (BIDS/CUTE/etc.)
- 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
- ADA related signage
- Roadway
- Terminal Curbside Signage
- Interior terminal/concourse signage
- Directory map artwork
- Regulatory or life-safety/egress signs
- Sign demolition plans/details/etc.
- Existing/non-updated (older or original) SEA wayfinding 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:

- Direction to and identification of terminal and ground transportation
- Identification of Skybridge entrances to terminal

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.

Secondary information includes, but may not be limited to:

- Direction to and identification of Elevators and ground transportation services.
- Direction to and identification to parking rows.

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:

- FAA 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. 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 1.3.9, 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	Vehicular Directional	Parking Exit Level X; Levels X-X ("X" = garage level)	KEEP RIGHT (or LEFT) RAMP DOWN (or UP)	Accessible Parking EV Station
	Vehicular Identification	Parking Level X ("X" = garage level")	Exit	Employees Only Restricted Areas Reserved Parking
	Pedestrian Directional	Terminal Ticketing / Check-In Baggage Claim	Ground Transportation Level 3: Ground Transportation Arrivals Curbside: Ground Transportation Services: <ul style="list-style-type: none"><li>- Rental Cars</li><li>- Link Light Rail</li><li>- Ride App Pickup</li><li>- Public Buses</li><li>- Cruise / Charter Buses</li><li>- Airporters</li><li>- Parking &amp; Hotel Shuttles</li><li>- Taxis</li><li>- Limos</li></ul>	Elevators to: Escalator Down/Up to:
	Pedestrian Identification	Skybridge # to Terminal Elevator	Digital Airline Listings	Section "X" Row "X"
	Pedestrian Informational	Level Directory		
	Regulatory/ Safety	No Parking Fire Lane Caution: Pedestrians Crossing Authorized Personnel Only	Tow Away Zone Do Not Enter CLEARANCE: X'-X"	Other / General: <ul style="list-style-type: none"><li>- No Smoking</li><li>- Life Safety/Egress</li><li>- Elevator escape route maps/notifications (with ADA code compliance)</li></ul>

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: Parking and Ground Transportation





TYPE STYLES

Acceptable Type Styles

The Transit font family is the standard SEA pedestrian wayfinding typeface. The Transit typeface was designed specifically for transportation applications. The font family includes a variation that compensates for halation by reducing the stroke weight. Only the following applicable type styles may be used:

- All text on pedestrian wayfinding signage shall be set in the following Transit font family, unless otherwise specified (see Figure 1.3.3):
  - Transit Back Negative - Normal = Use on internally illuminated signs with dark opaque backgrounds with contrasting white illuminated lettering. Primarily used on standard overhead directionals.
  - Transit Back Negative - Bold = Use on identification signs (gate ID, bag carousel), directional header bands or black lettering on white/light background.
  - Transit Front Negative - Normal = Use on non-illuminated overhead directional 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 1.3.4):
  - 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
- ATM

Other notables regarding message capitalization:

- 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 at SEA, 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 at SEA:

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

Transit Font Family

Transit Back Negative - Normal

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

Transit Back Negative - Bold

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

Transit Front Negative - Normal

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

Figure 1.3.3

Type Style: Pedestrian Wayfinding Text

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

Figure 1.3.4

Type Style: Vehicular Wayfinding Text

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1.0 SEA WAYFINDING -  
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1.3 WAYFINDING GRAPHIC  
STANDARDS & GUIDELINES



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 as they tend to make individual words and groups of words more difficult to read, whereas kerning helps to maintain the visual harmony of words.

Unless otherwise indicated, all sign messages shall use the Transit 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 1.3.5). 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 or word 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.

**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 1.3.5).

**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). Typically the \*spacing between *unrelated* message text lines (i.e. two completely separate ideas/destinations/messages) will be approximately 1 times the capital letter height (see Figure 1.3.6). 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 approved by SEA.

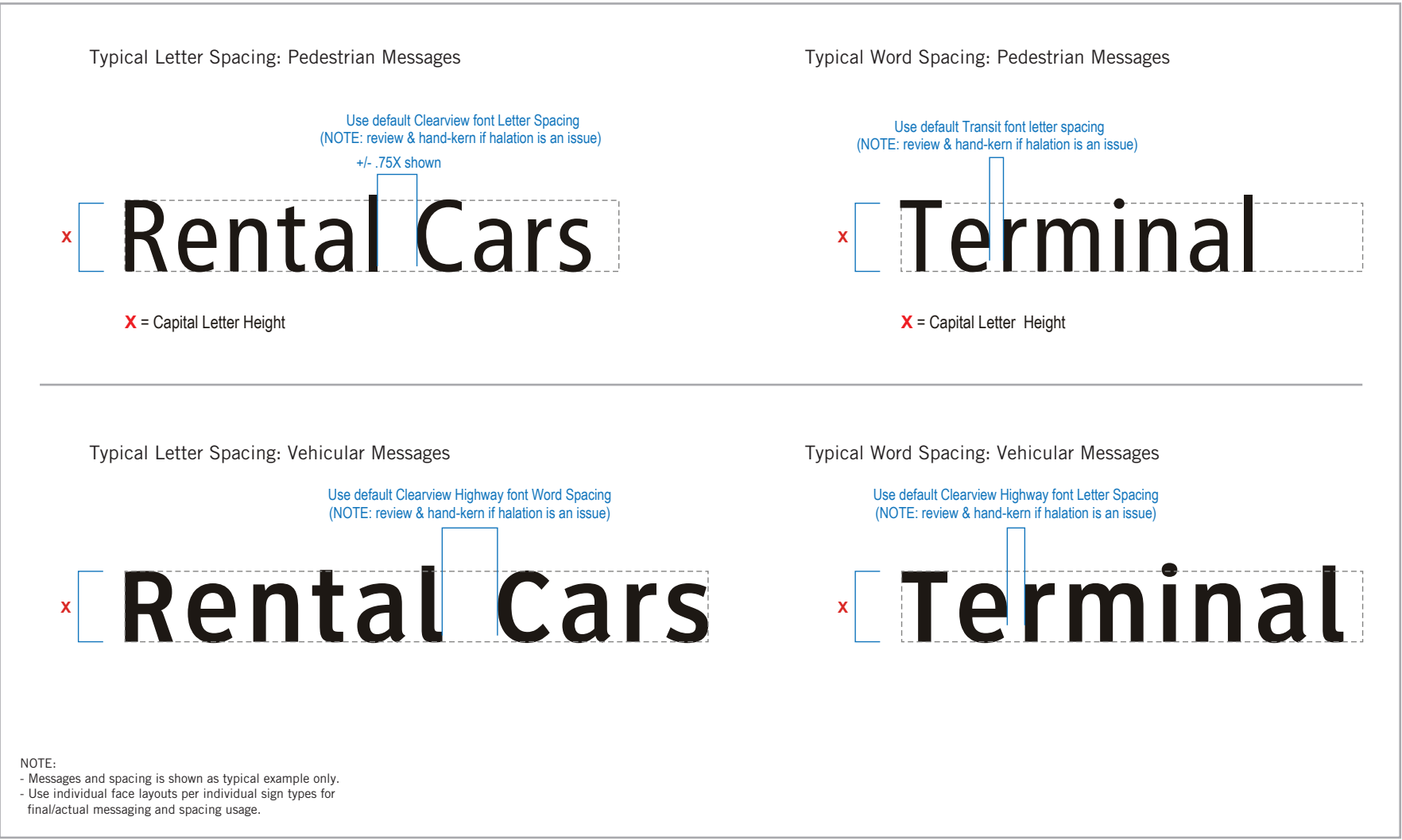


Figure 1.3.5 Typical Type Spacing

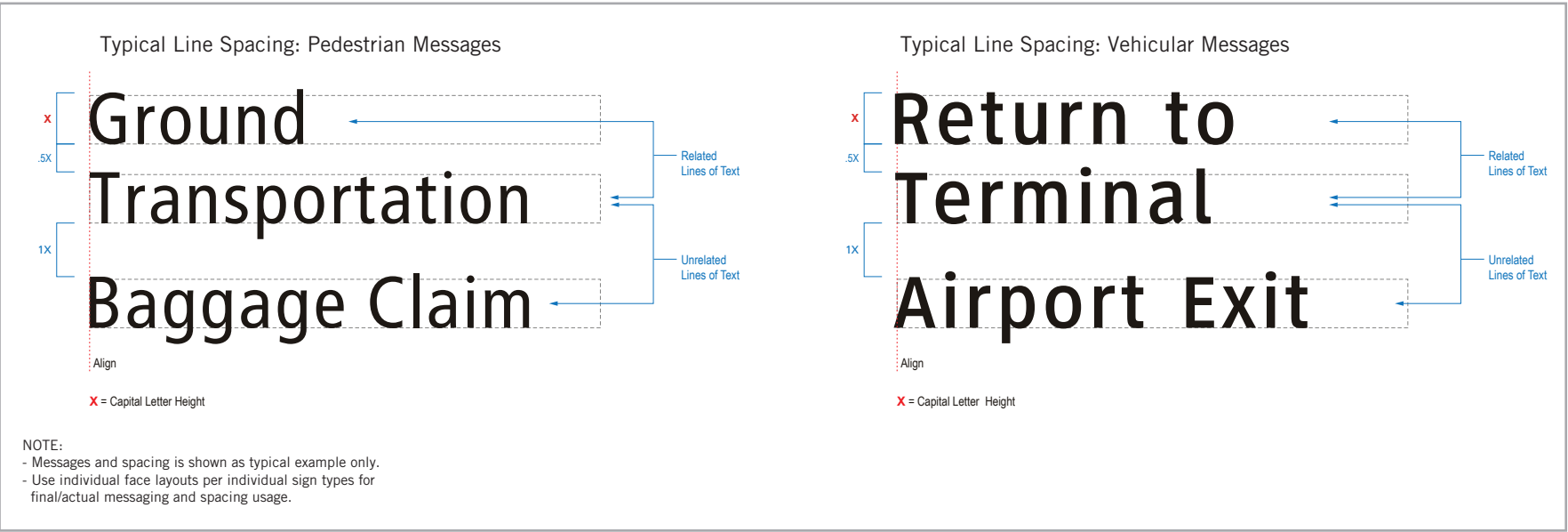


Figure 1.3.6 Typical Line Spacing

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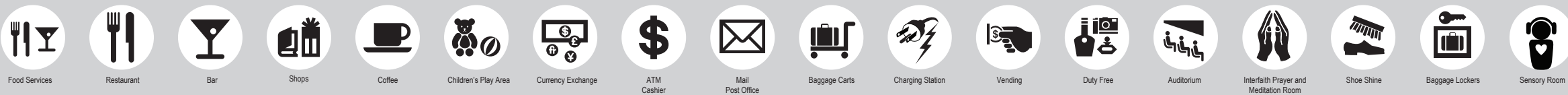
TRAVEL SYMBOLS



PUBLIC SERVICE SYMBOLS



AMENITIES & CONCESSIONS



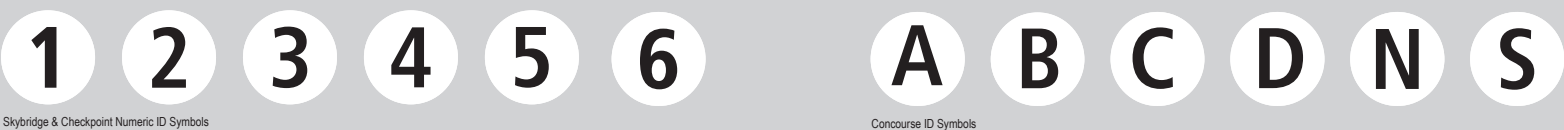
PARKING & GROUND TRANSPORTATION



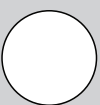
WASTE / SUSTAINABILITY



IDENTIFICATION SYMBOLS



OUTLINE (Used for white symbol / white background)



REGULATORY



NOTE: Use only official wayfinding universal symbol artwork as shown; re-proportioning and/or manipulating is not allowed

Figure 1.3.9 SEA Wayfinding Universal Symbols List



ARROWS

Arrows, when used as directional elements, are more flexible and require less sign layout space than messages. This section 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 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 sign face with limited size, or for any other circumstance. Typical proportioning between arrow and message sizes for the SEA wayfinding sign system will be determined as follows:

- Pedestrian wayfinding signage:
  - By individual sign face layout sizes, sign locations, visibility distances/angles, mounting heights and per ADA requirements.
- 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 1.3.10. 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 SEA wayfinding signage face layouts for all 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:

Pedestrian: General Arrow Placement

- Arrows should NEVER point into text.
- Left-facing arrows should be located toward the left side of signs
- Right-facing arrows should be located toward the right side of signs
- Forward-facing and/or downward-facing arrows are typically located closest to the flow of traffic

Pedestrian: General Text Alignment with Arrows

- Left-facing arrows require left justified message text/symbols
- Right-facing arrows require right justified message text/symbols
- Forward-facing and/or downward-facing arrows require text/symbols to be justified closest to the flow of traffic (i.e. if forward traffic is

hugging the right side of a corridor, the arrow should be on the right side of the face with the text justified right, and vice versa)

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)

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

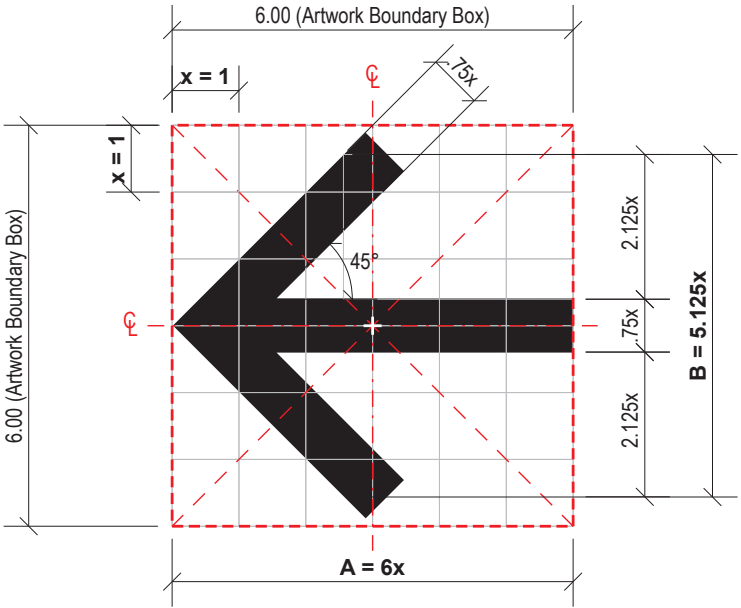
Arrow Rotation

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.

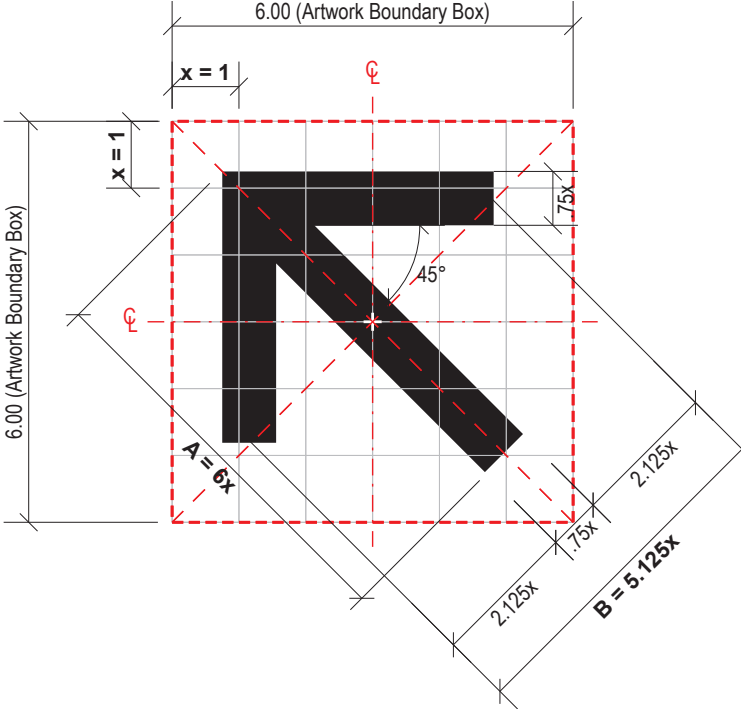
Note that arrow rotation angle selection must always be done so consistently throughout the entire SEA wayfinding system and in accordance with these established arrow rotation standards. The following are general guidelines for the selection and use of arrow rotation:

- The standard wayfinding arrow can be rendered in eight (8) different pre-determined rotation angles (see Figures 1.3.11a and 1.3.11b). No alternate rotation angles are acceptable, unless approved by SEA.
- Arrow rotation angles should follow the guidelines provided in this section. Straight-ahead pedestrian movement will always be indicated at SEA properties by upward-facing arrows (12 o'clock), unless a downward-facing arrow can be shown to be clearly advantageous in a specific circumstance (i.e. "use this lane"). Note that straight downward-facing arrows (6 o'clock) are typically reserved to indicate movement to a lower level (i.e. at the top of a down stairway or escalator).
- 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 Figures 1.3.11a and 1.3.11b.

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 1.3.10

SEA Wayfinding Arrow: Artwork/Proportions


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STANDARDS & GUIDELINES

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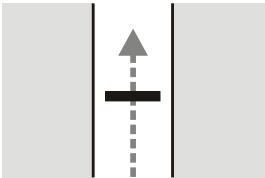

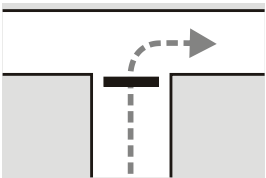

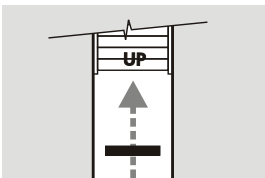

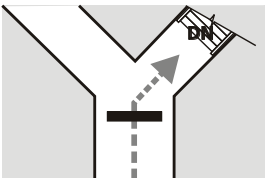

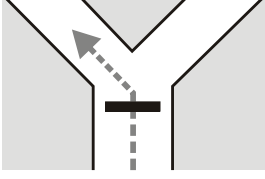

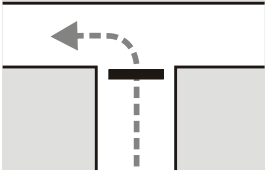

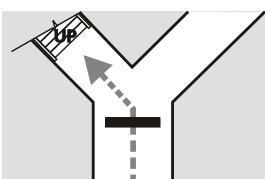

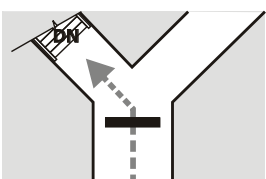

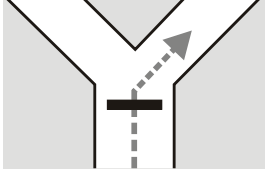

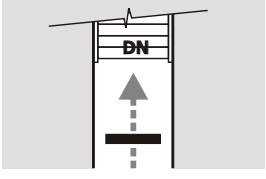

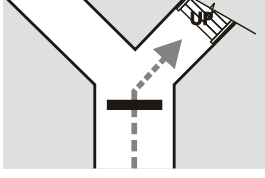

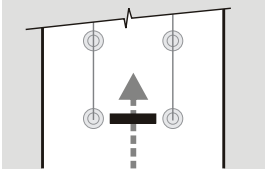

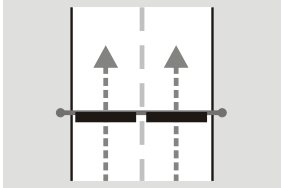

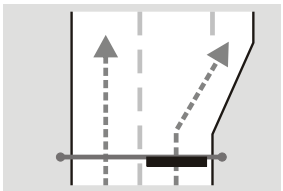

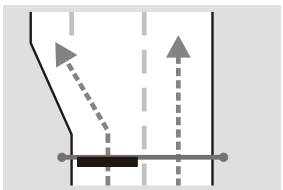

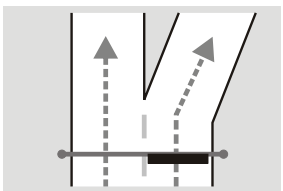

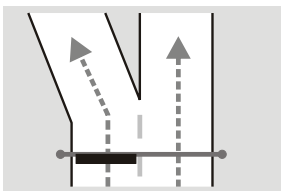

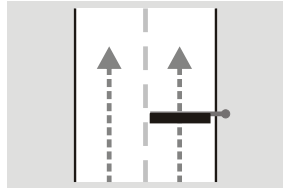

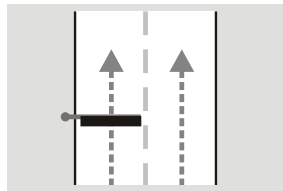

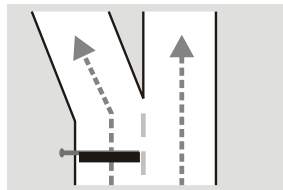

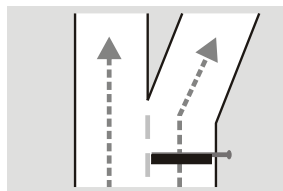
ALL Directionals					
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED	ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead	 0° (3 o'clock)		Right
 90° (12 o'clock)		Up	 315° (4:30)		Down on the Right
 135° (10:30)		Ahead on the Left	 180° (9 o'clock)		Left
 135° (10:30)		Up on the Left	 225° (7:30)		Down on the Left
 45° (1:30)		Ahead on the Right	 270° (6 o'clock)		Down
 45° (1:30)		Up on the Right	 270° (6 o'clock)		Use this lane / row / aisle / line

Figure 1.3.11a Wayfinding Arrows: Applications - Pedestrian

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)


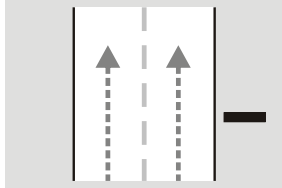

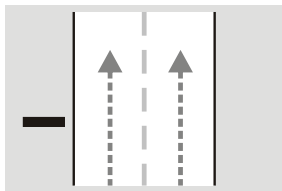

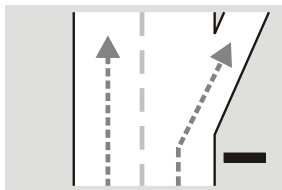

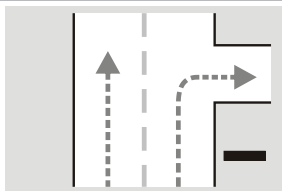

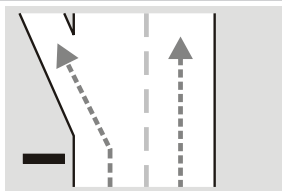

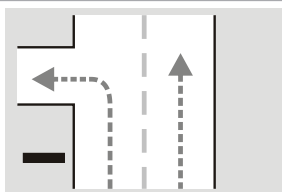
ROADSIDE Directionals		
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead (Arrow Justified Left)
 90° (12 o'clock)		Straight Ahead (Arrow Justified Right)
 45° (1:30)		Exit/Ahead on the Right (Arrow Justified Right)
 0° (3:00)		To the Right (Arrow Justified Right)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

Figure 1.3.11b

Wayfinding Arrows: Applications - Vehicular


1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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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1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

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 enhancing 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 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

1.3.6 COLORS

1.3.6.1 COLOR OVERVIEW

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 wayfinding signage system (see Figure 1.3.12 for additional graphic descriptions, application information and manufacturer’s equivalents):

- Sign Graphics - Pedestrian Wayfinding Areas (i.e. terminals, curbsides, pedestrian-related parking areas):
  - The use of White text/symbols on a SEA Wayfinding black sign background avoids competition with color schemes of other competing entities (concessions, airlines, etc.) and integrates well with the varying structural and architectural features found at SEA.
- Sign Graphics - Parking Wayfinding Signs
  - Parking garage entrance signs will utilize white text/symbol fields on a MUTCD Blue sign face background (unless otherwise indicated) to create high contrast and greater legibility from a distance, while traveling at posted speeds.
  - White text/symbol fields on a SEA Wayfinding black sign background creates high contrast and greater legibility from a distance, while traveling at posted speeds. This distinguishes the parking garage signs from the airport’s roadway wayfinding sign system and begins to bridge the terminal/interior signage to the parking and ground transportation wayfinding.

