



SEATTLE-TACOMA INTERNATIONAL AIRPORT

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 5: Temporary Signage

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

**VOLUME 5:
Temporary Signage**

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1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

- 1.1 Introduction
- 1.2 Messages
- 1.3 Wayfinding Graphic Standards & Guidelines

PURPOSE

This document presents information regarding the general implementation of SEA's Temporary wayfinding signage system within all airport-wide property modernization programs.

SCOPE

The scope of this document includes general design criteria and descriptions for the updated Temporary 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
 - Layout formats

Temporary Signs Regulated by this document:

- All associated on-property public-use area wayfinding signage, including directional, identification and informational sign types.

Signs NOT regulated by this document:

- Tenant/concession/retail/advertising signs and standards
- Dynamic information systems (BIDS/CUTE/etc.)
- Regulatory or life safety/egress signs
- 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 two chapters:

1.0 SEA Wayfinding - Graphic Standards & Guidelines

Includes the general requirements and descriptions of the SEA wayfinding system. Also includes specific graphic and design criteria/universal standards applicable to all SEA Temporary 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 Temporary Sign Types

Includes the overview, sign type index and design intent drawings applicable to SEA's terminal and concourses.

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 these volumes:

- Volume 1: Terminals and Concourses
- Volume 2: Roadways
- Volume 3: Parking and Ground Transportation
- Volume 4: Airline Standards
- Volume 5: Temporary (this volume)

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

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

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1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

1.1 INTRODUCTION

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1.2 MESSAGES

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.

1.2.1 MESSAGES

1.2.1.1 MESSAGES OVERVIEW

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.

Messages will always be organized and maintained within three distinct and functionally tiered categories: Primary, Secondary and Tertiary (see Figure 1.2.1 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:

- Interior direction to and identification of concourses, terminal(s) and inter-terminal transit.
- Interior direction to and identification of Gates.
- Interior direction to and identification of Baggage Claim and Ticketing/Check-In.
- Exterior identification of arrivals / departures curbside services
- Exterior identification of curbside entrance doors

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:

- Interior direction to and identification of Elevators and Restrooms.
- Interior direction to Parking and Ground Transportation.

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:

- Interior CBP related notification messages.
- FAA required warnings, notifications and information.
- Other messages required by code.

MESSAGE APPLICATION

Listing Order

Messages are prioritized “top-to-bottom” as follows:

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

Number/Quantity of Messages

No more than three (3) primary messages shall be displayed on a single sign, with a preferred maximum of two (2) messages for a single direction whenever possible. Limiting the number/quantity of messages in a single direction in this manner is important for rapid deciphering of messaging, while maintaining smooth wayfinding circulation and limiting hesitation.

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 1.2.7, unless otherwise noted.

FOREIGN LANGUAGE APPLICATION & USAGE

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

No foreign language translations are permitted on Temporary signage. All messages shall be English.

SIGN USE / FUNCTION	MESSAGE PRIORITY		
	PRIMARY	SECONDARY	TERTIARY
Directional	Terminal Gates X ("X" = concourse letter) Ticketing / Check-In Baggage Claim Security Checkpoint / Checkpoint # Ground Transportation Ground Transportation: Arrivals Curbside Ground Transportation: Garage Level 3 Parking Gates ##-## ("#" = gate range)	Departures Arrivals International Arrivals Restrooms Rental Cars Link Light Rail Ride App Pickup Public Buses Cruise / Charter Buses Airporters Parking & Hotel Shuttles Taxis Limos Oversize Baggage Connecting Flights Airline club names Passport Control	Information Concessions Shops Pet Relief Area Nursing Suite Sensory Room Smoking Area Interfaith Prayer and Meditation Room Lost and Found Ground Transportation Information
Identification	Departures (at curbside) Arrivals (at curbside) Airline Names Gate # Door # (at curbsides) Baggage Claim Ticketing / Check-In Parking Train to: (header text) Walkway to: (header text) Elevator to: (header text) Escalator Up/Down to: (header text) Bag Carousel Number	Restrooms -Men, Women, All Gender Information Ground Transportation Services: -Rental Cars -Link Light Rail -Ride App Pickup -Public Buses -Cruise / Charter Buses -Airporters -Parking & Hotel Shuttles -Taxis -Limos Oversize Baggage Baggage Services / Offices Elevator(s) Level # (at elevators)	Dining Retail Services AED ATM Fire Extinguisher Emergency / Paging Phone General ADA room ID
Information/ Orientation	FIDS / BIDS / GIDS / MUFIDS Self-service check-in kiosks Information kiosk	Airport Directory Concourse Directory Visual Paging	Safety related Hazards / Warnings
Regulatory/ Safety	Exit / Emergency Exit Only No Smoking All FAA, TSA notices Authorized Personnel Only Escape route maps	<div style="border: 1px solid red; padding: 5px; color: red; font-size: small;"> 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-TAC messaging and terminology list prior to any final design or message specification </div>	

SEA APPROVED TERMINOLOGY
TEMPORARY SIGNAGE
Arrivals Drive Arrivals Drive outside Door 2
Baggage Claim 14 Baggage Claim Level
C Gates Train Station Continue to Next Exit
Departures Drive
Follow Signs to Cruise/Charter Buses
Located near B Gates Exit Located near Gate D5
Parking Garage Level 3
Rental Car Shuttle
Temporary Location for: Ticketing Level
Use Door 20 Use Next Skybridge
10:00 p.m. – 4:00 a.m.