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.
- 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, 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 1.3.12) shall always be used when designing or specifying SEA wayfinding signage, unless otherwise noted and approved by SEA.



17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724  
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

1.0 SEA WAYFINDING -  
STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC  
STANDARDS & GUIDELINES

SHEET NO:



1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.6 COLORS

1.3.6.2 COLOR SYSTEM

COLORS: Terminal/Pedestrian Wayfinding

Frame/Hardware	White Graphics:	Black Graphics:	Header Field:	Blue Train Line:	Yellow Train Line:	Green Train Line:	Green Symbol:	Red Symbol:
<div>PMS1</div> <div>(Pantone Matching System Ref.)</div> <div>N/A: Not Used</div>	<div>PMS2</div> <div>(Pantone Matching System Ref.)</div> <div>N/A: Not Used</div>	<div>PMS3</div> <div>(Pantone Matching System Ref.)</div> <div>PMS Black C (Solid Coated)</div>	<div>PMS5</div> <div>(Pantone Matching System Ref.)</div> <div>Match PMS 877C</div>	<div>PMS6</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 3015C (Solid Coated)</div>	<div>PMS7</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 123C (Solid Coated)</div>	<div>PMS8</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 364C (Solid Coated)</div>	<div>PMS9</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 3415C (Solid Coated)</div>	<div>PMS10</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 185C (Solid Coated)</div>
<div>D1</div> <div>(Digital Print Equivalent)</div> <div>N/A: Not Used</div>	<div>D2</div> <div>(Digital Print Equivalent)</div> <div>C:0 M:0 Y:0 K:0</div>	<div>D3</div> <div>(Digital Print Equivalent)</div> <div>C:50 M:40 Y:40 K:100</div>	<div>D5</div> <div>(Digital Print Equivalent)</div> <div>C:38 M:27 Y:26 K:9</div>	<div>D6</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 3015C</div>	<div>D7</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 123C</div>	<div>D8</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 364C</div>	<div>D9</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 3415C</div>	<div>D10</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 185C</div>
<div>P1</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) #MP18074 Sparkle Silver, satin finish</div>	<div>P2</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) MP N202 White, satin finish</div>	<div>P3</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match TBD, satin finish</div>	<div>P5</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) MP18074 Sparkle Silver Metallic, Satin</div>	<div>P6</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 3015C, satin finish</div>	<div>P7</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 123C, satin finish</div>	<div>P8</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 364C, satin finish</div>	<div>P9</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match 3415C</div>	<div>P10</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) Match PMS 185C</div>
<div>V1</div> <div>(Vinyl Film Equivalent)</div> <div>N/A: Not Used</div>	<div>V2</div> <div>(Vinyl Film Equivalent)</div> <div>Opaque: 3M 7725-20 White</div>	<div>V3</div> <div>(Vinyl Film Equivalent)</div> <div>Opaque: 3M 7725-22 Black</div>	<div>V5</div> <div>(Vinyl Film Equivalent)</div> <div>Translucent Silver 3M 3630-121</div>	<div>V6</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V7</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V8</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V9</div> <div>(Vinyl Film Equivalent)</div> <div>Avery Real Green UC 900-741-T</div>	<div>V10</div> <div>(Vinyl Film Equivalent)</div> <div>Avery Cardinal Red or Equivalent</div>

COLORS: Roadways/Vehicular Wayfinding

Mounting Hardware	White Graphics:	Black Graphics:	MUTCD Legend Blue:	MUTCD Legend Green:	Warning Yellow:	Safety Red:	Future Roadway Header:
<div>PMS11</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 429 C (Solid Coated)</div>	<div>PMS12</div> <div>(Pantone Matching System Ref.)</div> <div>N/A: Not Used</div>	<div>PMS13</div> <div>(Pantone Matching System Ref.)</div> <div>PMS Black C (Solid Coated)</div>	<div>PMS14</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 294C (Solid Coated)</div>	<div>PMS15</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 342C (Solid Coated)</div>	<div>PMS16</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 122C (Solid Coated)</div>	<div>PMS17</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 186C (Solid Coated)</div>	<div>PMS20</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 295C (Solid Coated)</div>
<div>D11</div> <div>(Digital Print Equivalent)</div> <div>N/A: Not Used</div>	<div>D12</div> <div>(Digital Print Equivalent)</div> <div>3M 4090 DG3 White (showing thru)</div>	<div>D13</div> <div>(Digital Print Equivalent)</div> <div>Picasso print on DG3 C:0 M:0 Y:0 K:100 (cool gray row)</div>	<div>D14</div> <div>(Digital Print Equivalent)</div> <div>Match MUTCD Blue</div>	<div>D15</div> <div>(Digital Print Equivalent)</div> <div>Match MUTCD Blue</div>	<div>D16</div> <div>(Digital Print Equivalent)</div> <div>Match MUTCD Yellow</div>	<div>D17</div> <div>(Digital Print Equivalent)</div> <div>Match MUTCD Red</div>	<div>D20</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 295C</div>
<div>P11</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 429C, satin finish</div>	<div>P12</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) MP N202 White, satin finish</div>	<div>P13</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match TBD, satin finish</div>	<div>P14</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 294C, satin finish</div>	<div>P15</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 342C, satin finish</div>	<div>P16</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 122C, satin finish</div>	<div>P17</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 186C, satin finish</div>	<div>P20</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 295C, satin finish</div>
<div>V11</div> <div>(Vinyl Film Equivalent)</div> <div>N/A: Not Used</div>	<div>V12</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4090 DG3 White</div>	<div>V13</div> <div>(Vinyl Film Equivalent)</div> <div>Opaque: 3M 7725-22 Black</div>	<div>V14</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4095 DG3 Blue</div>	<div>V15</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4097 DG3 Green</div>	<div>V16</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4091 DG3 Yellow</div>	<div>V17</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4092 DG3 Red</div>	<div>V20</div> <div>(Vinyl Film Equivalent)</div> <div>Reflective: 3M 4090 DG3 White</div>

COLORS: Parking Garage Level Colors - Colors Used For General Presentation. Final Level Color Identification Still Under Consideration.

Level 1 - Yellow	Level 2 - Orange	Level 3- Red	Level 4 - Blue	Level 5 - Green	Level 6 - Purple	Level 7 - Brown	Level 8 - White
<div>PMS21</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 116C (Solid Coated)</div>	<div>PMS22</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 1655C (Solid Coated)</div>	<div>PMS23</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 187C (Solid Coated)</div>	<div>PMS24</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 300C (Solid Coated)</div>	<div>PMS25</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 349C (Solid Coated)</div>	<div>PMS26</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 2597C (Solid Coated)</div>	<div>PMS27</div> <div>(Pantone Matching System Ref.)</div> <div>PMS 4645C (Solid Coated)</div>	<div>PMS28</div> <div>(Pantone Matching System Ref.)</div> <div>N/A: Not Used</div>
<div>D21</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 116C</div>	<div>D22</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 1655C</div>	<div>D23</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 187C</div>	<div>D24</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 300C</div>	<div>D25</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 349C</div>	<div>D26</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 2597C</div>	<div>D27</div> <div>(Digital Print Equivalent)</div> <div>Match PMS 4645C</div>	<div>D28</div> <div>(Digital Print Equivalent)</div> <div>C:0 M:0 Y:0 K:0</div>
<div>P21</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 116C, satin finish</div>	<div>P22</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 1655C, satin finish</div>	<div>P23</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 187C, satin finish</div>	<div>P24</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 300C, satin finish</div>	<div>P25</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 349C, satin finish</div>	<div>P26</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 2597C, satin finish</div>	<div>P27</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) to match PMS 4645C, satin finish</div>	<div>P28</div> <div>(Paint Equivalent)</div> <div>Matthews Acrylic Polyurethane (MAP) MP N202 White, satin finish</div>
<div>V21</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V22</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V23</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V24</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V25</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V26</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V27</div> <div>(Vinyl Film Equivalent)</div> <div>Digital Print Equivalent on White film</div>	<div>V28</div> <div>(Vinyl Film Equivalent)</div> <div>Opaque: 3M 7725-20 White</div>

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

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NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

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SHEET TITLE:

1.0 SEA WAYFINDING -  
STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC  
STANDARDS & GUIDELINES

SHEET NO:

Figure 1.3.12

SEA Wayfinding Color System

# 2.0

## **2.0 WAYFINDING APPLICATION & SIGN SYSTEM OVERVIEW**

- 2.1 Wayfinding Application
- 2.2 Wayfinding Sign System

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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VOLUME 3:  
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SHEET TITLE:

2.0 WAYFINDING  
APPLICATION & SIGN  
SYSTEM OVERVIEW

2..1 WAYFINDING APPLICATION

SHEET NO:





## 2.2 WAYFINDING SIGN SYSTEM

### 2.2.2 SIGN TYPE IDENTIFICATION SYSTEM

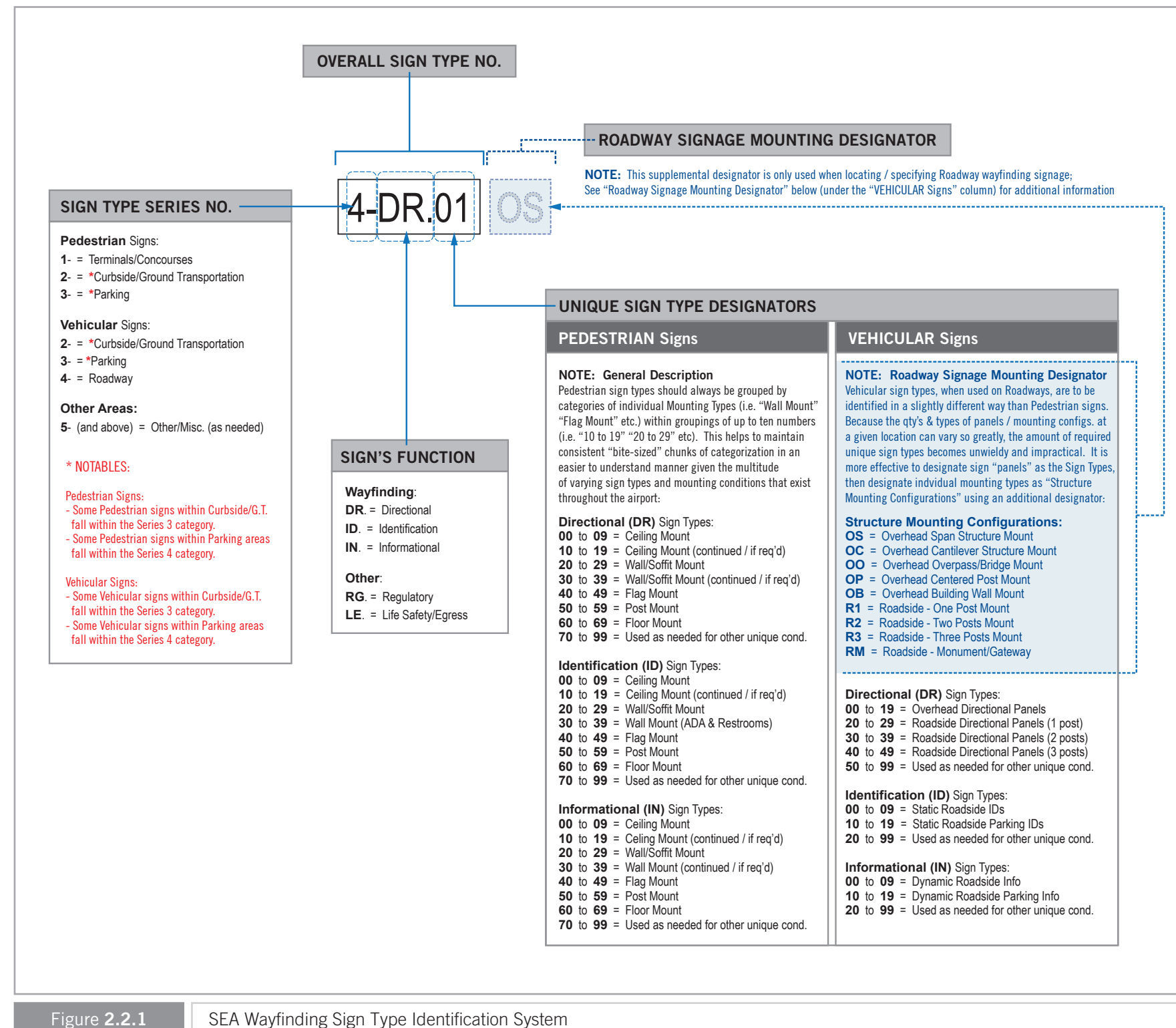
## SIGN TYPE IDENTIFICATION SYSTEM

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.

[illegible]

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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 an airport’s 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 (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 (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 discussion and 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 illuminated 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 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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SHEET TITLE:

2.0 WAYFINDING  
APPLICATION & SIGN  
SYSTEM OVERVIEW

2.2 WAYFINDING SIGN SYSTEM  
OVERVIEW

SHEET NO:

2-4

# 3.0

## **3.0 SIGN TYPES**

- 3.1 Sign Type Index
- 3.2 Sign Types



This chapter provides specific information regarding the wayfinding sign types applicable for use in the parking and ground transportation 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 2: GROUND TRANSPORTATION

On the following pages (see Section 3.1.2), the Sign Type Index shows wayfinding sign types used within the Ground Transportation areas of SEA (located on Level 3 of the parking garage structure at the time of this document’s publication) and is organized in numeric order of their sign type identification numbers (i.e. Directional sign type category: 2-DR.01, 2-DR.02, etc; Identification sign type category: 2-ID.01, 2-ID.02, etc; Informational sign type category: 2-IN.01, 2-IN.02, etc).

SIGN TYPE INDEX - SERIES 3: PARKING

On the following pages (see Section 3.1.3), the Sign Type Index shows wayfinding sign types used within the Parking Garage areas of SEA, and is organized in numeric order of their sign type identification numbers (i.e. Directional sign type category: 3-DR.01, 3-DR.02, etc; Identification sign type category: 3-ID.01, 3-ID.02, etc; Informational sign type category: 3-IN.01, 3-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 parking and ground transportation areas of SEA. Each sheet displays scaled drawings of individual sign types and their basic views (i.e. elevations, plan views, end view, etc), sizing/ dimensions, face layouts and general design intent related notes.

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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

The basic mounting types used within SEA’s terminal and concourses are as follows:

- Ceiling Mount:
  - Suspended: overhead signs located in high ceiling areas mounted with a suspension system mechanically attached to the sign’s top most element and at the top of the suspension system, with the overall suspension system/sign attached to an above-ceiling structural support system.
  - Flush Top: overhead signs mounted in lower ceiling areas with the sign’s top most element flush to the ceiling using a mechanical fastening system attached to an above-ceiling structural support system.
- Wall/Soffit Mount: signs that are located on a vertical architectural fascia (overhead) or wall (overhead or pedestrian eye-level), and mechanically attached to the fascia/wall’s internal vertical structure.
- Wall Mount - ADA/tactile plaques: signs with tactile features that are mounted to walls, doors or other required elements to meet local/ADA accessibility requirements and codes for accessible design and use.
- Light Pole/Column Wrap - signs that are mounted to existing light poles or columns with mechanical fastening systems and/or surface applied film.
- Flag (Blade) Mount: overhead signs mechanically attached on one vertical edge to internal structural elements of vertical architectural surfaces (i.e. walls, columns, etc) in a “flag-like” configuration.
- Floor/Ground Mount: non-moveable signs mechanically attached directly to structural elements of an architectural floor or in-ground structural mounting methods.
- Freestanding (Moveable): signs that utilize freestanding, non-attached base configurations, typically with wide and weighted footer features (to eliminate accidental tipping over); allow for flexibility in moving a sign as changing location conditions require.

General Mounting Requirements/Restrictions - Pedestrian Signs

- Overhead signs will always be mounted at a minimum of 7’-0” above finished floor to the bottom of the lowest element of the sign, unless otherwise indicated or dictated by minimum garage clearance (varies per garage, field verify prior to final fabrication and installation).
- ADA accessibility and code required signage (when used) shall be mounted in accordance with all applicable code requirements using the most recent edition of the codes and regulations.
- 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.
- Support systems and types for all exterior signage shown within this document are for general reference only; some ceiling conditions within SEA garage areas have large variances in ground-to-ceiling heights and will need to be properly coordinated by the fabricator/ contractor/installer with SEA for approval prior to final detailing, fabrication and installation.

General Mounting Requirements/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.
- Ground-mounted vehicular signs (if used) must be mounted behind crash barriers, use break-away base mounting systems and/or utilize hinged-top connectors (overhead suspended only) in the event of an accidental vehicular collision and as required by WSDOT.
- Vehicular roadside signs must be mounted with the bottom-most viewable area of the sign at a minimum of 7’-0” above finished grade unless otherwise indicated.
- Vehicular signs located in the garage will allow for a minimum of overhead garage clearance (varies per garage, field verify prior to final fabrication and installation).
- 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.
- Support systems and types for all exterior signage shown within this document are for general reference only; some ceiling conditions within SEA garage areas have large variances in ground-to-ceiling heights and will need to be properly coordinated by the fabricator/ contractor/installer with SEA for approval prior to final detailing, fabrication and installation.

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3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

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SIGN TYPE	DESCRIPTION	SHEET
2-DR.21	2-way ceiling flush mount pedestrian GT directional; 2 sides; 1 message	3-8
2-DR.22	1-way ceiling flush mount pedestrian GT directional; 2 sides; 1 message	3-9
2-ID.41	Column mount GT identification; 2 sides	3-10
3-DR.01	Vehicular suspended exit trailblazer; 2 sides; 1 direction; 1 message	3-11
3-DR.04	Vehicular suspended helix directional; 2 sides; 1 direction, 1 message	3-12
3-DR.05	2-way suspended vehicular directional; 2 sides; 1 message per direction	3-13
3-DR.06	1-way suspended vehicular directional; 2 sides; 1 message	3-14
3-DR.10	2-way pedestrian suspended directional; 2 sides; 1-2 messages per direction	3-15
3-DR.11	2-way ceiling flush mount directional; 2 sides; 1-2 messages per direction	3-16
3-DR.12	1-way ceiling flush mount directional; 2 sides; 1-2 messages	3-17
3-DR.21	Vehicular beam/soffit mount Exit trailblazer; 1 direction; 1 message	3-18
3-DR.25	2-way beam/soffit mount vehicular directional; 1 message per direction	3-19
3-DR.26	1-way beam/soffit mount vehicular directional; 1 message	3-20
3-DR.29	2-way beam/soffit mount vehicular directional w/ digital space count; 1 message per direction	3-21
3-DR.31	Pedestrian beam/soffit mount terminal trailblazer; 1 direction / 1 message	3-22
3-DR.51	Vehicular roadside/roof level exit trailblazer; 1 direction; 1 message	3-23
3-DR.55	2-way Roadside directional	3-24
3-DR.61	Floor mount pedestrian directional; 1-2 sides	3-25
3-DR.71	Pedestrian pole mount terminal trailblazer; 1 direction; 1 message	3-26
3-IN.21	Wall mount garage level informational	3-27
3-ID.51	Round column wrap level/row ID	3-28
3-ID.52	Square column wrap level/row ID	3-29
3-ID.55	Post mount level/row ID	3-30
3-ID.61	Skybridge portal ID	3-31
3-ID.71	Terminal Direct lane ID	3-32
3-ID.72	Multi-lane garage entrance ID	3-33

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3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

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3-2

Ground Transportation (Scale: 3/16" = 1'-0")

2-DR.20 to 2-DR.29 = Pedestrian CEILING Mount

2-DR.21 2-way Pedestrian Directional  
- 2 directions / 1 message per direction  
- 2 Sides

2-DR.22 1-way Pedestrian Directional  
- 1 direction / 1 message per direction  
- 2 Sides

2-ID.40 to 2-ID.49 = Identification: COLUMN MOUNT

2-ID.41 Column Mount Identification

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Parking - Vehicular Directionals (Scale: 1/8" = 1'-0")

3-DR.01 to 3-DR.09 = Vehicular SUSPENDED CEILING Mount

**3-DR.01** Vehicular Suspended Exit Trailblazer  
- 2 sides  
- 1 direction; 1 message

**3-DR.04** Vehicular Suspended Helix Directional  
- 2 sides  
- 1 direction; 1 message

**3-DR.05** 2-way Suspended Vehicular Directional  
- 2 sides  
- 2 directions; 1 message per direction

**3-DR.06** 1-way Suspended Vehicular Directional  
- 2 sides  
- 1 direction; 1 message

3-DR.21 to 3-DR.29 = Vehicular BEAM / SOFFIT Mount

**3-DR.21** Vehicular Exit Trailblazer  
- 1 direction; 1 message

**3-DR.25** 2-way Beam/Soffit Mount Veh. Directional  
- 1 message per direction

**3-DR.26** 1-way Beam/Soffit Mount Vehicular Directional  
- 1 message

**3-DR.29** 2-way Beam/Soffit Mount Vehicular Directional w/ Digital Space Count  
- 1 message per direction

3-DR.50 to 3-DR.59 = Vehicular POLE / POST Mount

**3-DR.51** Roadside/Roof Level Exit Trailblazer  
- 1 direction; 1 message

**3-DR.55** Roadside Directional

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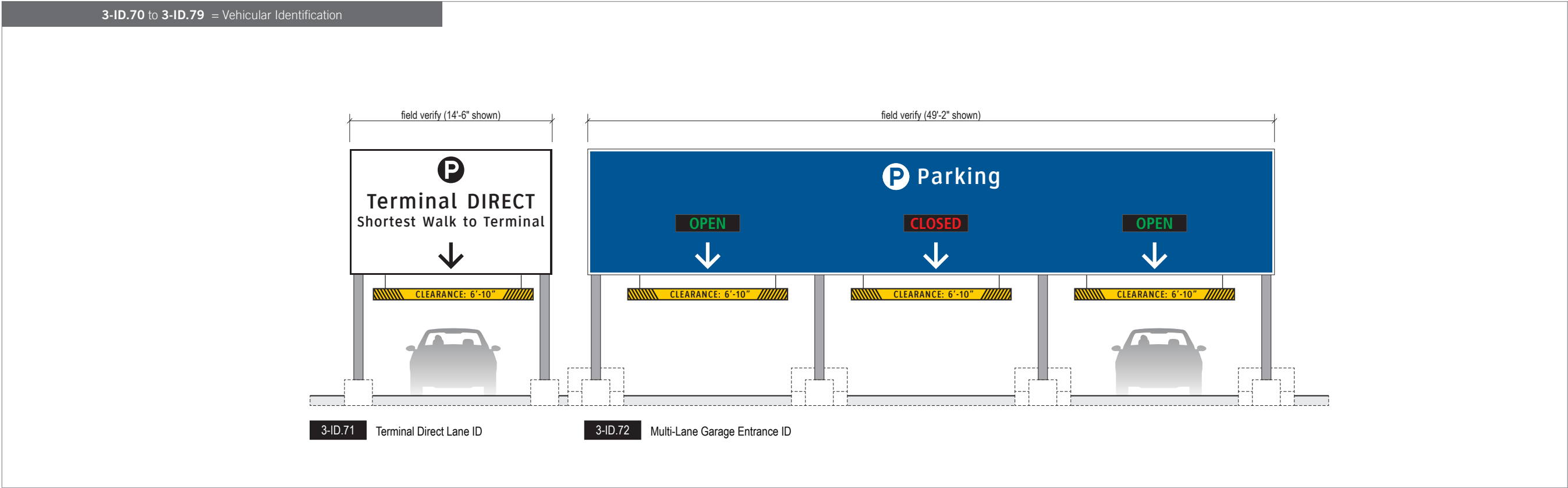
3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

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Parking - Vehicular Identification (Scale: 1/8" = 1'-0")



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3.0 SIGN TYPES

3.1 SIGN TYPE INDEX



Parking - Pedestrian (Scale: 3/16" = 1'-0")

3-DR.10 to 3-DR.19 = Pedestrian CEILING MOUNT Directional

field verify

3-DR.10 2-way Pedestrian Suspended Directional  
- 2 sides  
- 1-2 messages per direction

field verify

3-DR.11 2-way Ceiling Flush Mount Directional  
- 2 sides  
- 1-2 messages per direction

field verify

3-DR.12 1-way Ceiling Flush Mount Directional  
- 2 Sides  
- 1-2 messages

3-DR.30 to 3-DR.39 = Pedestrian BEAM / SOFFIT MOUNT Directional

field verify

3-DR.31 Pedestrian Beam/Soffit Mount Terminal Trailblazer  
- 1 direction / 1 message per direction

3-DR.61 to 3-DR.69 = Pedestrian FLOOR MOUNT Directional

field verify

3-DR.61 Floor Mount Pedestrian Directional  
- 1-2 Sides

3-DR.71 to 3-DR.79 = Pedestrian POLE Directional

field verify

3-DR.71 Pole Mount Terminal Trailblazer  
- 1 direction; 1 message

3-IN.21 to 3-IN.29 = Pedestrian WALL MOUNT Informational

field verify

3-IN.21 Wall Mount Garage Level Informational

3-ID.21 to 3-ID.29 = Pedestrian WALL Identification

field verify

3-ID.21 Elevator Core Graphics  
Note: NIS, by others. Conceptual placeholder graphics shown.  
Final graphics, application and placement TBD by SEA.

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

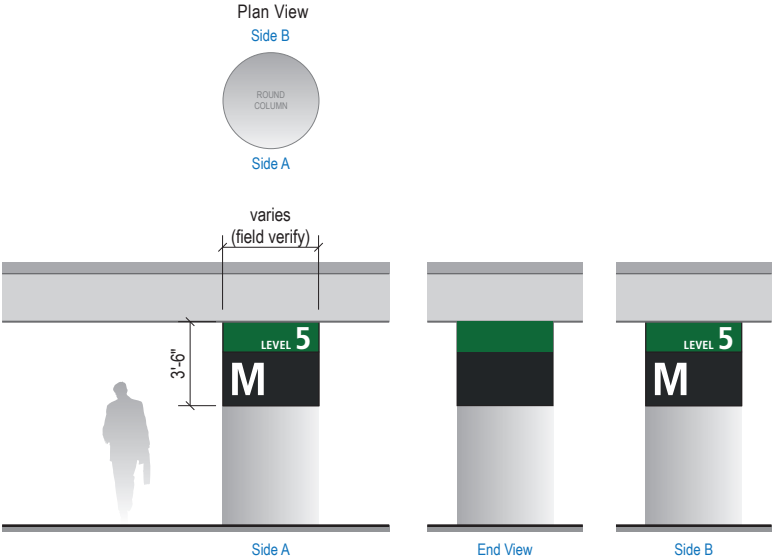
3.1 SIGN TYPE INDEX

SHEET NO:

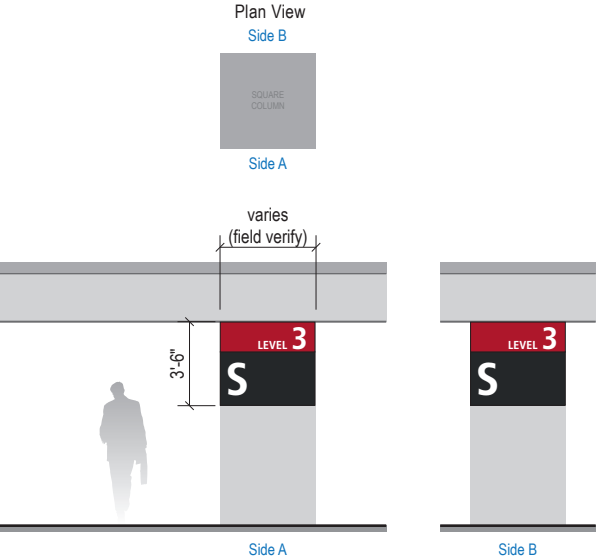
3-6

Parking - Pedestrian (Scale As Indicated)

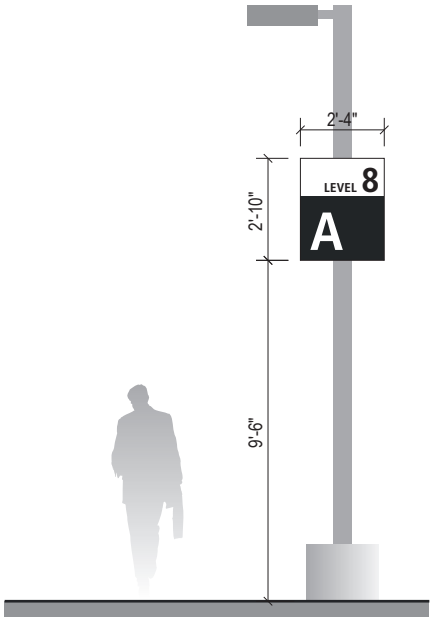
3-ID.50 to 3-ID.55 = Pedestrian Identification: COLUMN / POLE Mount



3-ID.51 Round Column Wrap Level / Row ID (Scale: 1/8" = 1'-0")

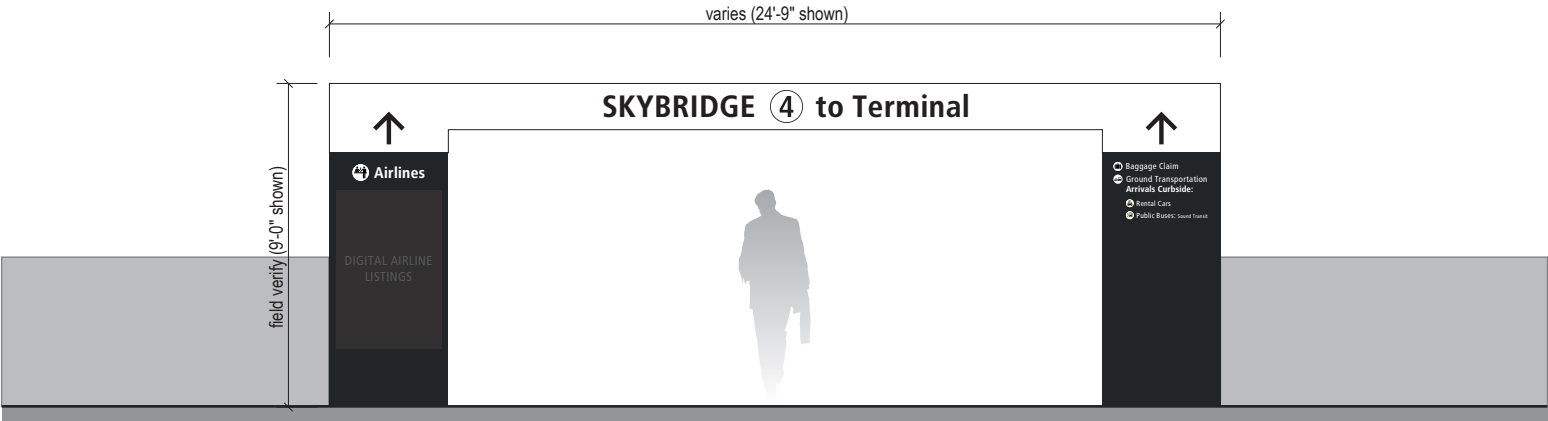


3-ID.52 Square Column Wrap Level / Row ID (Scale: 1/8" = 1'-0")



3-ID.55 Post Mount Level / Row ID (Scale: 3/16" = 1'-0")

3-ID.60 to 3-ID.69 = Pedestrian FLOOR MOUNT Identification



3-ID.61 Skybridge Portal ID

NO.	DATE	PAGE REVISION
NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

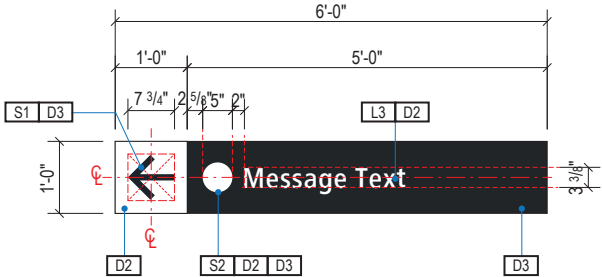
3.1 SIGN TYPE INDEX

SHEET NO:

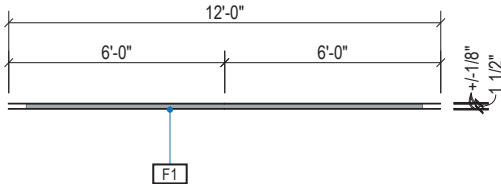
3.2 SIGN TYPES

3.2.1 GT DIRECTIONAL

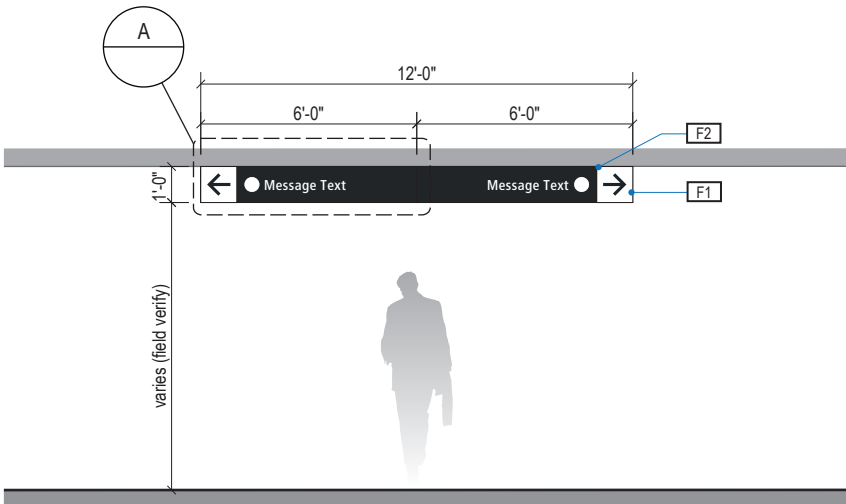
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	2-DR.21	DIRECTIONAL	CEILING FLUSH	2-way pedestrian directional; 1 message per direction; 2 sides



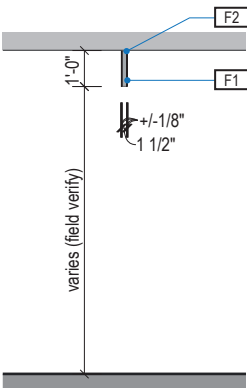
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



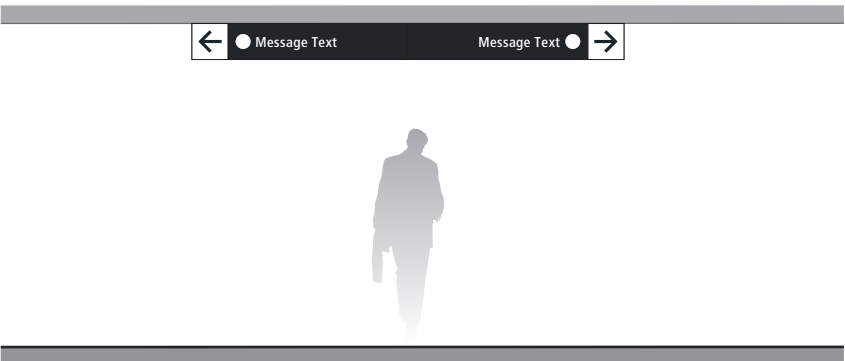
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on opaque 3M film applied to 1st surface of face panels; mount sign panel to garage ceiling as install location conditions require (field verify).
- F2 MOUNTING: mount plumb & level with hidden mechanical fastener system to garage structural elements as install location conditions require (field verify).

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- L3 Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

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)

- D2 White
- D3 Black
- D5 Header Field: match PMS 877C
- Parking Garage Levels:
  - D21 Level 1 - Yellow: match PMS 116C
  - D22 Level 2 - Orange: match PMS 1655C
  - D23 Level 3 - Red: match PMS 187C
  - D24 Level 4 - Blue: match PMS 300C
  - D25 Level 5 - Green: match PMS 349C
  - D26 Level 6 - Purple: match PMS 2597C
  - D27 Level 7 - Brown: match PMS 4645C
  - D28 Level 8 - White
- P2 White: MAP N202 White
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP 18074
- P11 Hardware: paint to match PMCS 429C
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: match 3M Translucent Silver 3630-121

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

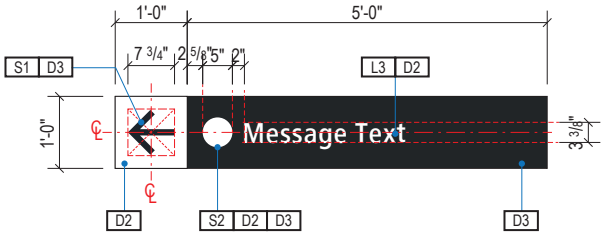
3.2 SIGN TYPES

SHEET NO:

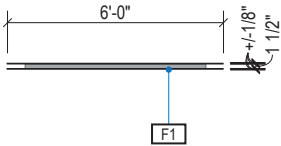
3.2 SIGN TYPES

3.2.1 GT DIRECTIONAL

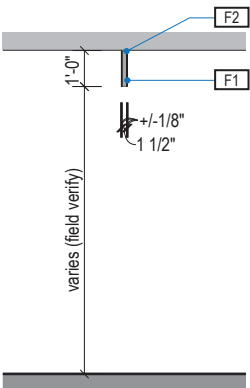
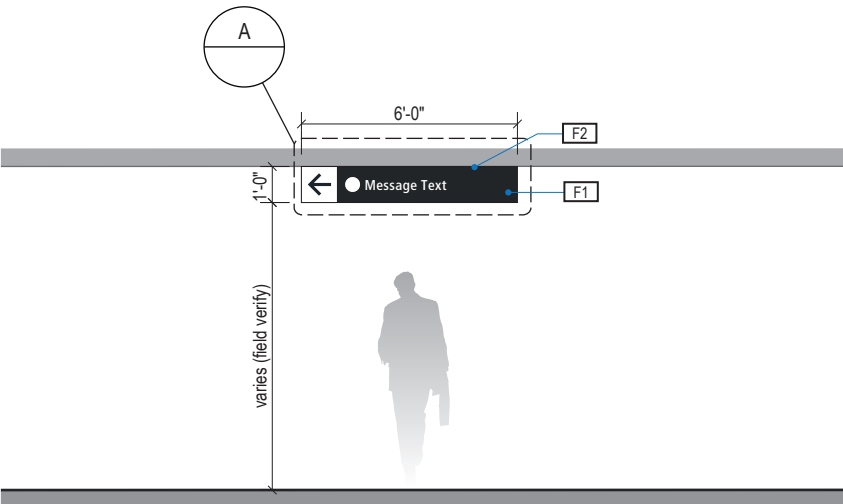
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	2-DR.22	DIRECTIONAL	CEILING FLUSH	1-way pedestrian directional; 1 message per direction; 2 sides



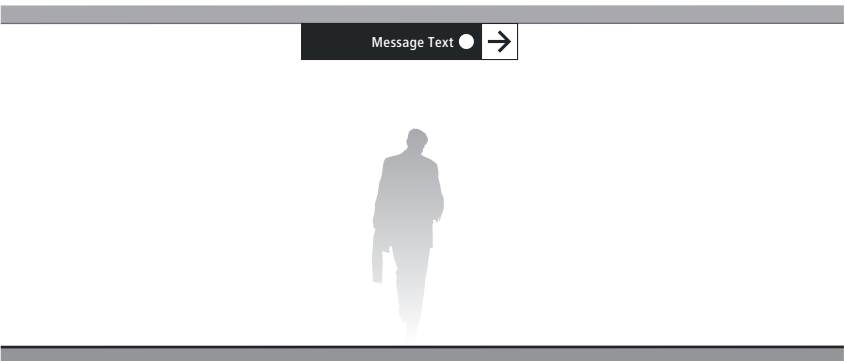
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



1 PLAN VIEW  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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.
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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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on opaque 3M film applied to 1st surface of face panels; mount sign panel to garage ceiling as install location conditions require (field verify).
- F2** MOUNTING: mount plumb & level with hidden mechanical fastener system to garage structural elements as install location conditions require (field verify).