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**1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES**

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES

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Figure 1.2.1

SEA Wayfinding Message Hierarchy List: **Terminal and Concourses**

Figure 1.2.2

Temporary Signage Terminology

UNIVERSAL SYMBOLS

Symbols Supplementing Messaging

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

International Traveler/Foreign Language Consideration

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

Limit Use to Priority Messaging

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

Less is More

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

Regulatory Symbols

Symbol shape, placement and color on all regulatory signs shall conform to the latest editions of the ADA Standard for Accessible Design, and local/national building codes.

SEA Logo Usage

Use of the SEA logo for the purposes of decoration and/or graphic filler on Temporary signage may diminish message and information recognition. The SEA logo shall not be used for any wayfinding direction signs.

SEA Universal Symbol Application

An effective set of universal symbols will always supplement and enhance the messaging rather than graphically overpower it. Universal symbol usage within SEA shall always be applied consistently and holistically, and will always be applied with their associated messaging unless otherwise noted and approved by SEA. Application of SEA universal symbols with no accompanying message text is not allowed unless otherwise noted. The following is a description of graphic elements and application of SEA universal symbols for Temporary signage:

- Typical Symbol Artwork: White-on-Black
 - White symbol artwork compliments the white wayfinding panel
 - Black field distinguishes the Temporary signage symbols format
- Symbol Field Outline: A few Black-on-White symbols may require a thin black outline to provide visual contrast on a white background.

A basic graphic description of SEA universal symbol artwork elements for Temporary signage is provided below in Figure 1.3.2. For a complete listing of SEA universal symbols and their associated meaning, see Figure 1.3.3.

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STANDARDS & GUIDELINES**

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES

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1-5

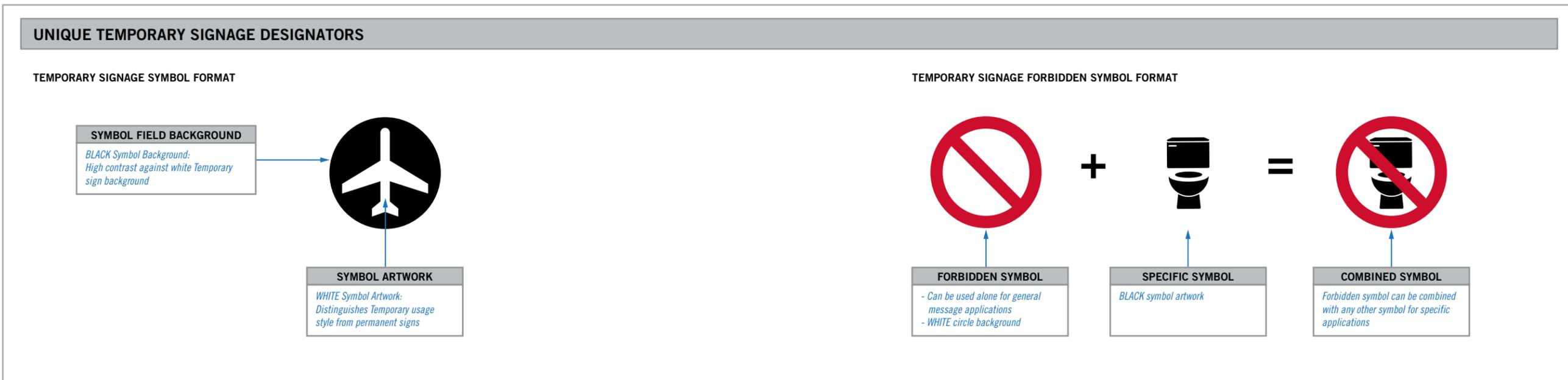


Figure 1.3.2 Temporary Signage Symbols: Element Description

TRAVEL SYMBOLS



PUBLIC SERVICE SYMBOLS



AMENITIES & CONCESSIONS



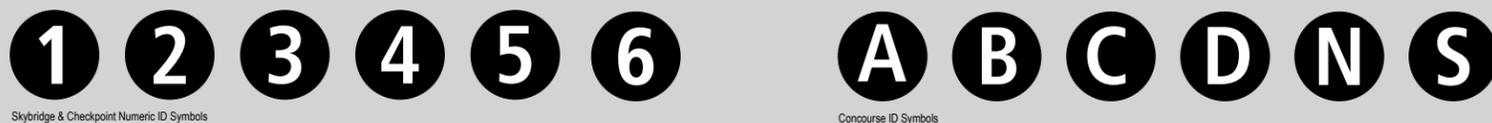
PARKING & GROUND TRANSPORTATION



WASTE / SUSTAINABILITY



IDENTIFICATION SYMBOLS



OTHER / MISCELLANEOUS



REGULATORY



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

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STANDARDS & GUIDELINES

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Figure 1.3.3 SEA Wayfinding Universal Symbols List: Temporary Signage

ARROWS

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

Arrow Proportions

The standard SEA directional arrow (as shown in Figure 1.3.4) must always be proportionally consistent (width-to-height ratio) throughout the entire wayfinding sign system, regardless of the sign type or layout that it is being applied to. It should never be disproportioned, squashed or stretched in any dimension in order to make it fit on a limited size sign face, or for any other circumstance. Typical proportioning between arrow and message sizes for the SEA wayfinding sign system will be determined as follows:

- Pedestrian wayfinding signage:
 - By individual sign face layout sizes, sign locations, visibility distances/angles, mounting heights and per ADA requirements.
- Temporary signage message layout format:
 - By the size of the largest message text (see 1.3.5, Message Layouts).

Arrow Size Scaling

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

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

Arrow Placement and Text Alignment

The placement of arrows on sign faces and in relation to message text will conform to the standard guidelines provided for approved Temporary signage layouts (see 1.3.5, Message Layouts). Arrows and their related message text may not be positioned in any other location on the sign face unless otherwise indicated.

General Arrow Placement:

- Direction arrows should be located toward the left side of signs.
- As the first element to be read in directional messages.

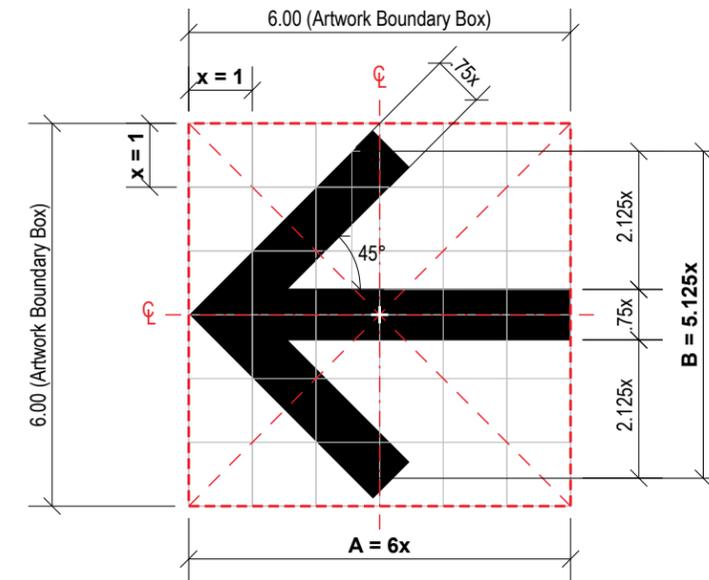
Arrow Rotation

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.

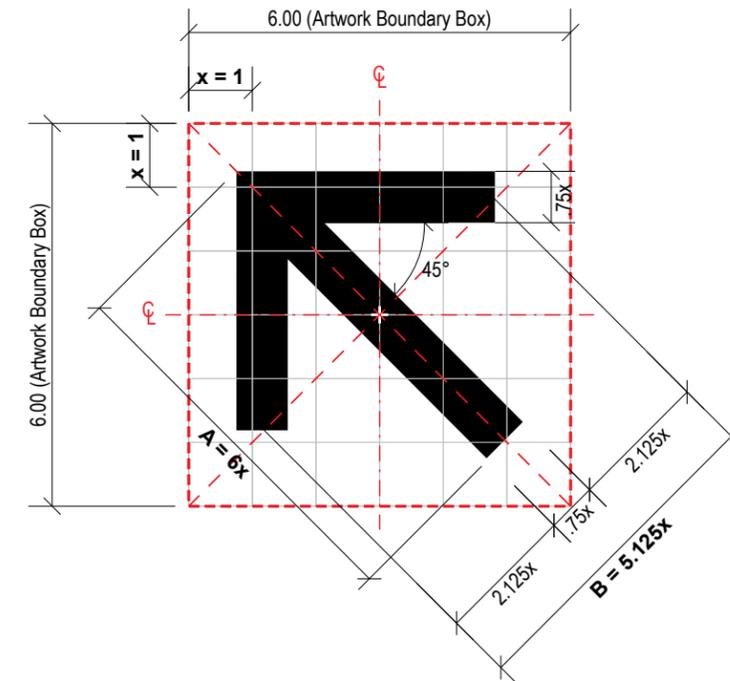
Note that arrow rotation angle selection must be consistent throughout the entire SEA wayfinding system and in accordance with these established arrow rotation standards. The following are general guidelines for the selection and use of arrow rotation:

- The SEA wayfinding arrow can be rendered in eight (8) different pre-determined rotation angles (see Figure 1.3.5). Alternate rotation angles are not acceptable, unless approved by SEA.
- For a full list of acceptable arrow applications, rotation angles and their designated message interpretations for SEA wayfinding, see Figure 1.3.5.