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

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)

- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
  - D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

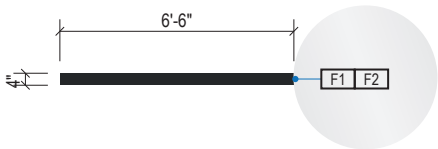
SHEET NO:



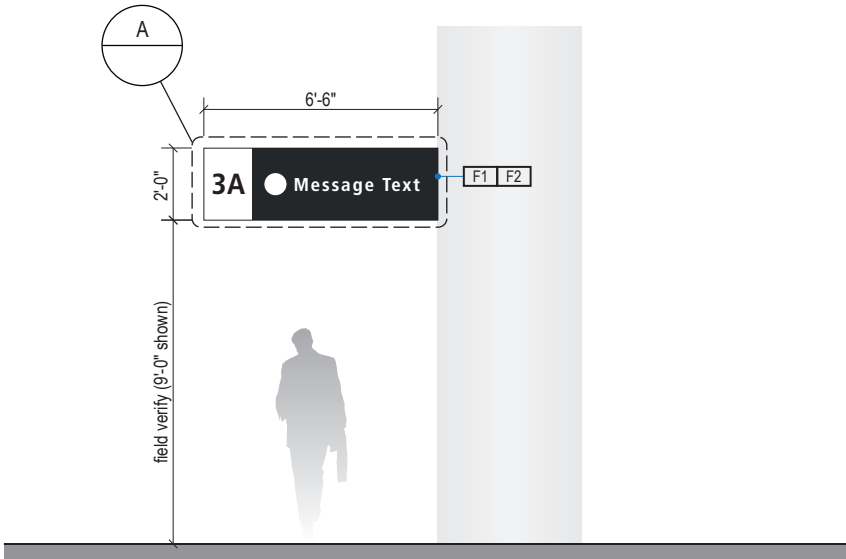
3.2 SIGN TYPES

3.2.2 GT IDENTIFICATION

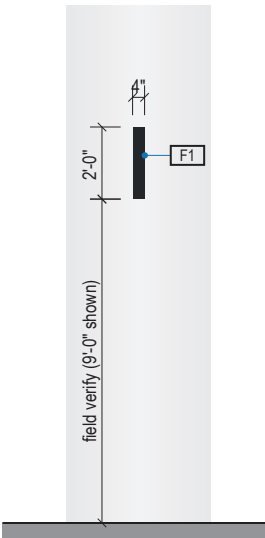
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	2-ID.41	IDENTIFICATION	COLUMN	Pedestrian column mount identification



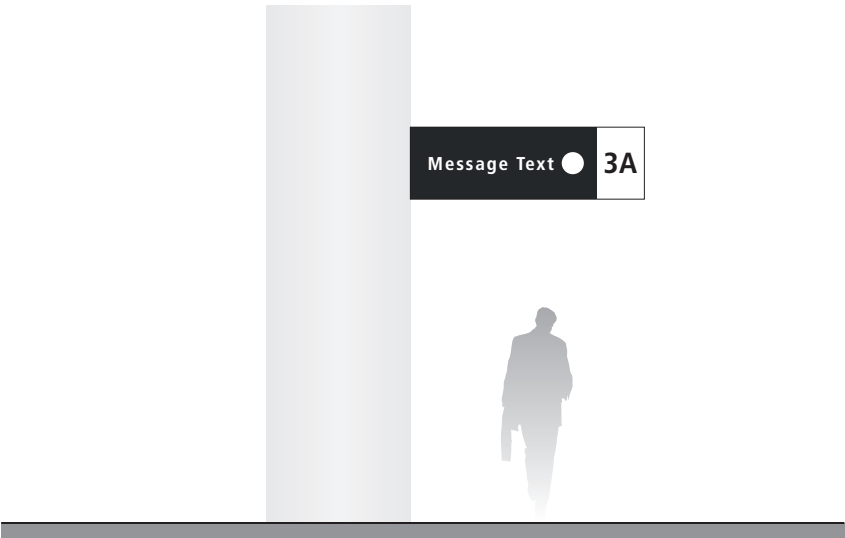
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



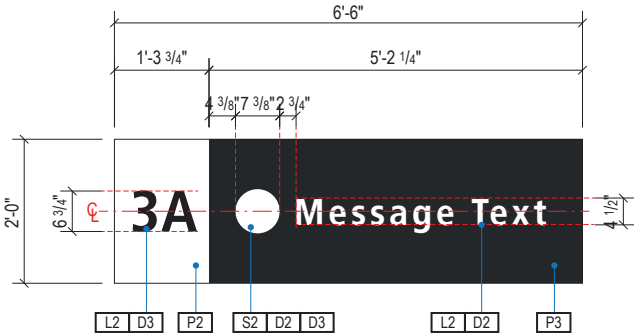
2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 1'-0"



A FACE LAYOUT  
Scale: 3/8" = 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 BOX: aluminum angle frame box skinned with .060 alum. cladding, all seams welded, filled and ground smooth to give uniform appearance; painted all exposed surfaces with Matthews acrylic polyurethane (MAP), satin finish. Electronic cut opaque 3M film graphics applied 1st surface.
- F2** MOUNTING: mount to column with mechanical fasteners as installation location conditions require. Verify structural integrity of all flag mounting locations, including existing columns prior to fabrication; increase support/backing structure as req'd and as determined by a licensed structural engineer.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

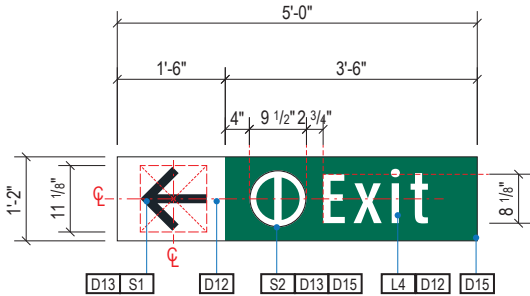
NOTES: "D" = digitally printed colors on 3M 7725-20 White unless otherwise noted; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
  - D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

3.2 SIGN TYPES

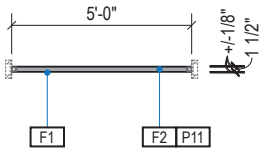
3.2.3 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.01	DIRECTIONAL	SUSPENDED	Vehicular suspended exit trailblazer; 1 direction; 1 message



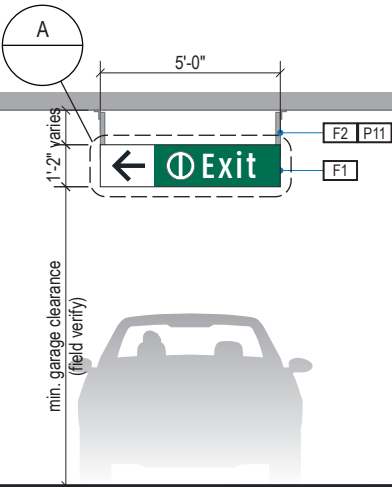
A FACE LAYOUT

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



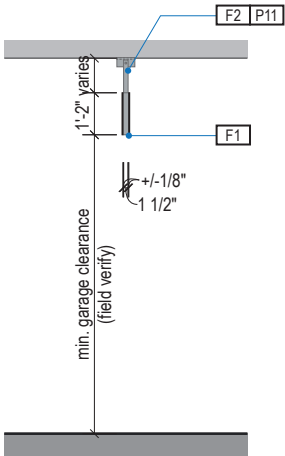
1 PLAN VIEW

Scale: 3/16" = 1'-0"



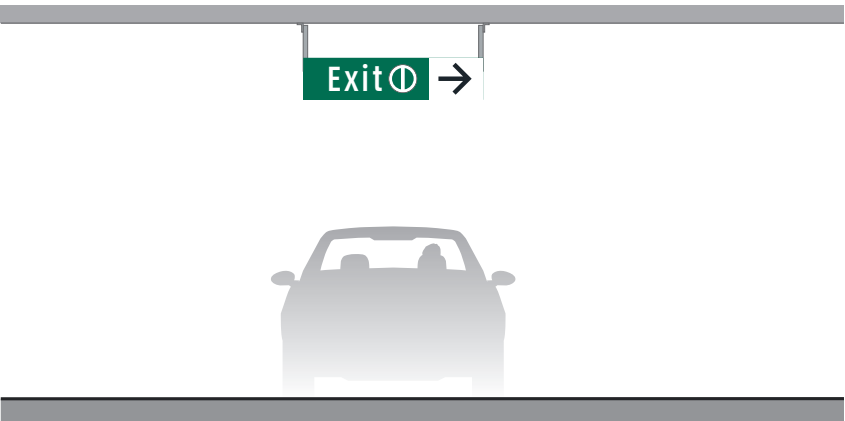
2 ELEVATION

Scale: 3/16" = 1'-0"



3 END VIEW

Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)

Scale: 3/16" = 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** SIGN FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2** SUPPORT FRAME/SUSPENSION: fabricated 1.5" square alum. support tube frame & vertical suspension tube structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; suspension tubes mechanically attached to ceiling attachment hinge plates above; ceiling attachment plates to be mechanically fastened to garage's structural ceiling elements as required w/ mech. fasteners (fabricator to field verify); support frame, suspension tubes & hinge plates to be painted all exposed surfaces with MAP paint to match P11, satin finish

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White
- P11** Mounting Hardware: paint to match PMS 429C

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

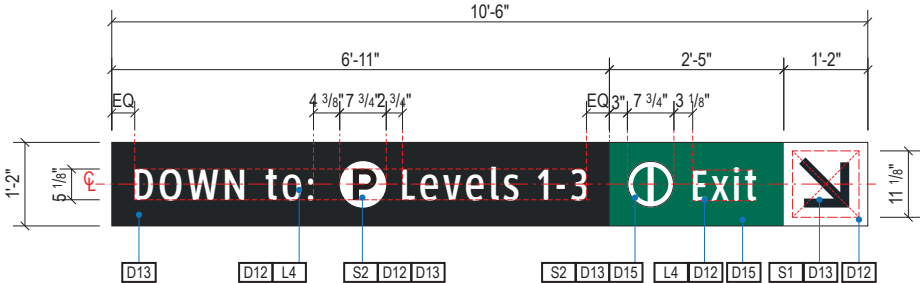
3.2 SIGN TYPES

SHEET NO:

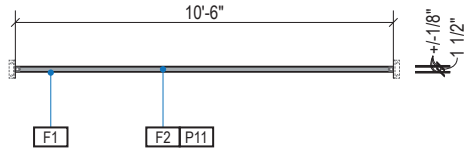
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

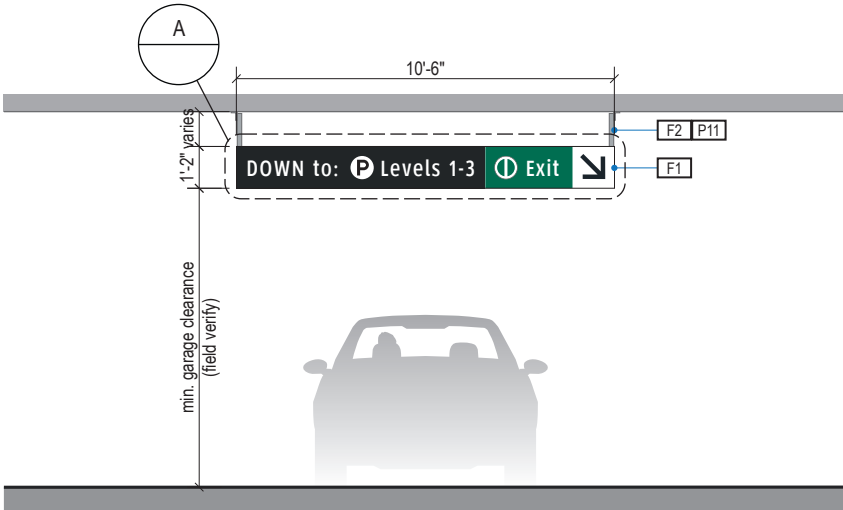
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.04	DIRECTIONAL	SUSPENDED	Vehicular suspended helix directional; 2 sides; 1 direction, 1 message



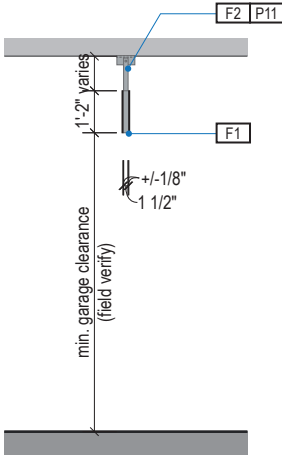
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



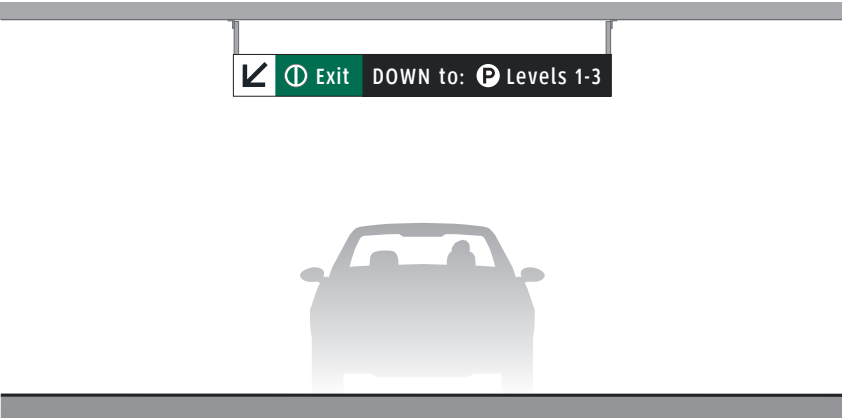
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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.
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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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2** SUPPORT FRAME/SUSPENSION: fabricated 1.5" square alum. support tube frame & vertical suspension tube structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; suspension tubes mechanically attached to ceiling attachment hinge plates above; ceiling attachment plates to be mechanically fastened to garage's structural ceiling elements as required w/ mech. fasteners (fabricator to field verify); support frame, suspension tubes & hinge plates to be painted all exposed surfaces with MAP paint to match P11, satin finish

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

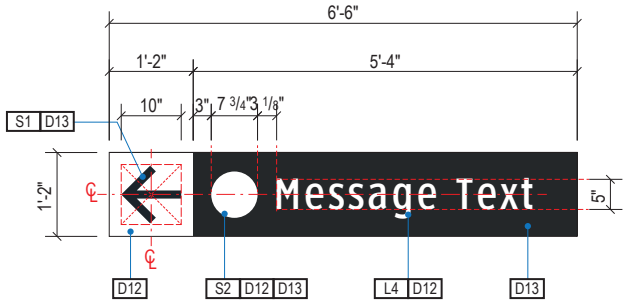
- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White

- P11** Mounting Hardware: paint to match PMS 429C

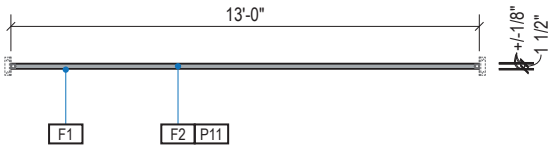
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

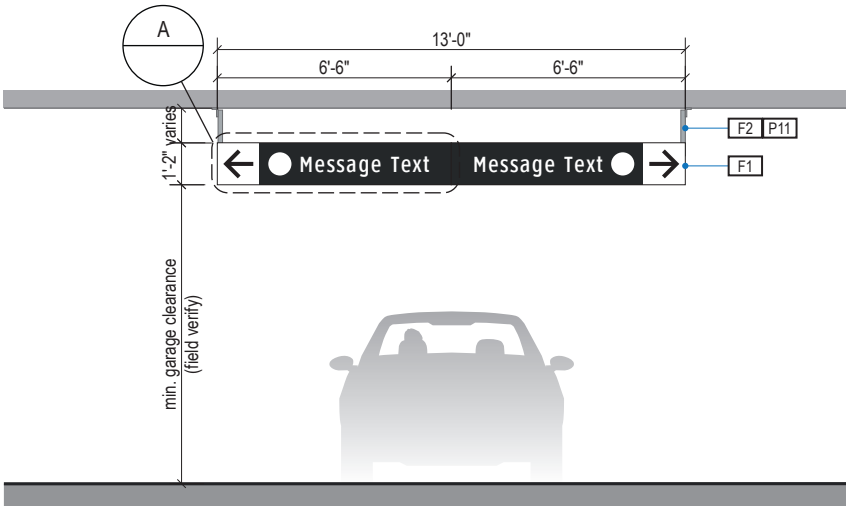
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.05	DIRECTIONAL	SUSPENDED	2-way suspended vehicular directional; 2 sides; 1 message per direction



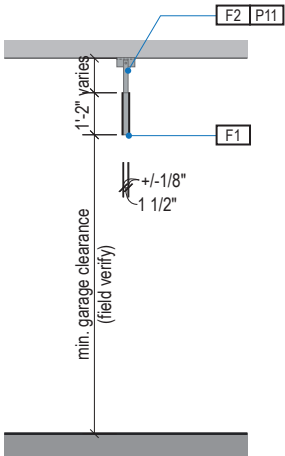
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



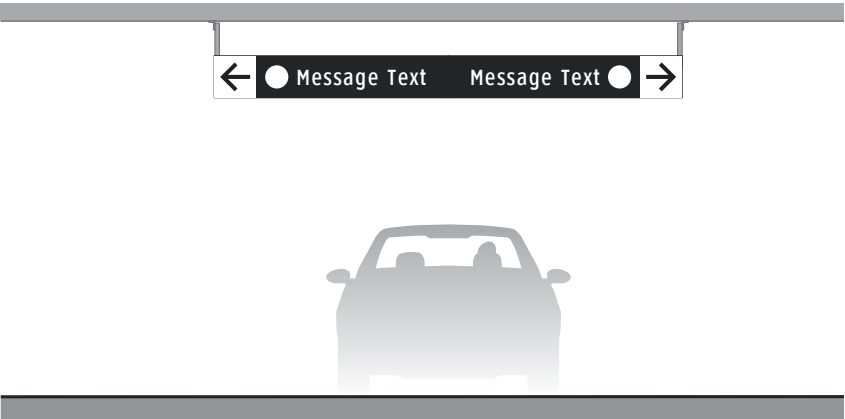
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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** SIGN FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2** SUPPORT FRAME/SUSPENSION: fabricated 1.5" square alum. support tube frame & vertical suspension tube structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; suspension tubes mechanically attached to ceiling attachment hinge plates above; ceiling attachment plates to be mechanically fastened to garage's structural ceiling elements as required w/ mech. fasteners (fabricator to field verify); support frame, suspension tubes & hinge plates to be painted all exposed surfaces with MAP paint to match P11, satin finish

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White

- P11** Mounting Hardware: paint to match PMS 429C

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

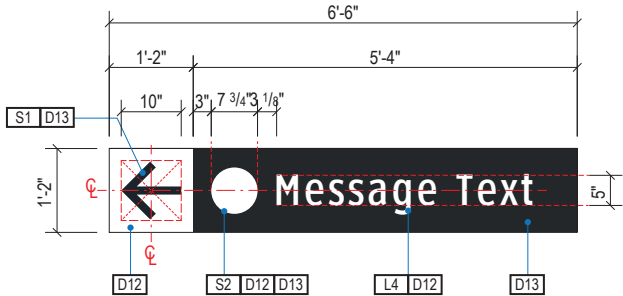
SHEET NO:



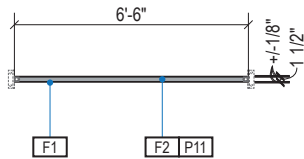
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

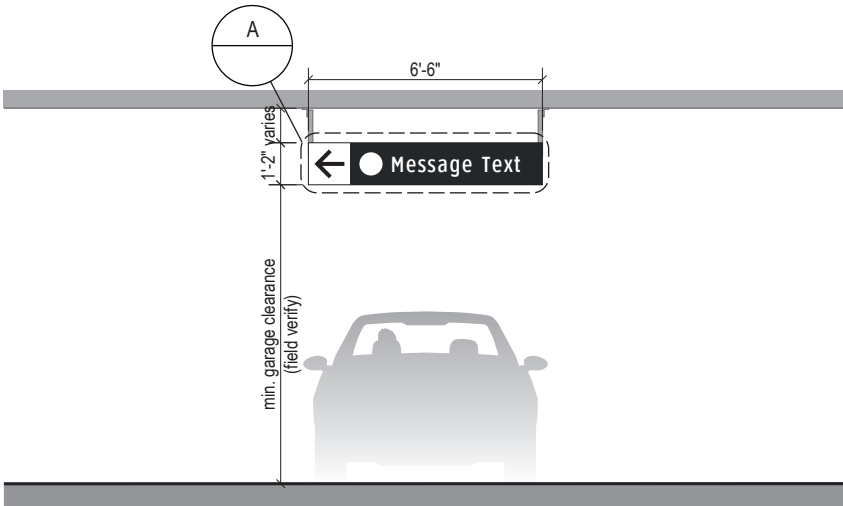
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.06	DIRECTIONAL	SUSPENDED	1-way suspended vehicular directional; 1 direction; 1 message; 1-2 sides



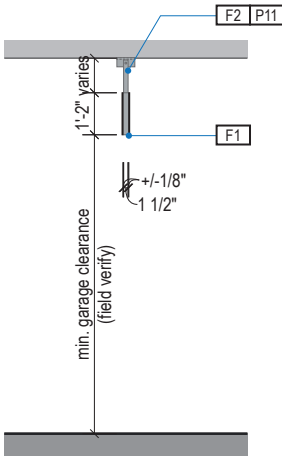
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



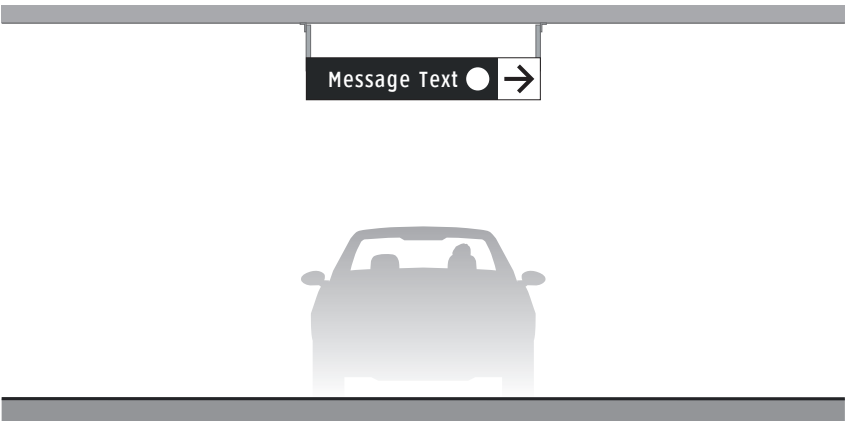
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
  - F2** SUPPORT FRAME/SUSPENSION: fabricated 1.5" square alum. support tube frame & vertical suspension tube structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; suspension tubes mechanically attached to ceiling attachment hinge plates above; ceiling attachment plates to be mechanically fastened to garage's structural ceiling elements as required w/ mech. fasteners (fabricator to field verify); support frame, suspension tubes & hinge plates to be painted all exposed surfaces with MAP paint to match P11, satin finish

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

- COLORS:
- NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)
- D12** White
  - D13** Black
  - D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
  - D15** MUTCD Legend Green: match 3M DG3 4097 Green

- Parking Garage Levels:
- D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
  - P11** Mounting Hardware: paint to match PMS 429C

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

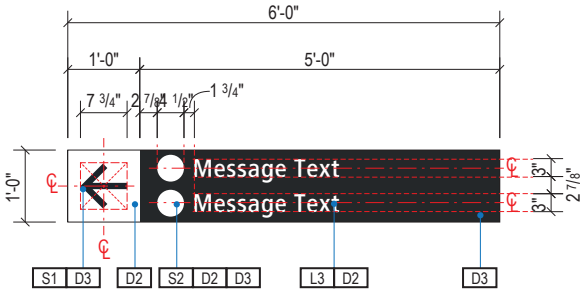
3.0 SIGN TYPES  
3.2 SIGN TYPES

SHEET NO:  
3-14

3.2 SIGN TYPES

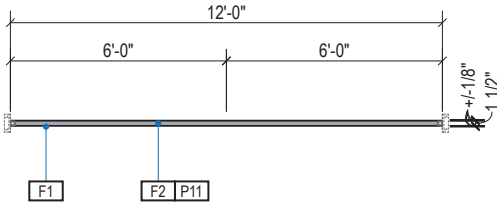
3.2.3 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-DR.10	DIRECTIONAL	SUSPENDED	2-way pedestrian suspended directional; 2 sides; 1-2 messages per direction