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 1.3.4

SEA Wayfinding Arrow: Artwork/Proportions

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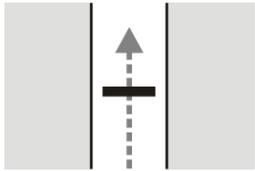
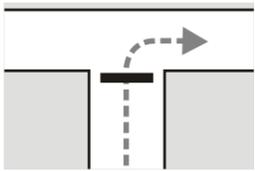
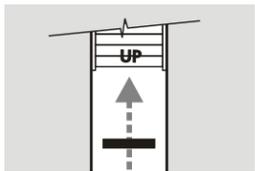
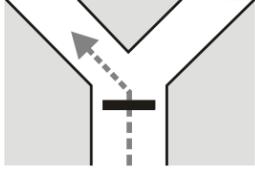
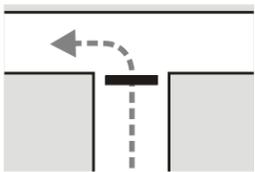
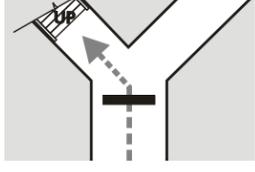
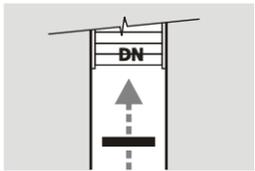
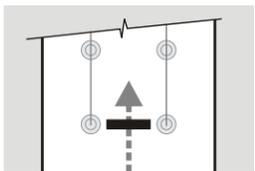
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1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

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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

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Figure 1.3.5 Wayfinding Arrows: Applications - Pedestrian