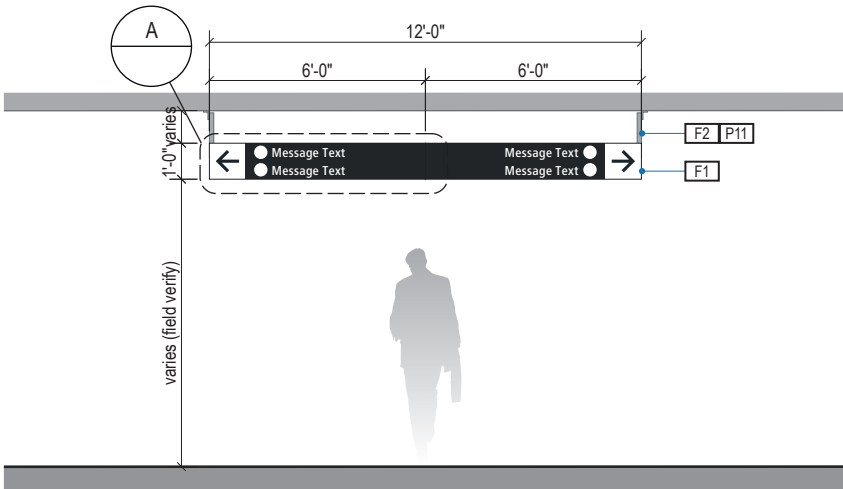
A FACE LAYOUT

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



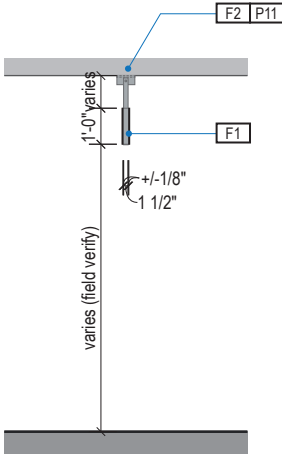
1 PLAN VIEW

Scale: 3/16" = 1'-0"



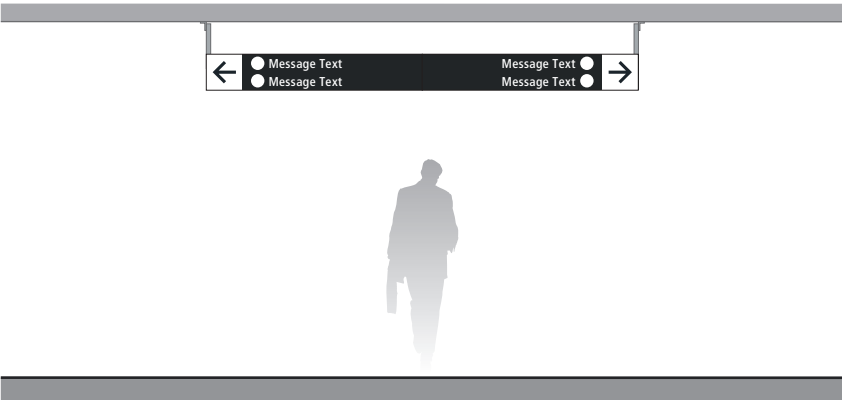
2 ELEVATION

Scale: 3/16" = 1'-0"



3 END VIEW

Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)

Scale: 3/16" = 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** SIGN FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on opaque 3M film applied to 1st surface of face panels; mount sign panel to garage ceiling as install location conditions require (field verify).
- F2** SUPPORT FRAME/SUSPENSION: fabricated 1.5" square alum. support tube frame & vertical suspension tube structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; suspension tubes mechanically attached to ceiling attachment hinge plates above; ceiling attachment plates to be mechanically fastened to garage's structural ceiling elements as required w/ mech. fasteners (fabricator to field verify); support frame, suspension tubes & hinge plates to be painted all exposed surfaces with MAP paint to match P11, satin finish

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

- 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)
- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

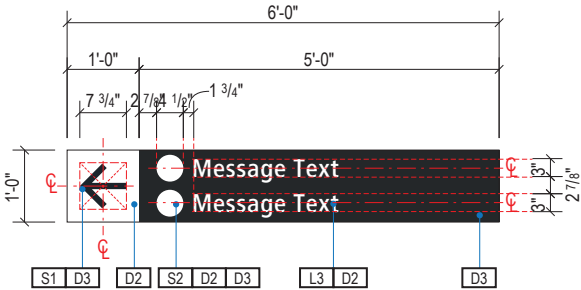
3.2 SIGN TYPES

SHEET NO:

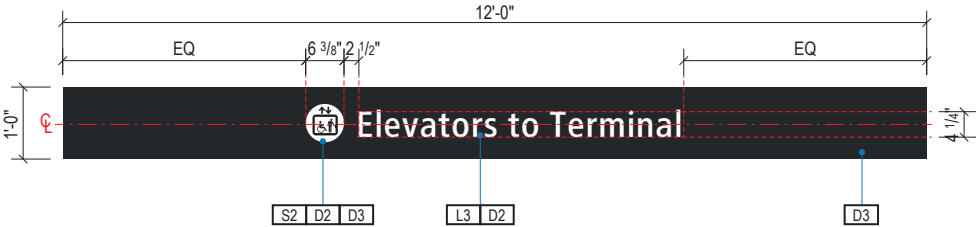
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

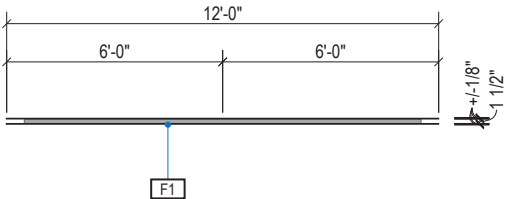
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-DR.11	DIRECTIONAL	FLUSH	Overhead pedestrian directional; 2 directions / 1-2 messages per direction; 2 sides



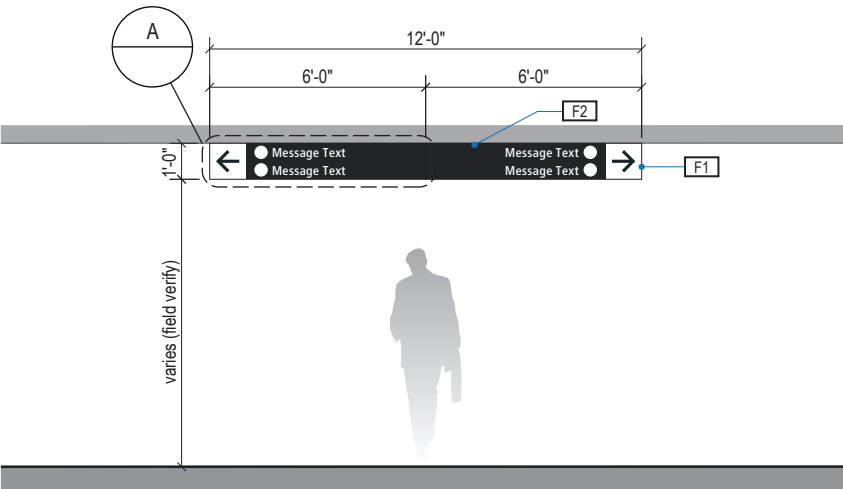
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



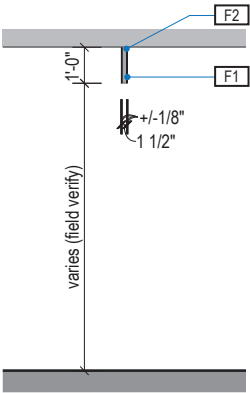
B FACE LAYOUT  
Scale: 3/8" = 1'-0"



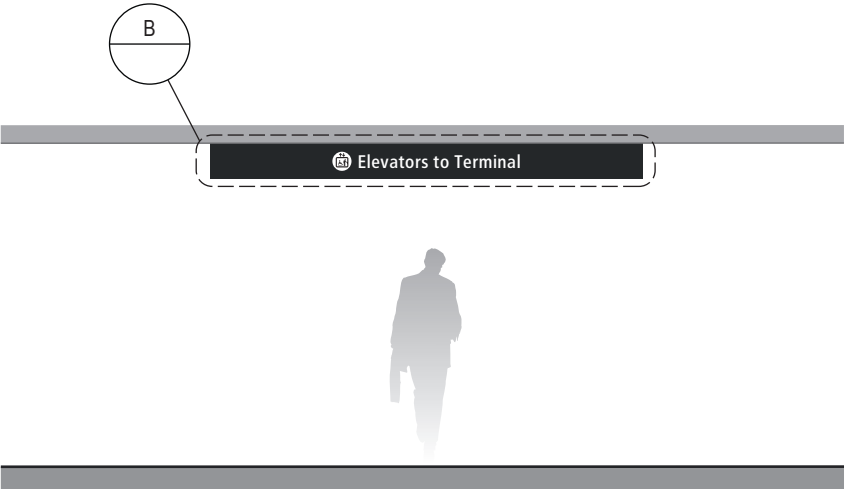
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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** SIGN FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on opaque 3M film applied to 1st surface of face panels; mount sign panel to garage ceiling as install location conditions require (field verify).
- F2** MOUNTING: mount plumb & level with hidden mechanical fastener system to garage structural elements as install location conditions require (field verify).

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

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)

- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
  - D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

### 3.2.3 DIRECTIONAL

Diagram of a beam of length 6'-0". A point load  $F_1$  is applied at the center. The right end is supported by a roller, with a vertical displacement of  $\pm 1/8"$  and a rotation of  $1/2"$ .

Diagram illustrating a pedestrian crossing with a variable message sign (VMS) and a pedestrian silhouette.

The VMS is rectangular and displays a left turn arrow and two message text areas. The sign is mounted on a post. The dimensions and labels are as follows:

- Sign Width:** 6'-0"
- Sign Height:** 1'-0"
- Mounting Post Height:** 1'-0"
- Labels:** A (pointing to the sign), F1 (pointing to the sign), and F2 (pointing to the sign).

A silhouette of a pedestrian is shown in the foreground, walking across the crossing.

Diagram illustrating a vertical wall section. A horizontal line represents the wall surface. A vertical dimension of 1'-0" is shown on the left. A horizontal dimension of 1 1/2" is shown on the right. A vertical dimension of +/- 1/8" is indicated near the bottom right corner.

**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)

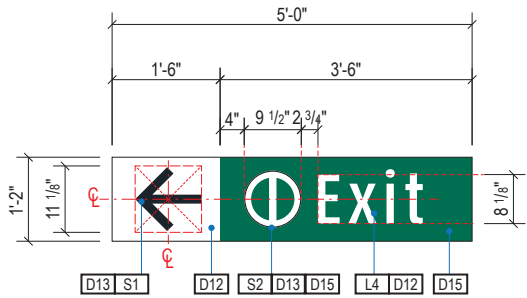
D2	White
D3	Black
D5	Header Field: match PMS 877C
Parking Garage Levels:	
D21	Level 1 - Yellow: match PMS 116C
D22	Level 2 - Orange: match PMS 1655C
D23	Level 3 - Red: match PMS 187C
D24	Level 4 - Blue: match PMS 300C
D25	Level 5 - Green: match PMS 349C
D26	Level 6 - Purple: match PMS 2597C
D27	Level 7 - Brown: match PMS 4645C
D28	Level 8 - White
P2	White: MAP N202 White
P3	Black: MAP 41-335 Black Anodic
P5	Header Field: MAP 18074
P11	Hardware: paint to match PMCS 429C
V2	White: Opaque 3M 7725-20 White
V3	Black: Opaque 3M 7725-22 Black
V5	Header Field: match 3M Translucent Silver 3630-121



3.2 SIGN TYPES

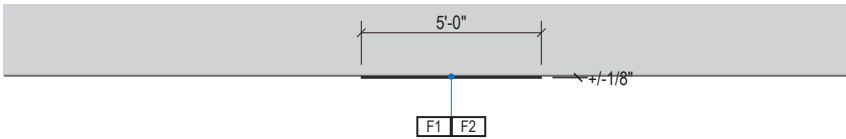
3.2.3 DIRECTIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.21	DIRECTIONAL	BEAM/SOFFIT	Vehicular beam/soffit mount Exit trailblazer; 1 direction; 1 message



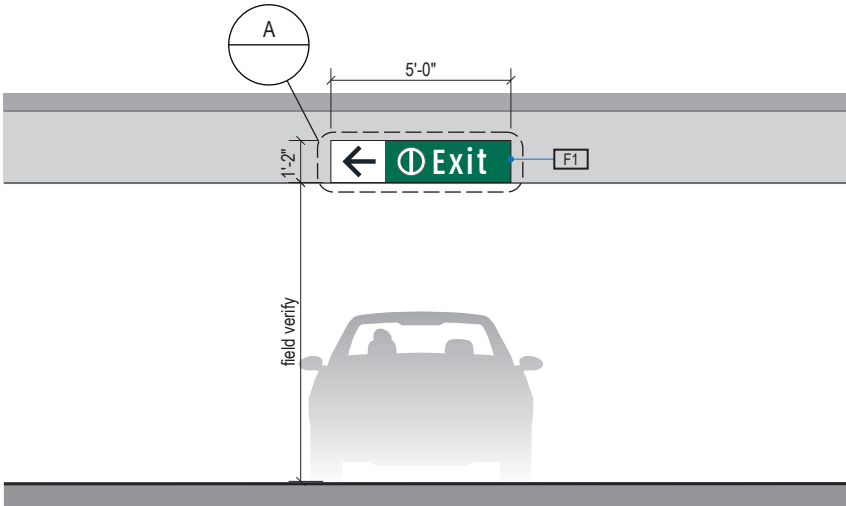
A FACE LAYOUT

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



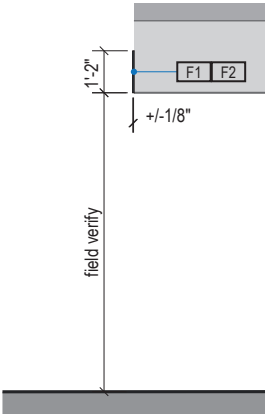
1 PLAN VIEW

Scale: 3/16" = 1'-0"



2 ELEVATION

Scale: 3/16" = 1'-0"



3 END VIEW

Scale: 3/16" = 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2 MOUNTING: mechanically fasten sign panel to wall/beam/soffit with stainless steel tamper-proof mechanical fasteners as install conditions require. Fabricator to use proper connection gaskets/seals/etc. to eliminate corrosion from mounting surface and weather conditions as install location conditions require (field verify).

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4 Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5 Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols
- B1 White Border: 1" border, full-bleed to edge
- B3 Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12 White
- D13 Black
- D14 MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15 MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21 Level 1 - Yellow: match PMS 116C
- D22 Level 2 - Orange: match PMS 1655C
- D23 Level 3 - Red: match PMS 187C
- D24 Level 4 - Blue: match PMS 300C
- D25 Level 5 - Green: match PMS 349C
- D26 Level 6 - Purple: match PMS 2597C
- D27 Level 7 - Brown: match PMS 4645C
- D28 Level 8 - White

- P11 Mounting Hardware: paint to match PMS 429C

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

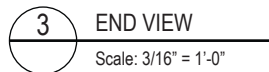
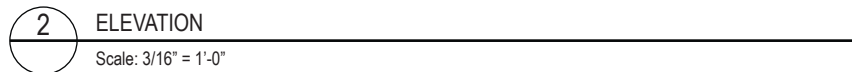
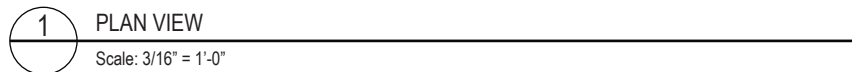
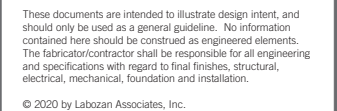
### 3.2.3 DIRECTIONAL

**A** FACE LAYOUT  
Scale:  $\frac{3}{8}" = 1'-0"$

**Parking Garage Levels:**

<b>D21</b>	Level 1 - Yellow: match PMS 116C
<b>D22</b>	Level 2 - Orange: match PMS 1655C
<b>D23</b>	Level 3 - Red: match PMS 187C
<b>D24</b>	Level 4 - Blue: match PMS 300C
<b>D25</b>	Level 5 - Green: match PMS 349C
<b>D26</b>	Level 6 - Purple: match PMS 2597C
<b>D27</b>	Level 7 - Brown: match PMS 4645C
<b>D28</b>	Level 8 - White

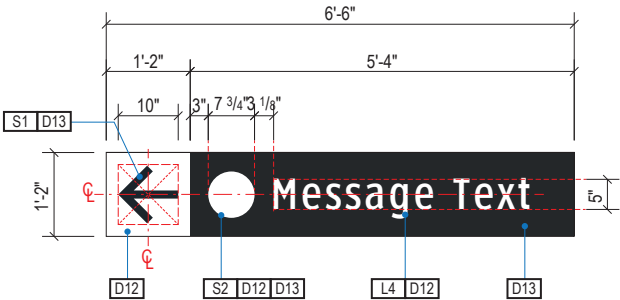
**P11** Mounting Hardware: paint to match PMS 4290C



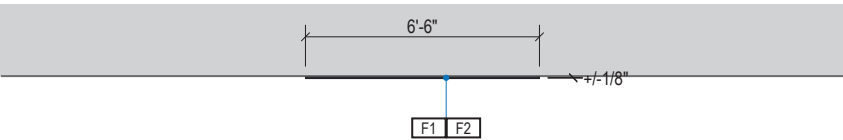
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

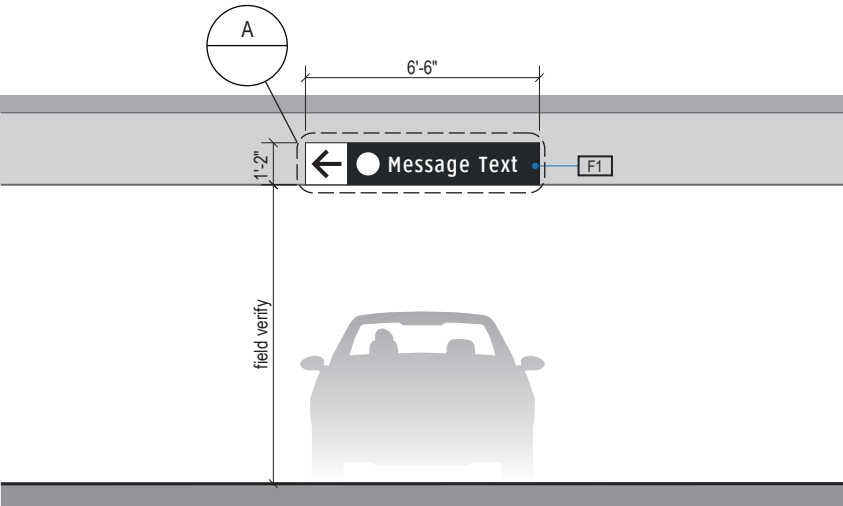
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.26	DIRECTIONAL	BEAM/SOFFIT	1-way beam/soffit mount vehicular directional; 1 message



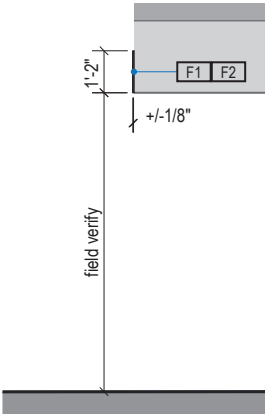
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2** MOUNTING: mechanically fasten sign panel to wall/beam/soffit with stainless steel tamper-proof mechanical fasteners as install conditions require. Fabricator to use proper connection gaskets/seals/etc. to eliminate corrosion from mounting surface and weather conditions as install location conditions require (field verify).

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White

- P11** Mounting Hardware: paint to match PMS 429C

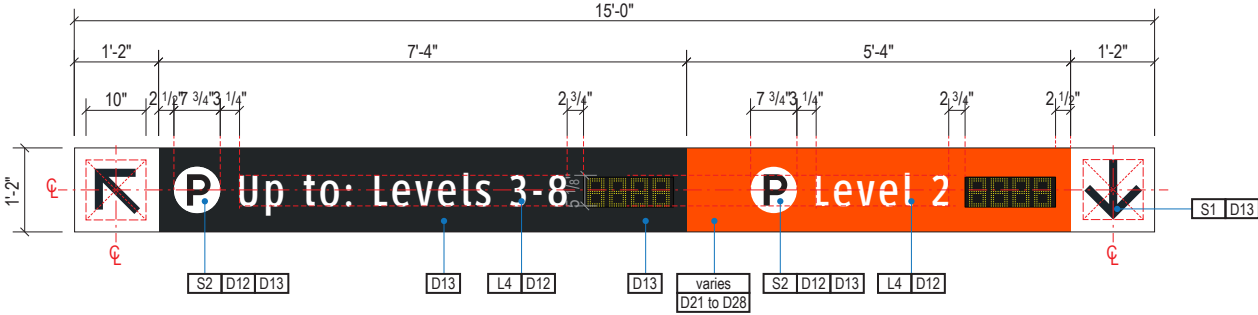
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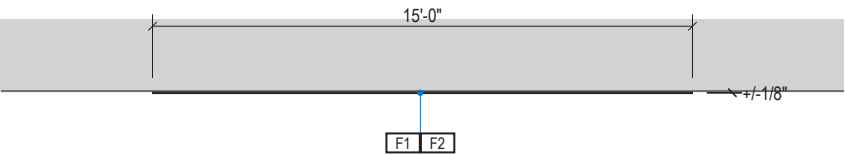
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

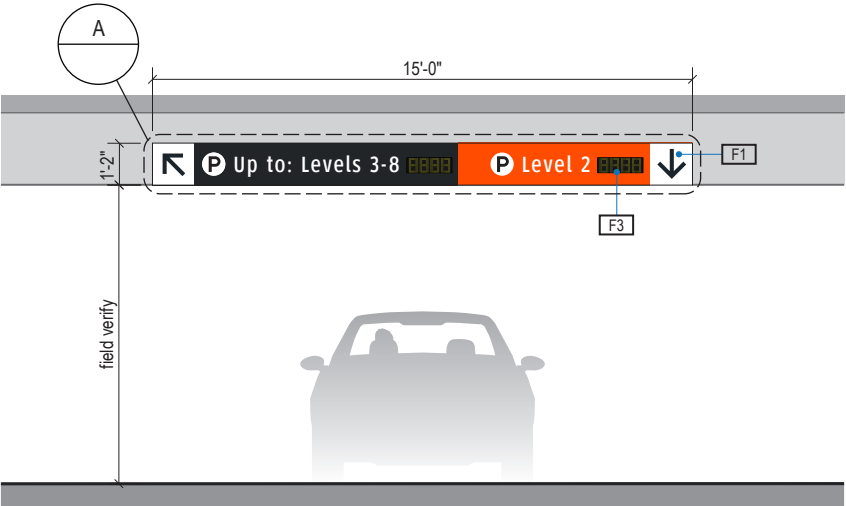
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE / DIGITAL	3-DR.29	DIRECTIONAL	BEAM/SOFFIT	2-way beam/soffit mount vehicular directional w/ digital space count; 1 message per direction



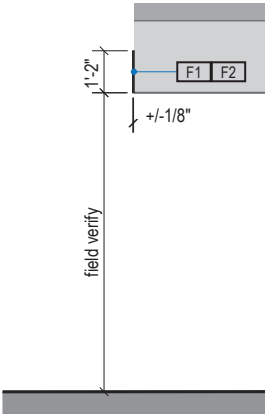
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 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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  - 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
  - F2 MOUNTING: mechanically fasten sign panel to wall/beam/soffit with stainless steel tamper-proof mechanical fasteners as install conditions require. Fabricator to use proper connection gaskets/seals/etc. to eliminate corrosion from mounting surface and weather conditions as install location conditions require (field verify).
  - F3 DIGITAL UNIT: Digital space count unit by others.