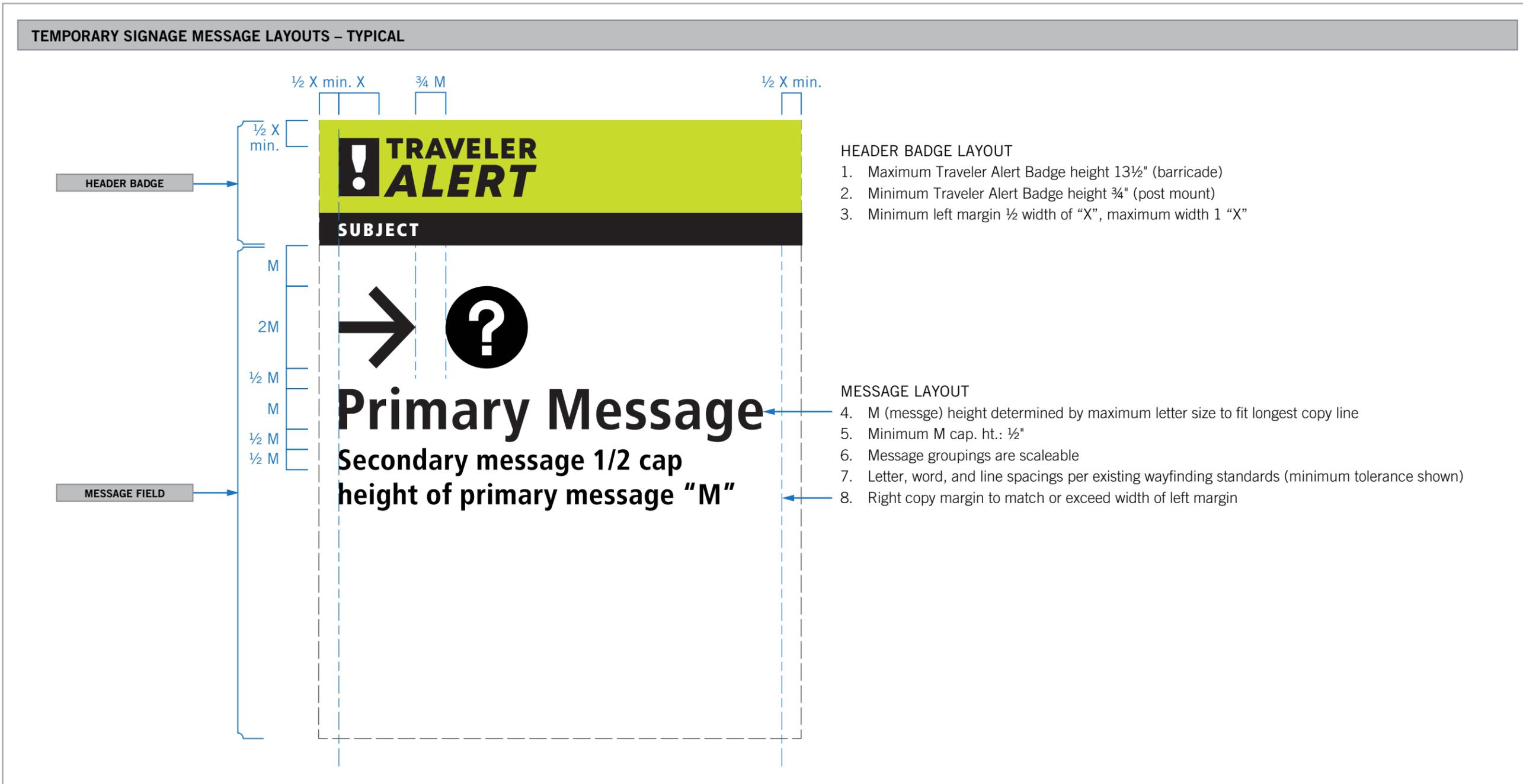
TRAVELER ALERT

The Traveler Alert signage program is specifically designed to inform the public of need-to-know information about alterations to normal airport conditions. Traveler Alert design elements must only be used for temporary signage to distinguish messages from standard SEA wayfinding signage.

Message Layout

Traveler Alert messages are formatted by hierarchy of information as shown in Figure 1.3.9. Regardless of content, messages displayed in the correct format will help to establish consistency in recognition and program efficacy.

The proportions of typography and symbols and their layout relationships must never be disproportioned, squashed or condensed in any dimension in order to make it fit on a limited size sign face, or for any other circumstance. See Figure 1.3.10 for additional message layouts.



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3.0 SIGN TYPES

3.2 SIGN TYPES

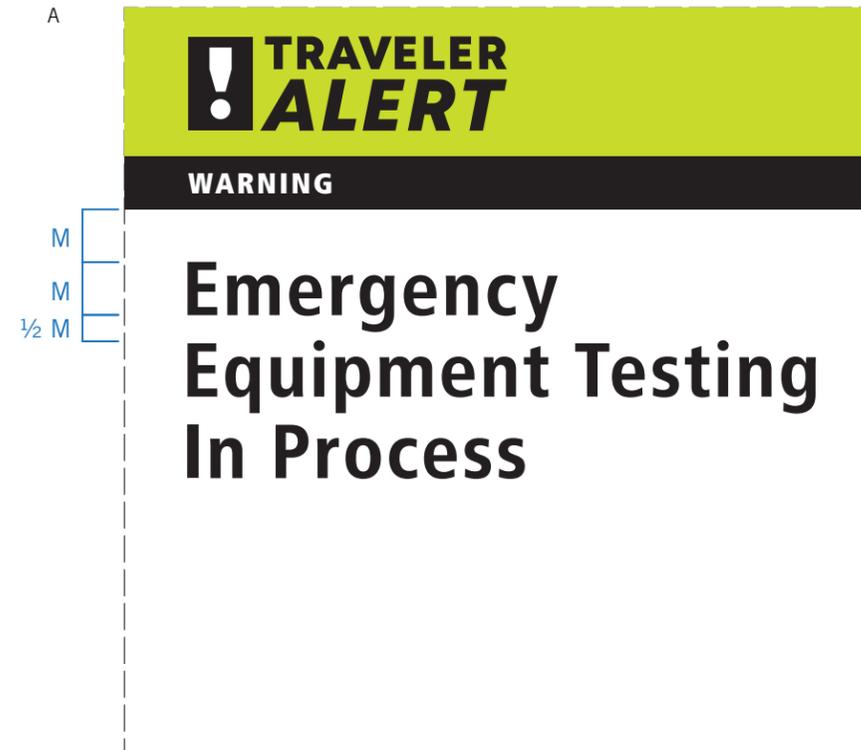
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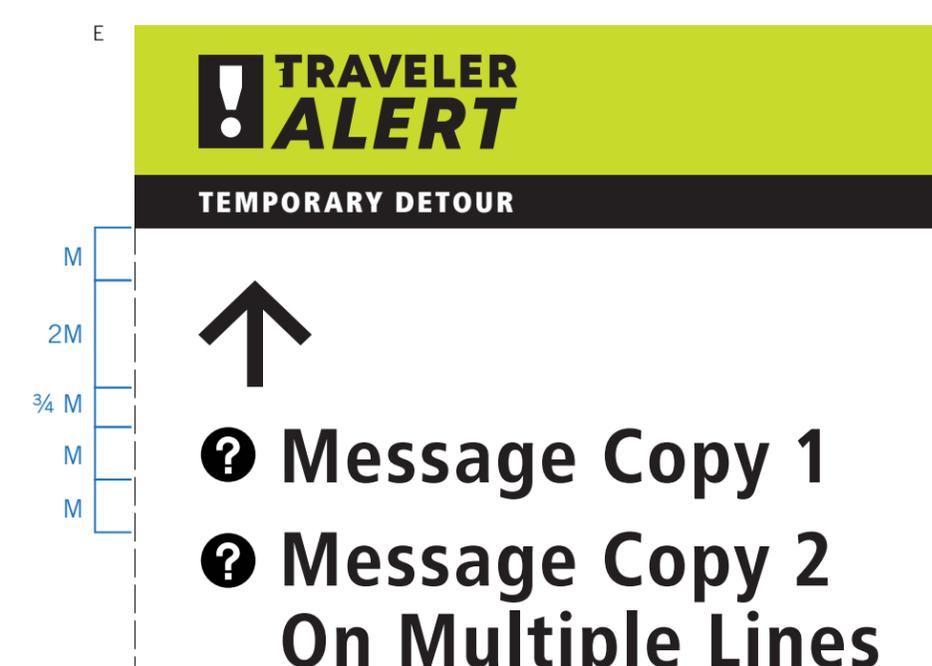
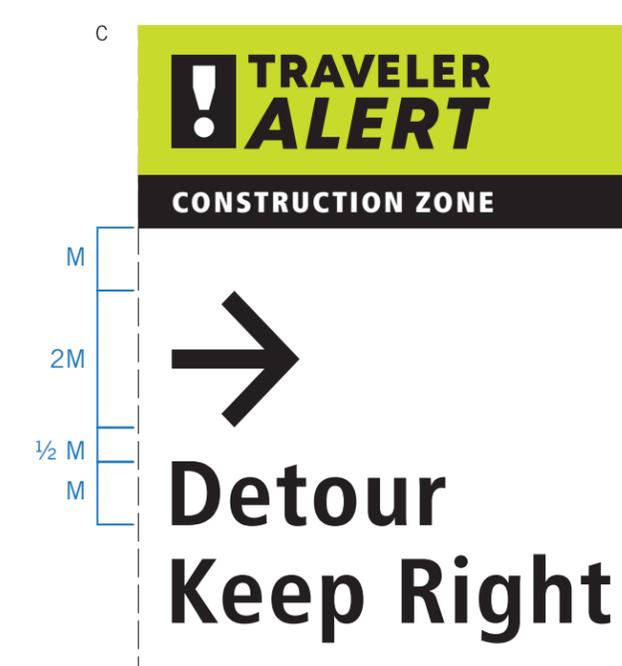
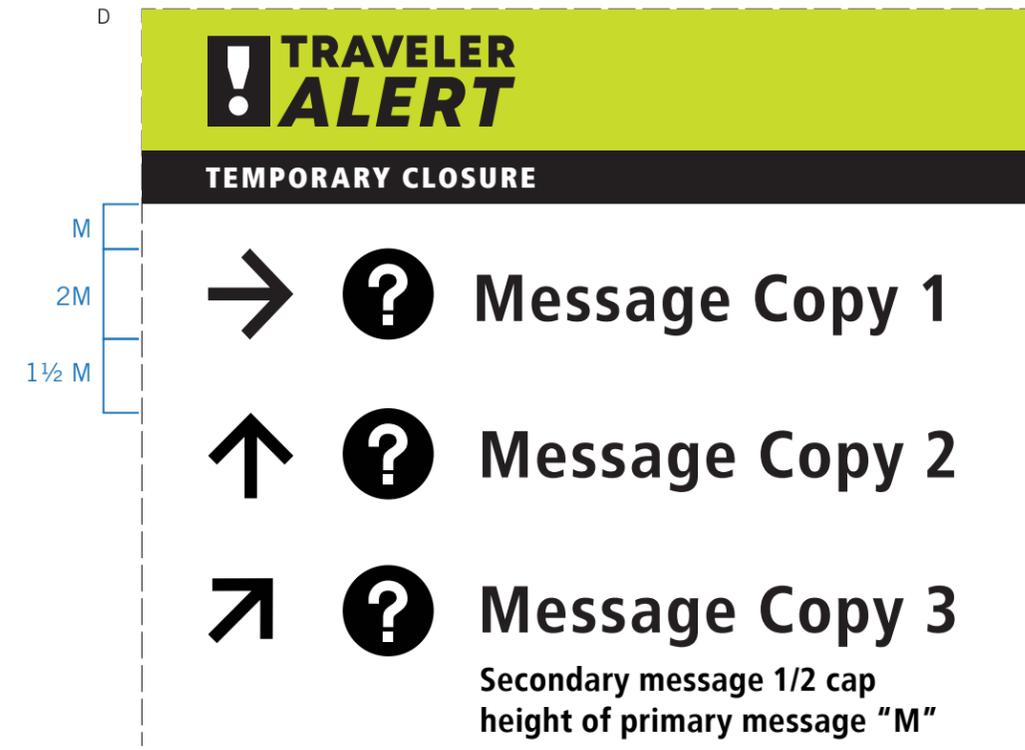
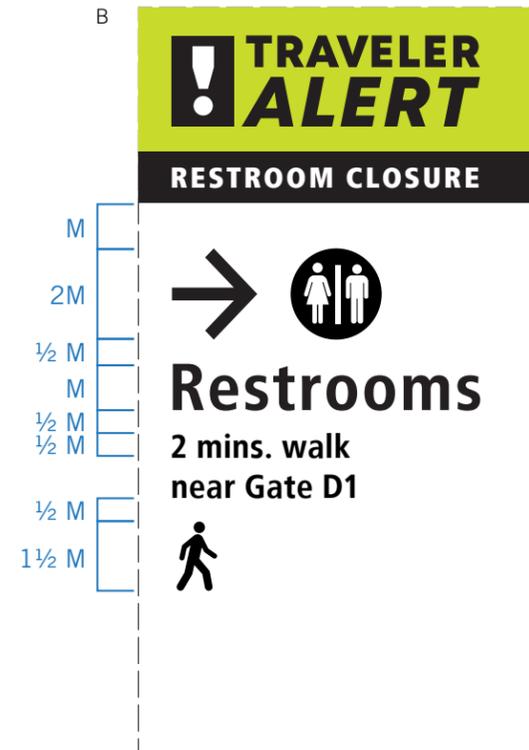
Figure 1.3.9 Traveler Alert: Message Layout Format