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

- COLORS:
- NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)
- D12 White
  - D13 Black
  - D14 MUTCD Legend Blue: match 3M DG3 4095 Blue
  - D15 MUTCD Legend Green: match 3M DG3 4097 Green

- Parking Garage Levels:
- D21 Level 1 - Yellow: match PMS 116C
  - D22 Level 2 - Orange: match PMS 1655C
  - D23 Level 3 - Red: match PMS 187C
  - D24 Level 4 - Blue: match PMS 300C
  - D25 Level 5 - Green: match PMS 349C
  - D26 Level 6 - Purple: match PMS 2597C
  - D27 Level 7 - Brown: match PMS 4645C
  - D28 Level 8 - White
  - P11 Mounting Hardware: paint to match PMS 429C

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

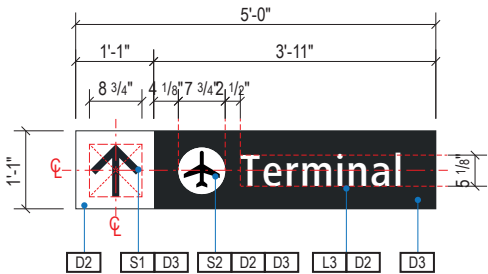
3-21



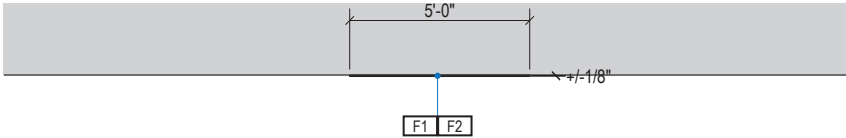
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

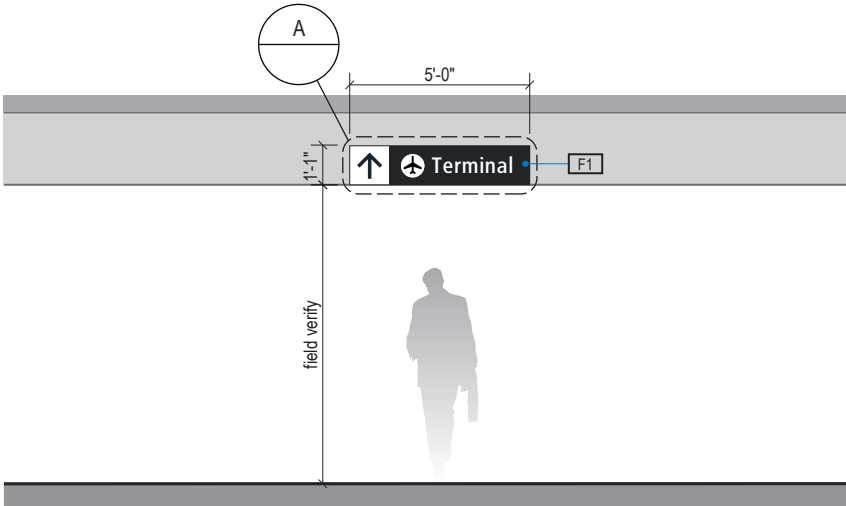
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.31	DIRECTIONAL	BEAM / SOFFIT	Pedestrian beam/soffit mount terminal trailblazer; 1 direction / 1 message



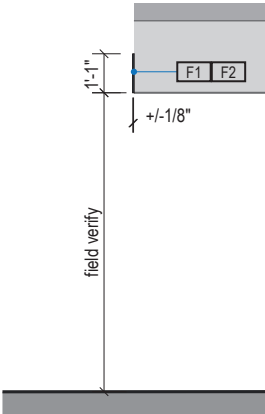
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 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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  - 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.
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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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2 MOUNTING: mechanically fasten sign panel to wall/beam/soffit with stainless steel tamper-proof mechanical fasteners as install conditions require. Fabricator to use proper connection gaskets/seals/etc. to eliminate corrosion from mounting surface and weather conditions as install location conditions require (field verify).

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- L3 Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

- 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)
- D2 White
- D3 Black
- D5 Header Field: match PMS 877C
- Parking Garage Levels:
- D21 Level 1 - Yellow: match PMS 116C
- D22 Level 2 - Orange: match PMS 1655C
- D23 Level 3 - Red: match PMS 187C
- D24 Level 4 - Blue: match PMS 300C
- D25 Level 5 - Green: match PMS 349C
- D26 Level 6 - Purple: match PMS 2597C
- D27 Level 7 - Brown: match PMS 4645C
- D28 Level 8 - White
- P2 White: MAP N202 White
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP 18074
- P11 Hardware: paint to match PMCS 429C
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: match 3M Translucent Silver 3630-121

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

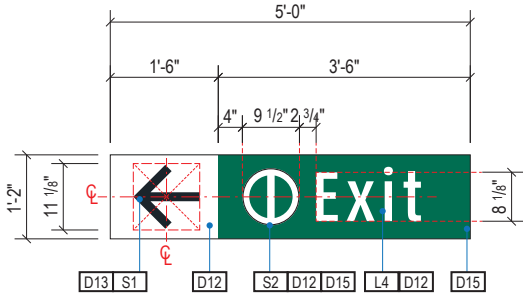
3.0 SIGN TYPES

3.2 SIGN TYPES

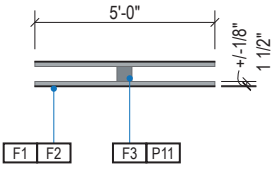
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

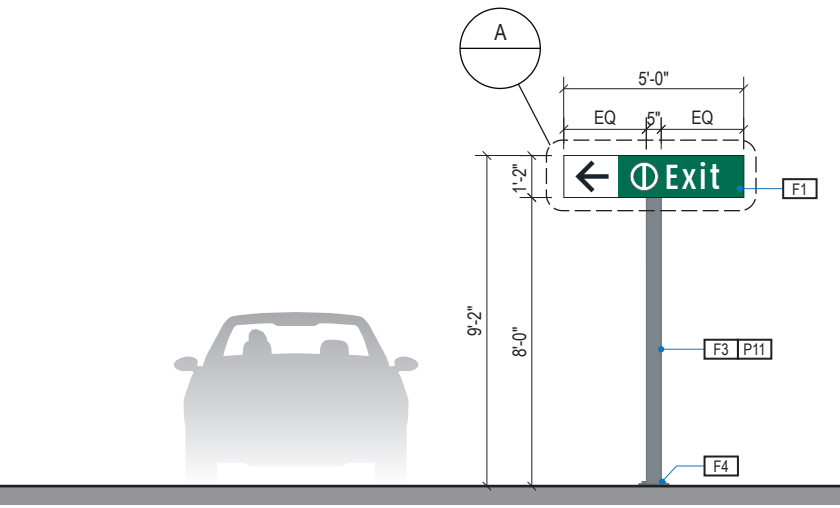
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.51	DIRECTIONAL	POST	Vehicular roadside/roof level exit trailblazer; 1 direction; 1 message



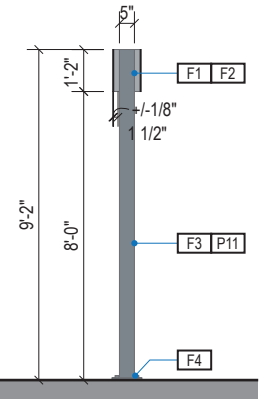
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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 FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels.
- F2** MAIN SUPPORT FRAME UNIT: fabricated structural alum. channel box with internal support as req'd; all seams welded, filled and ground smooth to give uniform appearance; paint all exposed surfaces with MAP paint, satin finish
- F3** SUPPORT POST & ATTACHMENT PLATE: structural square alum. post with alum. top cap & structural bottom ground attachment plate, all seams welded, filled and ground smooth to give uniform appearance; paint all exposed surfaces with MAP paint to match P11, satin finish.
- F4** MOUNTING: mount vertical support/attachment unit plumb & level with non-corroding mechanical fasteners thru bottom plate to floor/ground as install location conditions require (field verify); use gasket/coating as required to eliminate corrosion at floor/ground and support post attachment plate contact point.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White
- P11** Mounting Hardware: paint to match PMS 429C



17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724  
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



NO.	DATE	PAGE REVISION
1	2/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

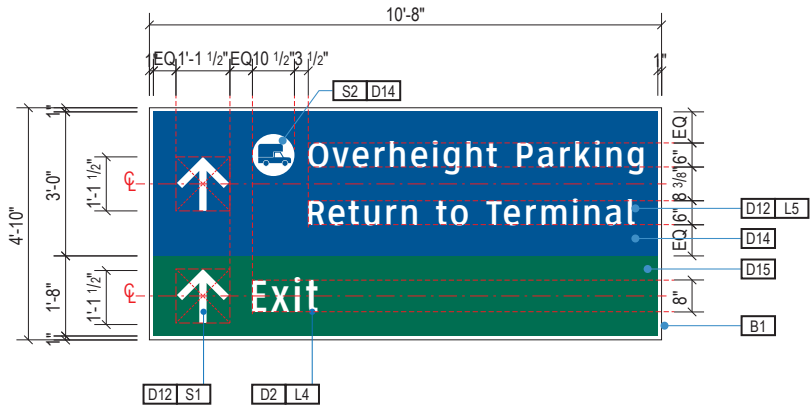
3.0 SIGN TYPES  
3.2 SIGN TYPES

SHEET NO:

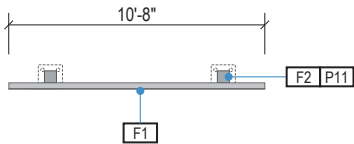
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

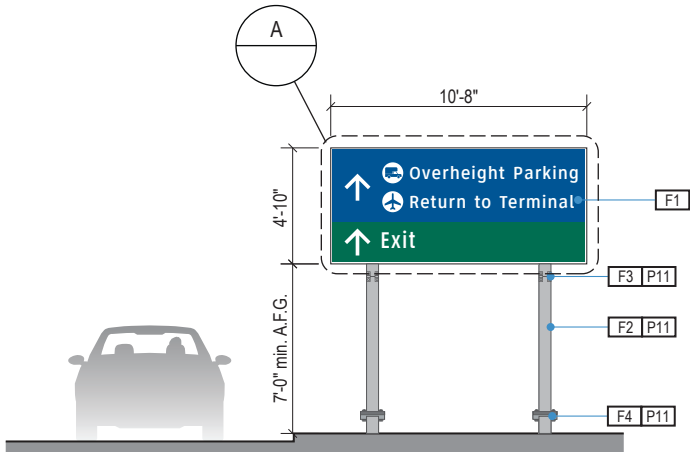
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.55	DIRECTIONAL	POST	Vehicular roadside directional; 2 directions; 1-2 messages per direction



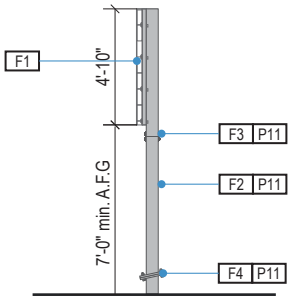
A FACE LAYOUT  
Scale: 1/4" = 1'-0"



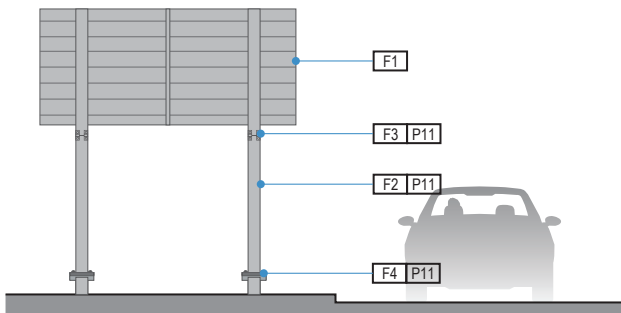
1 PLAN VIEW  
Scale: 1/8" = 1'-0"



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.
- 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 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:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White
- P11** Mounting Hardware: paint to match PMS 429C

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

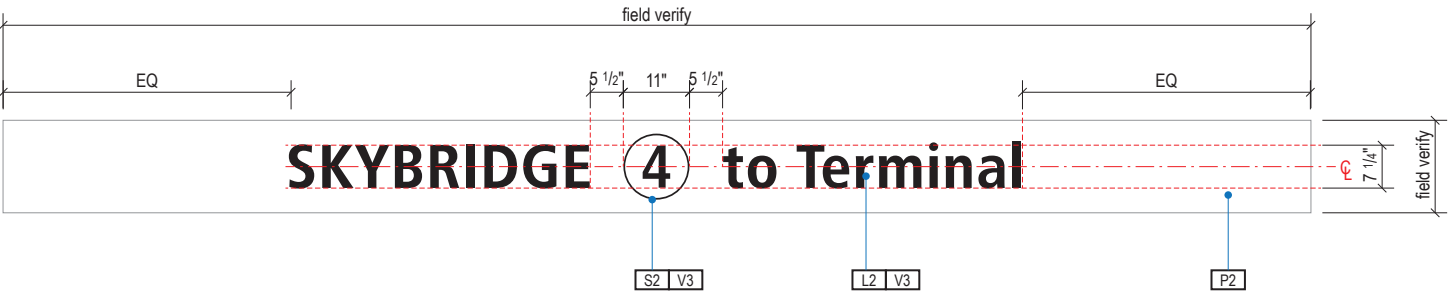
3.0 SIGN TYPES

3.2 SIGN TYPES

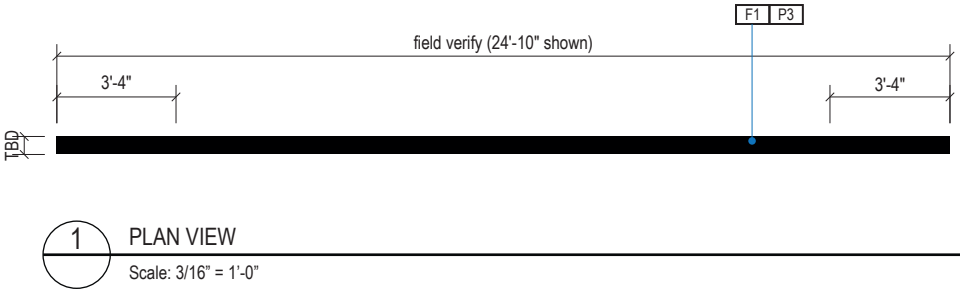
SHEET NO:

3.2 SIGN TYPES | 3.2.3 DIRECTIONAL

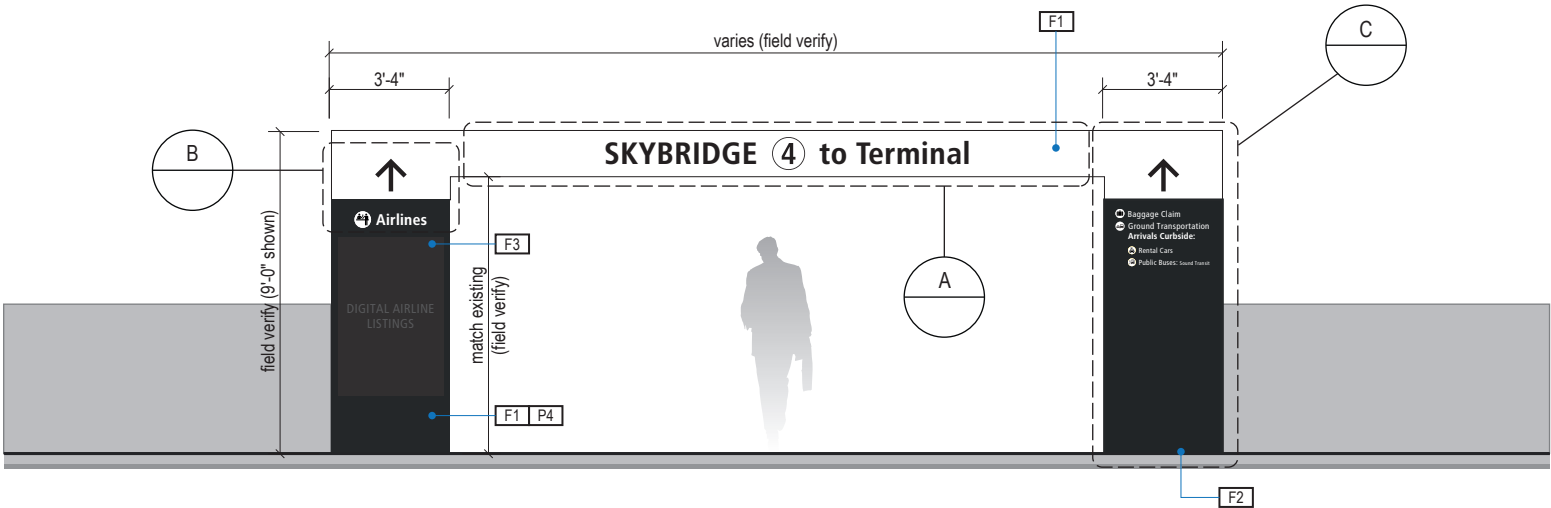
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-ID.61	IDENTIFICATION	FLOOR	Skybridge Portal ID



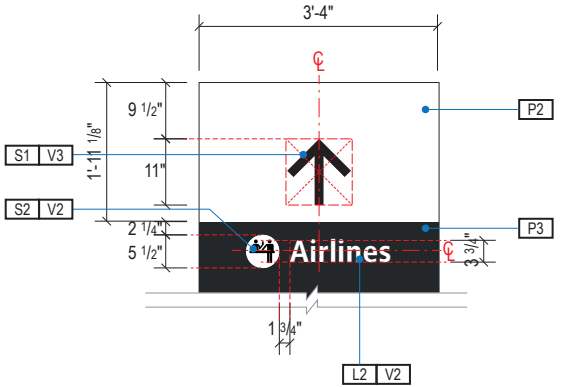
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



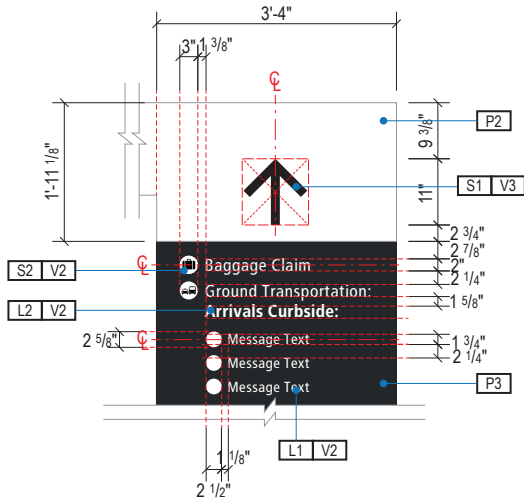
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



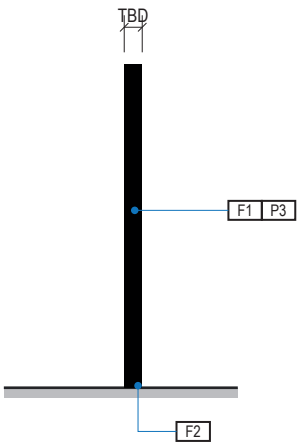
2 ELEVATION  
Scale: 3/16" = 1'-0"



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



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



3 END VIEW  
Scale: 3/16" = 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 SKYBRIDGE PORTAL: aluminum angle frame box skinned with .060 alum. cladding, all seams welded, filled and ground smooth to give uniform appearance; paint all exposed surfaces with Matthews acrylic polyurethane (MAP), satin finish; electronic cut opaque 3M film graphics applied 1st surface. Side units and center span to appear as one uniform structure where possible. Field verify each location to determine dimensions and sizing.
- F2 MOUNTING: mount to garage floor and existing skybridge structure as location conditions require; paint all exposed surfaces with Matthews acrylic polyurethane (MAP), satin finish. Each location to be field verified.
- F3 DIGITAL INFORMATIONAL DISPLAY: LED monitor by others. Embed into sign cabinet and install per manufacturer recommendations. Field verify; further coordination with SEA required to determine sizing, software and display requirements.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

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)

- D2 White
- D3 Black
- D5 Header Field: match Translucent Silver 3M 3630-121
- D6 Blue Train Line: match PMS 3015C
- D7 Yellow Train Line: match PMS 123C
- D8 Green Train Line: match PMS 364C
- P1 Frame/Hardware: MAP MP18074 Sparkle Silver
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP MP18074 Sparkle Silver
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: 3M 3630-121Translucent Silver

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES  
3.2 SIGN TYPES

SHEET NO:

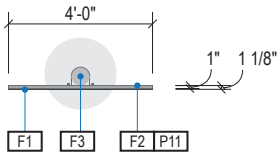
3-25



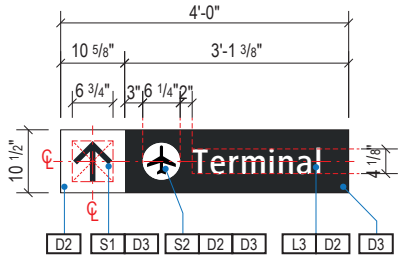
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