TEMPORARY SIGNAGE MESSAGE LAYOUTS – EXAMPLES

INFORMATIONAL MESSAGE STYLE



DIRECTIONAL MESSAGE STYLES



NOTE:
- Message and spacing are shown as typical examples only.
- Line spacing examples are minimums; some layouts may require additional space between message lines.

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Figure 1.3.10 Traveler Alert: Message Layouts

2.0

2.0 TEMPORARY SIGN TYPES

- 2.1 Sign Type Index
- 2.2 Sign Types

This chapter provides specific information regarding the Temporary sign types applicable for use in the terminal and concourses 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 individual sign type (i.e. the Sign Types section).

SIGN TYPE INDEX

On the following pages (see Section 3.1.2), the Sign Type Index shows simplified views of each sign type, as well as listings for each sign type’s name, mounting method and basic overall size. Note that the Sign Type Index is intended only as a brief, simple catalog for all of the Temporary sign types used within the terminal and concourses of SEA, and is organized in numeric order of their sign type identification numbers.

Sign Types - Design Intent Drawings

Section 3.2 - Sign Types contains *design intent drawings of each specific wayfinding sign type used within the terminal and concourses 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.

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

General Notes - Design Intent Drawings

- Where engineering is required, all final design, 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.
- Final fabrication methods, quality and fit / finish to be reviewed and 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 on drawings are typical placeholders only.

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.

For temporary signs mounted to a wall or any part of the building, SEA approval of materials and methods to be used for attachment is required to ensure the signs will be attached securely and will not cause damage when removed.

Basic Mounting Types

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

- Wall Mount: signs that are attached to a vertical architectural fascia (overhead) or wall (overhead or pedestrian eye-level).
- 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

- All overhead pedestrian signs shall be mounted at a minimum of 8’-0” to a typical maximum of 9’-0” above finished floor to the bottom of the lowest element of the sign, unless otherwise indicated.
- ADA accessibility and code required signage 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 interior signage shown within this document are for general reference only; some ceiling conditions within SEA have large variances in floor-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.

Temporary Signage Categories

Temporary signage is defined by function and usage duration, categorized as General or Traveler Alert. Temporary signs shall conform to the best practices for messaging, wayfinding, and design criteria disclosed in Volume 1.

- General: General messages that are to remain in place indefinitely shall be visually consistent with its corresponding permanent sign type but may be fabricated of different materials. Refer to the permanent sign criteria and general principles in Volume 1 for typical wayfinding signs. Some examples of Temporary signage using permanent sign formats are:
 - Overhead directional messages
 - Directory revisions
 - Notices
- Traveler Alert – Electronic: Messages displayed by an electronic device such as dynamic digital displays, visual messaging systems, and smart phones. To the extent possible, these sign messages shall conform graphically to Traveler Alert graphics criteria. Electronic signs are not intended for long term situations. Examples include:
 - Facility closures
 - Airport warnings
- Traveler Alert – Static: Digitally printed messages on substrates that are posted or adhered to a movable structure or apparatus not intended for long term use. These signs shall conform to Traveler Alert design criteria. Sign type examples include:
 - Barricade wraps
 - Portable towers
 - Stanchion post toppers
 - Wall-mount panels

Unacceptable Temporary Signage

All Temporary signs shall be fabricated in a first-class, professional manner. Signs not approved by the Signage Manager and signs not covered in the Wayfinding Signage Standards and Guidelines are strictly prohibited and may not be posted or otherwise displayed on SEA property.

Signs with a “home-made” or amateur appearance are not acceptable. These may include but are not limited to:

- Signs produced on office printers
- Paper, poster, or foam board signs
- Handwritten signs
- Vertical lettered signs
- Labels, stickers, and decals
- Signs mounted with visible tape

For unusual or specific requirements please contact the Signage Manager.

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	04/13/24	100% Submittal

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SHEET TITLE:

3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

SHEET NO:

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 5:
Temporary Signage**

SIGN TYPE	TEMPORARY SIGNS DESCRIPTION	SHEET
1-TP.00	Traveler Alert; digital app	2-5
1-TP.10	Traveler Alert Informational; barricade	2-6
1-TP.11	Traveler Alert Directional; barricade	2-7
1-TP.12	Traveler Alert Directional; tower – small	2-8
1-TP.13	Traveler Alert Directional; tower – large	2-9
1-TP.14	Traveler Alert Directional; tower – custom	2-10
1-TP.15	Traveler Alert Directional; hinge-frame panel – small	2-11
1-TP.16	Traveler Alert Directional; hinge-frame panel – medium	2-12
1-TP.17	Traveler Alert Directional; hinge-frame panel – large	2-13
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SHEET TITLE:

3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

SHEET NO:

Terminal/Concourses - Temporary (Scale: 3/8" = 1'-0")

NO.	DATE	PAGE REVISION

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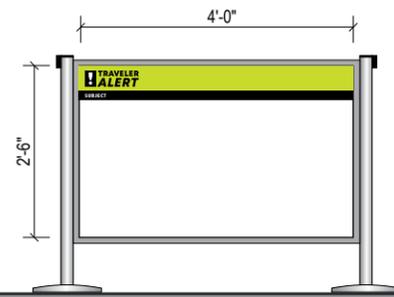
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3.0 SIGN TYPES

3.2 SIGN TYPES

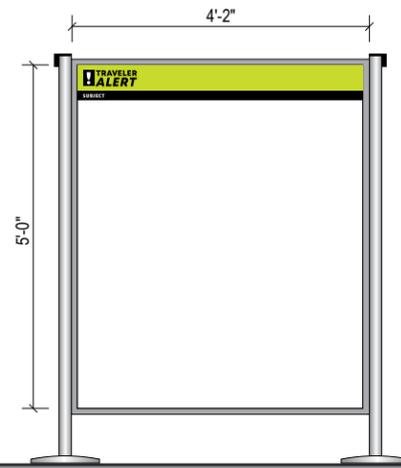
SHEET NO:

1-TP.15 to 1-TP.21



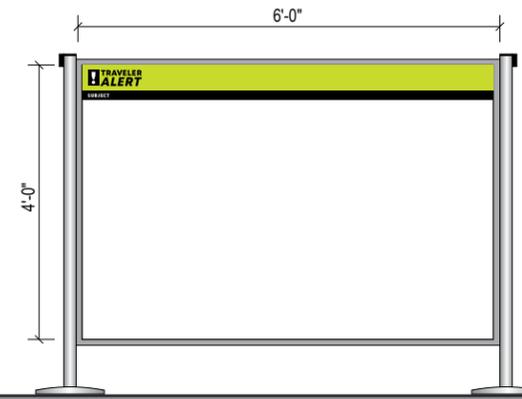
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Traveler Alert Directional: Hinge-Frame Panel Small
- Lavi Industries
- # 50-HFP1001



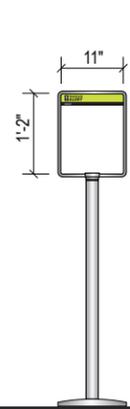
1-TP.16

Traveler Alert Directional: Hinge-Frame Panel Medium
- Lavi Industries
- # 50-HFP1006



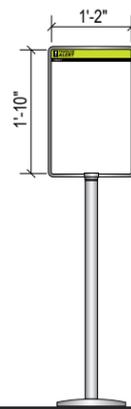
1-TP.17

Traveler Alert Directional: Hinge-Frame Panel Large
- Lavi Industries
- # 50-HFP1008



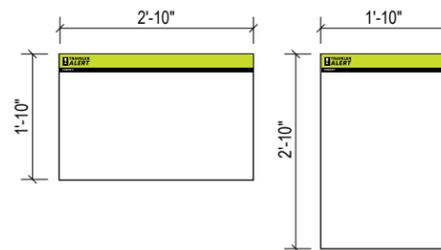
1-TP.18

Traveler Alert Directional: Post-Mount Large
- Lavi Industries
- # 50-1131F7V-S/SA