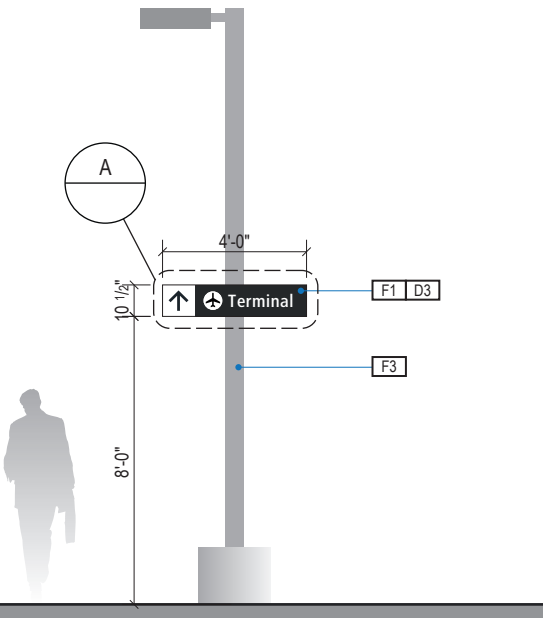
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.71	DIRECTIONAL	POLE	Pedestrian pole mount terminal trailblazer; 1 direction; 1 message



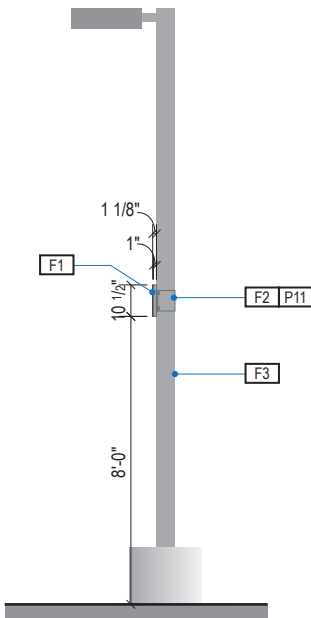
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



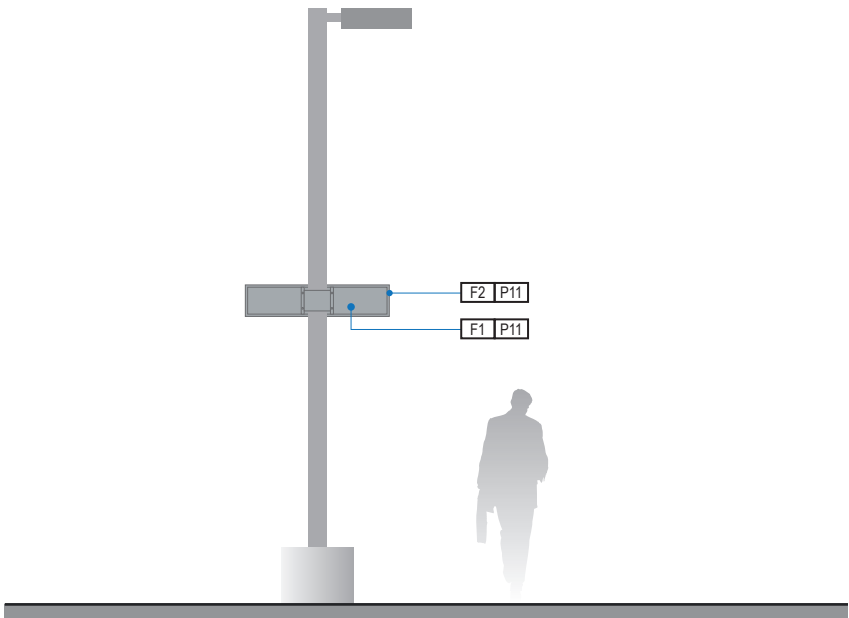
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 1'-0"

GENERAL NOTES

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DESIGN INTENT NOTES

- F1** SIGN FACE PANELS: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels
- F2** SUPPORT FRAME/POST ATTACHMENT: fabricated 1" square alum. support tube frame structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; support frame mechanically attached to light post attachment band; attachment band to be mechanically fastened to light post as required w/ mech. fasteners (fabricator to field verify); support frame & attachment bands to be painted all exposed surfaces with MAP paint to match P11, satin finish
- F3** LIGHT POST: existing light post at existing garage roof and parking lot areas; fabricator to field verify light post conditions and engineer sign attachment to light posts as install locations require

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

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)

- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
  - D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

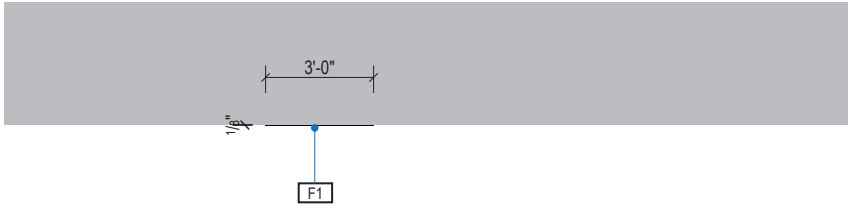
3.2 SIGN TYPES

SHEET NO:

3.2 SIGN TYPES

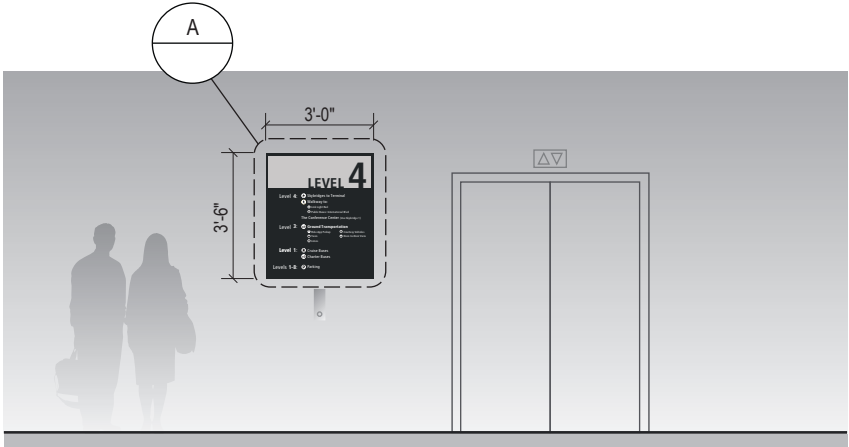
3.2.4 INFORMATIONAL

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-IN.21	INFORMATIONAL	WALL	Wall Mount Garage Level Informational



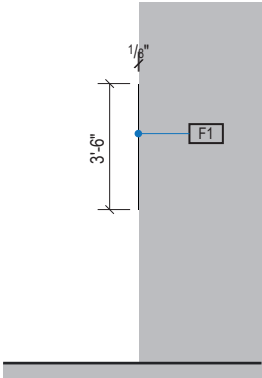
1 PLAN VIEW

Scale: 3/16" = 1'-0"



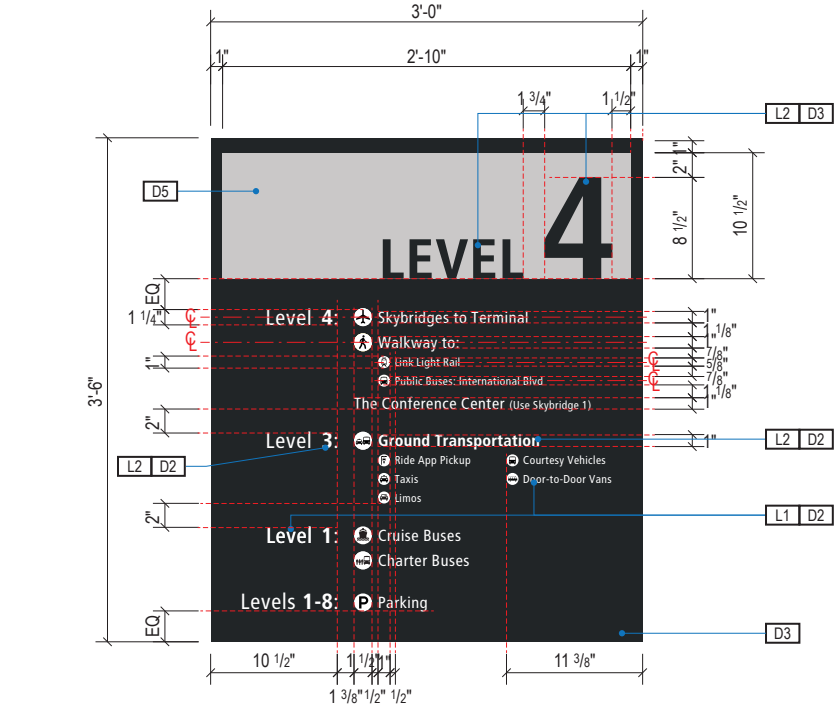
2 ELEVATION

Scale: 3/16" = 1'-0"



3 END VIEW

Scale: 3/16" = 1'-0"



A FACE LAYOUT

Scale: 3/4" = 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 SIGN FACE PANEL: 1/8" thick alum. sign face panels; mechanically fasten sign panels to garage beam/wall/soffit with stainless steel tamper-proof screws as install location conditions require, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- L3 Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

- 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)
- D2 White
- D3 Black
- D5 Header Field: match PMS 877C
- Parking Garage Levels:
- D21 Level 1 - Yellow: match PMS 116C
- D22 Level 2 - Orange: match PMS 1655C
- D23 Level 3 - Red: match PMS 187C
- D24 Level 4 - Blue: match PMS 300C
- D25 Level 5 - Green: match PMS 349C
- D26 Level 6 - Purple: match PMS 2597C
- D27 Level 7 - Brown: match PMS 4645C
- D28 Level 8 - White
- P2 White: MAP N202 White
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP 18074
- P11 Hardware: paint to match PMCS 429C
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: match 3M Translucent Silver 3630-121

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

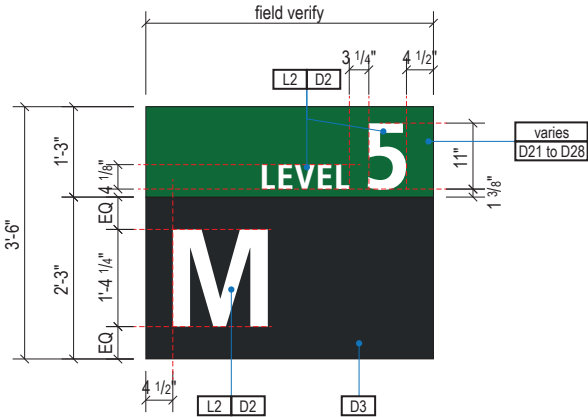
SHEET NO:

3-27

3.2 SIGN TYPES

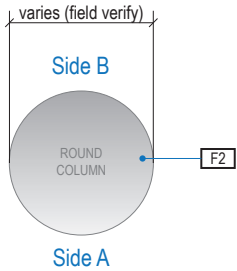
3.2.5 IDENTIFICATION

ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.51	IDENTIFICATION	COLUMN	Round column wrap level / row ID



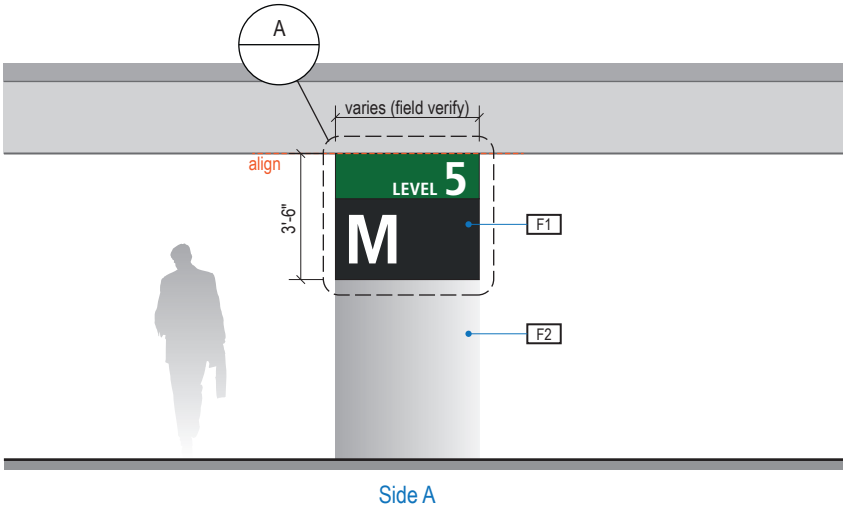
A FACE LAYOUT

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



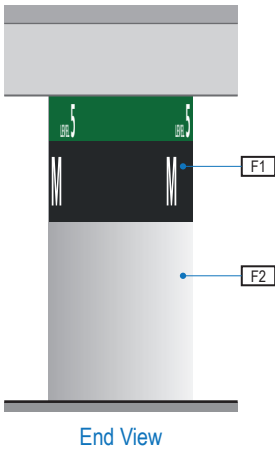
1 PLAN VIEW

Scale: 3/16" = 1'-0"



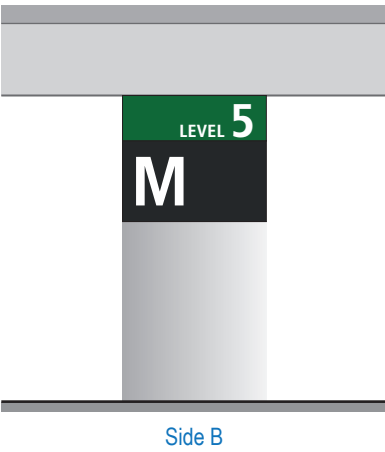
2 ELEVATION

Scale: 3/16" = 1'-0"



3 END VIEW

Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)

Scale: 3/16" = 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 SIGN FACE PANELS: Direct applied digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film.
- F2 COLUMNS: existing vertical column; fabricator to field verify column conditions and dimensions.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- L3 Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

- 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)
- D2 White
- D3 Black
- D5 Header Field: match PMS 877C
- Parking Garage Levels:
- D21 Level 1 - Yellow: match PMS 116C
- D22 Level 2 - Orange: match PMS 1655C
- D23 Level 3 - Red: match PMS 187C
- D24 Level 4 - Blue: match PMS 300C
- D25 Level 5 - Green: match PMS 349C
- D26 Level 6 - Purple: match PMS 2597C
- D27 Level 7 - Brown: match PMS 4645C
- D28 Level 8 - White
- P2 White: MAP N202 White
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP 18074
- P11 Hardware: paint to match PMCS 429C
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: match 3M Translucent Silver 3630-121

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

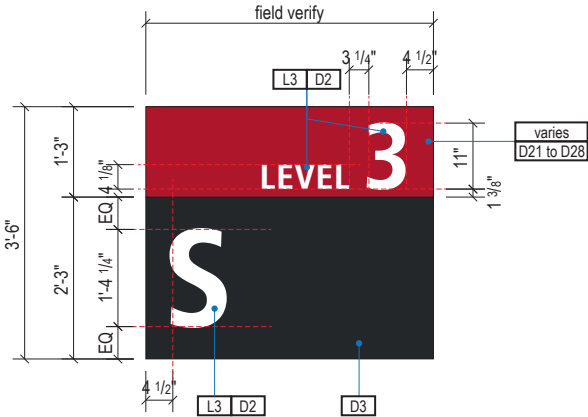
3.2 SIGN TYPES

SHEET NO:

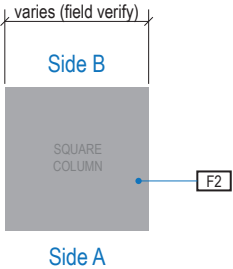
3-28

3.2 SIGN TYPES | 3.2.5 IDENTIFICATION

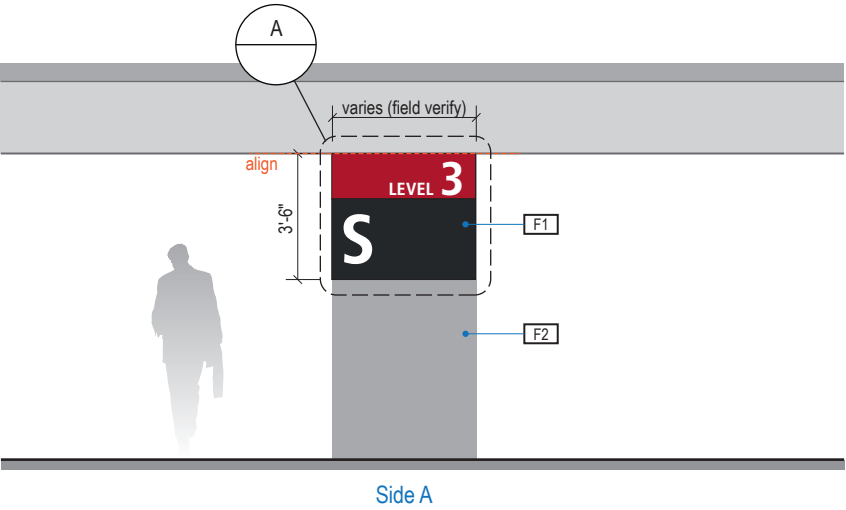
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.52	DIRECTIONAL	COLUMN	Square column level / row ID



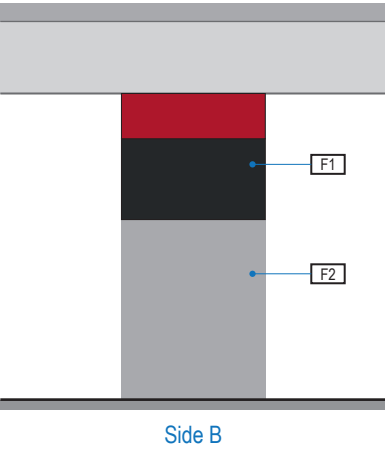
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



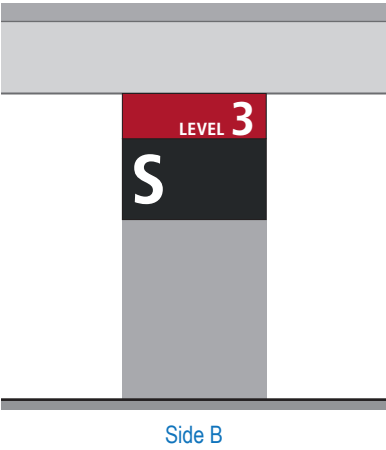
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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 FACE PANELS: Direct applied digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film.
  - F2 COLUMNS: existing vertical column; fabricator to field verify column conditions and dimensions.

- LETTERING (TYPEFACES) / SYMBOLS / ARROWS:
- L1 Wayfinding Typeface: TransitBackNeg-Normal
  - L2 Supplemental Typeface: TransitBackNeg-Bold
  - L3 Non-Illuminated Ovhl. Dir. Typeface: TransitFrontNeg-Normal
  - S1 Arrow(s): use only official SEA wayfinding arrows
  - S2 Universal Symbols: use only official SEA wayfinding symbols

- 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)
- D2 White
  - D3 Black
  - D5 Header Field: match PMS 877C
- Parking Garage Levels:
- D21 Level 1 - Yellow: match PMS 116C
  - D22 Level 2 - Orange: match PMS 1655C
  - D23 Level 3 - Red: match PMS 187C
  - D24 Level 4 - Blue: match PMS 300C
  - D25 Level 5 - Green: match PMS 349C
  - D26 Level 6 - Purple: match PMS 2597C
  - D27 Level 7 - Brown: match PMS 4645C
  - D28 Level 8 - White
- P2 White: MAP N202 White
  - P3 Black: MAP 41-335 Black Anodic
  - P5 Header Field: MAP 18074
  - P11 Hardware: paint to match PMCS 429C
  - V2 White: Opaque 3M 7725-20 White
  - V3 Black: Opaque 3M 7725-22 Black
  - V5 Header Field: match 3M Translucent Silver 3630-121

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

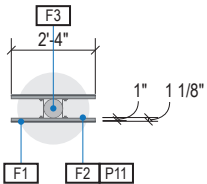
SHEET NO:

3-29

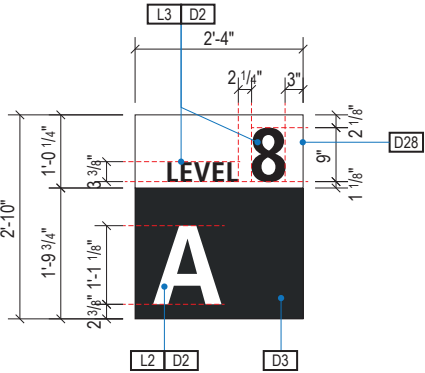
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

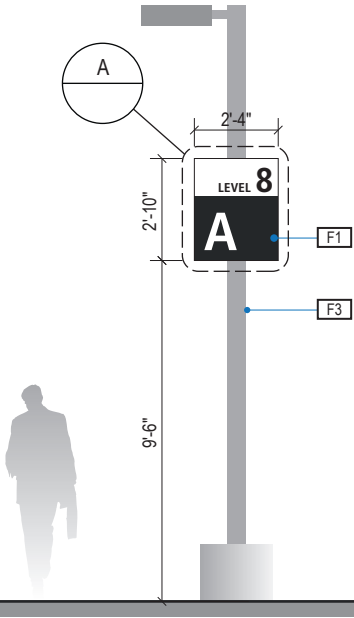
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.55	IDENTIFICATION	POST	Post mount level / row ID



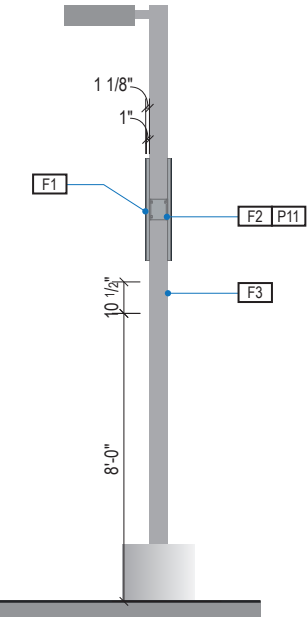
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



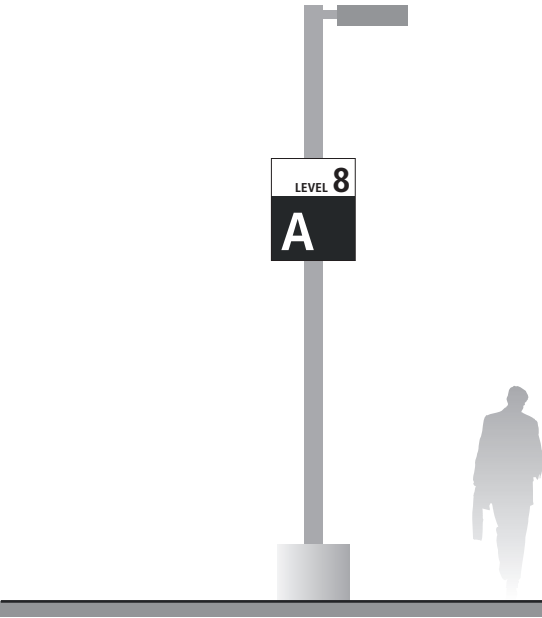
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



2 ELEVATION  
Scale: 3/16" = 1'-0"



3 END VIEW  
Scale: 3/16" = 1'-0"



4 ELEVATION (OPPOSITE SIDE)  
Scale: 3/16" = 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 FACE PANELS: 1/8" thick alum. sign face panels; mechanically fasten sign panels to support tube structure with stainless steel tamper-proof screws, paint heads to match sign face; digitally printed full-bleed color graphics on 3M Reflective DG3 4090 White film applied to 1st surface of face panels
- F2** SUPPORT FRAME/POST ATTACHMENT: fabricated 1" square alum. support tube frame structure; all exposed support frame tube ends to be capped with alum.; all welds on frame/caps to be filled & ground smooth for uniform appearance; support frame mechanically attached to light post attachment band; attachment band to be mechanically fastened to light post as required w/ mech. fasteners (fabricator to field verify); support frame & attachment bands to be painted all exposed surfaces with MAP paint to match P11, satin finish
- F3** LIGHT POST: existing light post at existing garage roof and parking lot areas; fabricator to field verify light post conditions and engineer sign attachment to light posts as install locations require

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Wayfinding Typeface: TransitBackNeg-Normal
- L2** Supplemental Typeface: TransitBackNeg-Bold
- L3** Non-Illuminated Ovhd. Dir. Typeface: TransitFrontNeg-Normal
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

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)

- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
  - D21** Level 1 - Yellow: match PMS 116C
  - D22** Level 2 - Orange: match PMS 1655C
  - D23** Level 3 - Red: match PMS 187C
  - D24** Level 4 - Blue: match PMS 300C
  - D25** Level 5 - Green: match PMS 349C
  - D26** Level 6 - Purple: match PMS 2597C
  - D27** Level 7 - Brown: match PMS 4645C
  - D28** Level 8 - White
- P2** White: MAP N202 White
- P3** Black: MAP 41-335 Black Anodic
- P5** Header Field: MAP 18074
- P11** Hardware: paint to match PMCS 429C
- V2** White: Opaque 3M 7725-20 White
- V3** Black: Opaque 3M 7725-22 Black
- V5** Header Field: match 3M Translucent Silver 3630-121

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

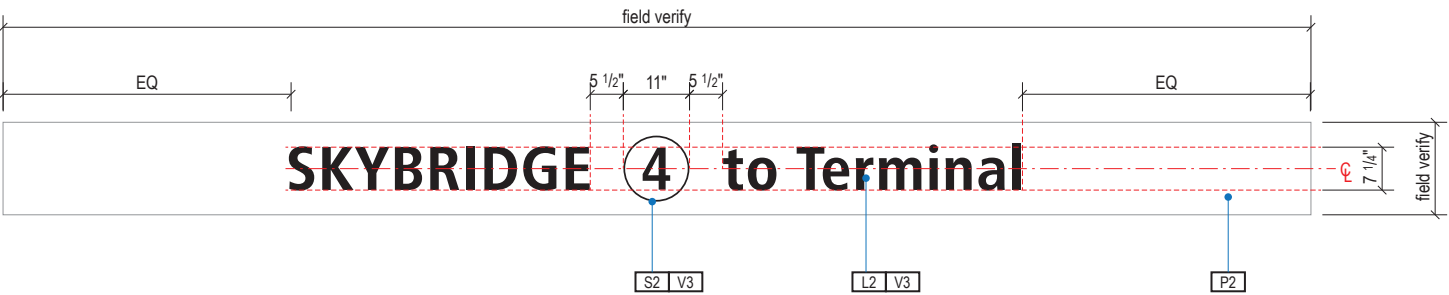
SHEET NO:



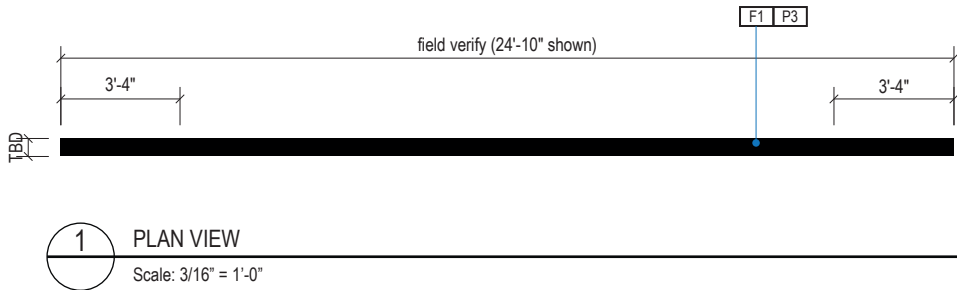
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

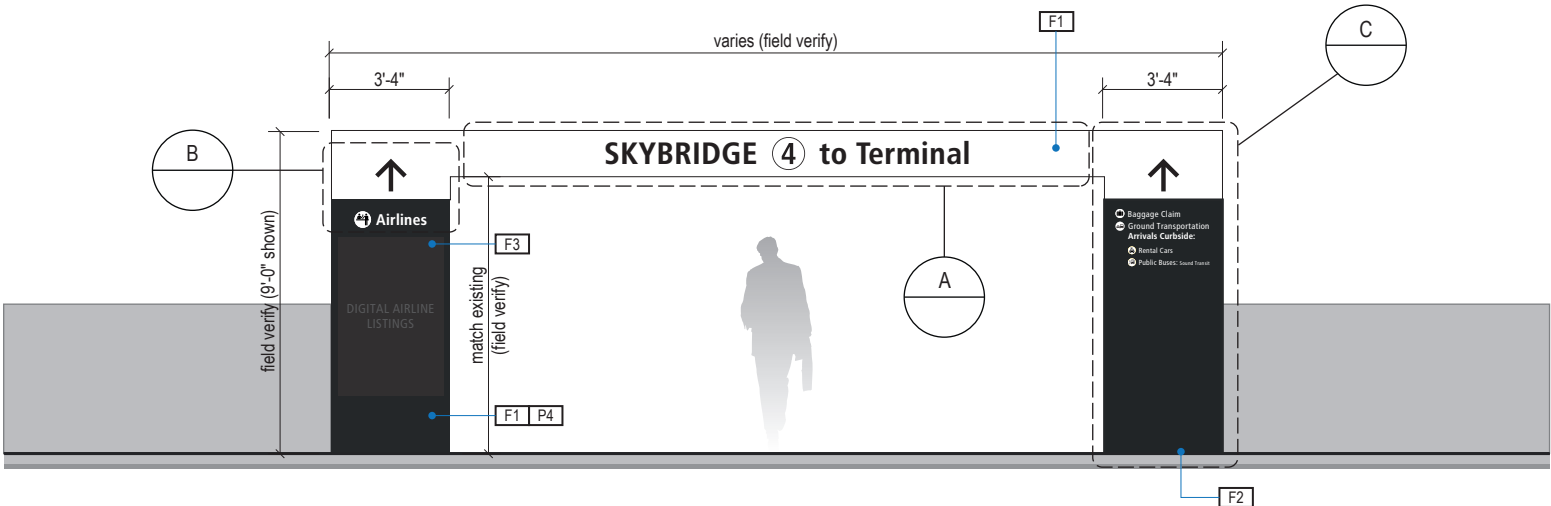
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-ID.61	IDENTIFICATION	FLOOR	Skybridge Portal ID



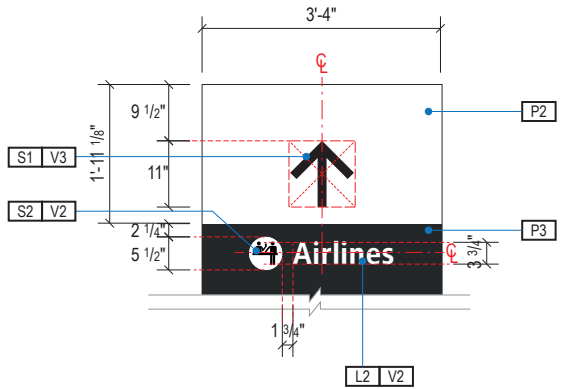
A FACE LAYOUT  
Scale: 3/8" = 1'-0"



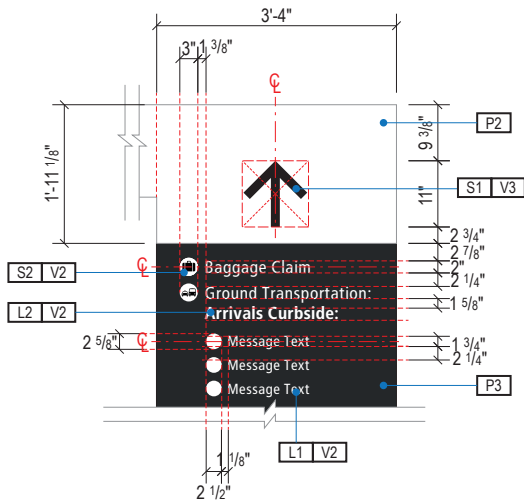
1 PLAN VIEW  
Scale: 3/16" = 1'-0"



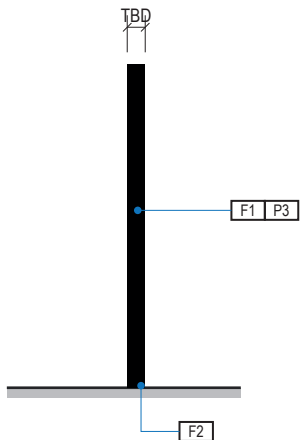
2 ELEVATION  
Scale: 3/16" = 1'-0"



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



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



3 END VIEW  
Scale: 3/16" = 1'-0"

GENERAL NOTES

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DESIGN INTENT NOTES

- F1 SKYBRIDGE PORTAL: aluminum angle frame box skinned with .060 alum. cladding, all seams welded, filled and ground smooth to give uniform appearance; paint all exposed surfaces with Matthews acrylic polyurethane (MAP), satin finish; electronic cut opaque 3M film graphics applied 1st surface. Side units and center span to appear as one uniform structure where possible. Field verify each location to determine dimensions and sizing.
- F2 MOUNTING: mount to garage floor and existing skybridge structure as location conditions require; paint all exposed surfaces with Matthews acrylic polyurethane (MAP), satin finish. Each location to be field verified.
- F3 DIGITAL INFORMATIONAL DISPLAY: LED monitor by others. Embed into sign cabinet and install per manufacturer recommendations. Field verify; further coordination with SEA required to determine sizing, software and display requirements.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1 Wayfinding Typeface: TransitBackNeg-Normal
- L2 Supplemental Typeface: TransitBackNeg-Bold
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols

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)

- D2 White
- D3 Black
- D5 Header Field: match Translucent Silver 3M 3630-121
- D6 Blue Train Line: match PMS 3015C
- D7 Yellow Train Line: match PMS 123C
- D8 Green Train Line: match PMS 364C
- P1 Frame/Hardware: MAP MP18074 Sparkle Silver
- P3 Black: MAP 41-335 Black Anodic
- P5 Header Field: MAP MP18074 Sparkle Silver
- V2 White: Opaque 3M 7725-20 White
- V3 Black: Opaque 3M 7725-22 Black
- V5 Header Field: 3M 3630-121Translucent Silver

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

3-31

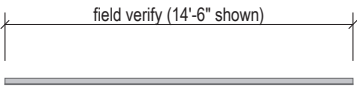
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

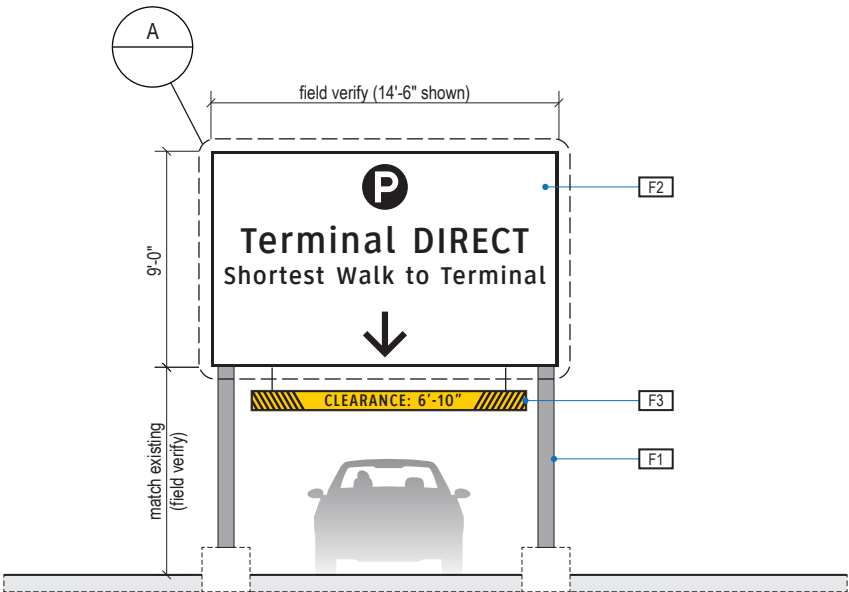
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.71	IDENTIFICATION	POST	Terminal Direct lane ID



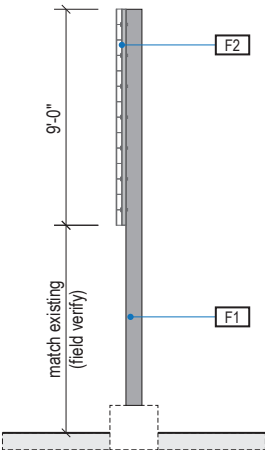
A FACE LAYOUT  
Scale: 1/4" = 1'-0"



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



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



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

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 STRUCTURE: Structure sizing/proportions shown is a general artist's interpretation only; final structures to be designed, sized, engineered & installed by fabricator; all structural attachment, sizing, type, amount, etc. to be determined & engineered by a licensed engineer to meet or exceed all applicable codes.
- 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 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.
- F3** OVERHEAD CLEARANCE BAR: By others.
- F4** DIGITAL UNIT: Digital "OPEN/CLOSED" unit by others.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4** Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5** Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols
- B1** White Border: 1" border, full-bleed to edge
- B3** Black Border: 1" border, full-bleed to edge

COLORS:

- NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)
- D12** White
- D13** Black
- D14** MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15** MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21** Level 1 - Yellow: match PMS 116C
- D22** Level 2 - Orange: match PMS 1655C
- D23** Level 3 - Red: match PMS 187C
- D24** Level 4 - Blue: match PMS 300C
- D25** Level 5 - Green: match PMS 349C
- D26** Level 6 - Purple: match PMS 2597C
- D27** Level 7 - Brown: match PMS 4645C
- D28** Level 8 - White
- P11** Mounting Hardware: paint to match PMS 429C

NO.	DATE	PAGE REVISION
1	12/31/21	Color Update

NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

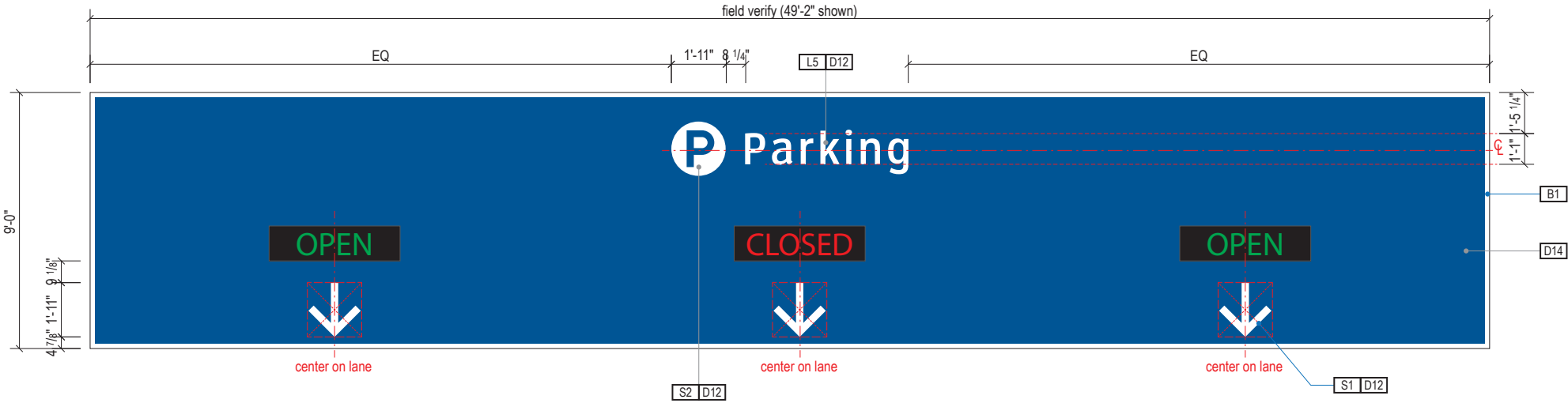
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3-32

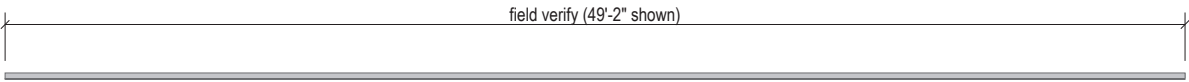
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

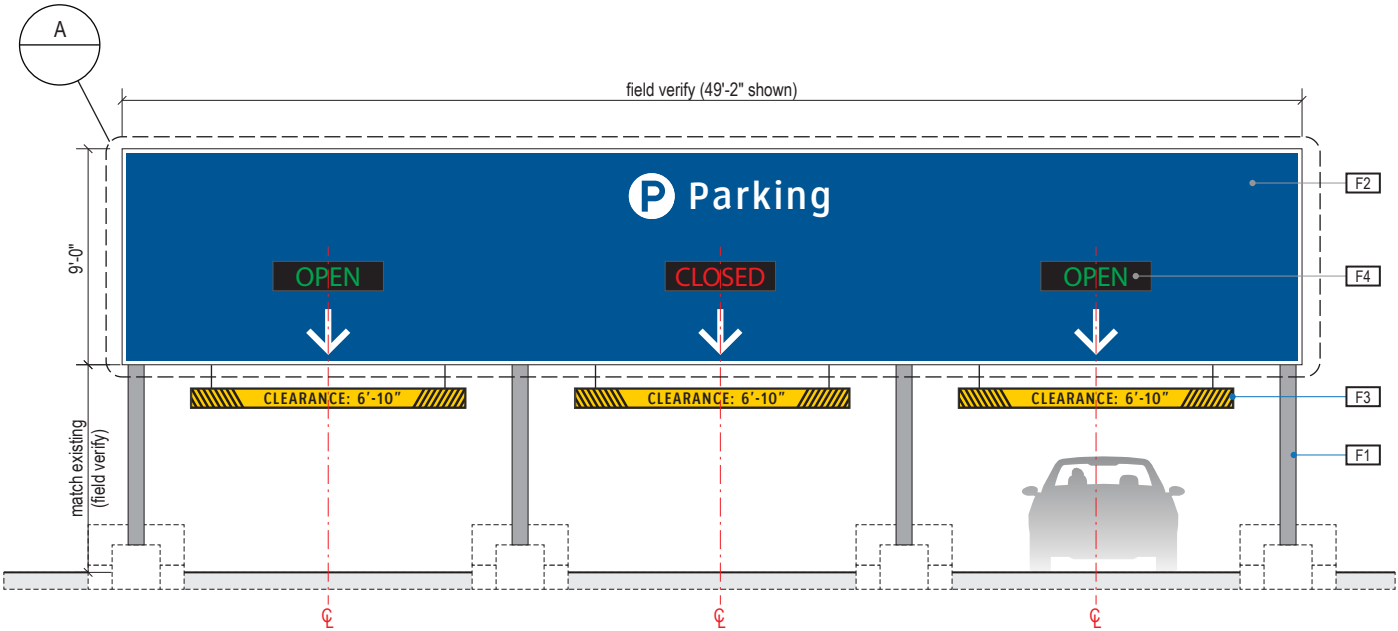
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.72	IDENTIFICATION	POST	Multi-lane garage entrance identification



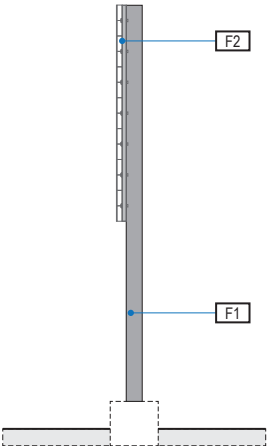
A FACE LAYOUT  
Scale: 3/16" = 1'-0"



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



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



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

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

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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 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.
- F3 OVERHEAD CLEARANCE BAR: By others.
- F4 DIGITAL UNIT: Digital "OPEN/CLOSED" unit by others.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L4 Vehicular Wayfinding Typeface: Clearview Highway 2-W
- L5 Vehicular Wayfinding Typeface: Clearview Highway 3-W
- S1 Arrow(s): use only official SEA wayfinding arrows
- S2 Universal Symbols: use only official SEA wayfinding symbols
- B1 White Border: 1" border, full-bleed to edge
- B3 Black Border: 1" border, full-bleed to edge

COLORS:

NOTES: "D" = digitally printed colors on 3M film; "P" = Matthews Acrylic Polyurethane (MAP) paint (or equal), satin finish; "V" = 3M vinyl films (or equal)

- D12 White
- D13 Black
- D14 MUTCD Legend Blue: match 3M DG3 4095 Blue
- D15 MUTCD Legend Green: match 3M DG3 4097 Green

Parking Garage Levels:

- D21 Level 1 - Yellow: match PMS 116C
- D22 Level 2 - Orange: match PMS 1655C
- D23 Level 3 - Red: match PMS 187C
- D24 Level 4 - Blue: match PMS 300C
- D25 Level 5 - Green: match PMS 349C
- D26 Level 6 - Purple: match PMS 2597C
- D27 Level 7 - Brown: match PMS 4645C
- D28 Level 8 - White
- P11 Mounting Hardware: paint to match PMS 429C

WAYFINDING SIGNAGE  
STANDARDS AND GUIDELINES

VOLUME 3:  
Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT

NO. DATE PAGE REVISION

1 12/31/21 Color Update

NO. DATE VOLUME REVISION

1 12/23/20 100% FINAL

2 12/31/21 100% FINAL

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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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO: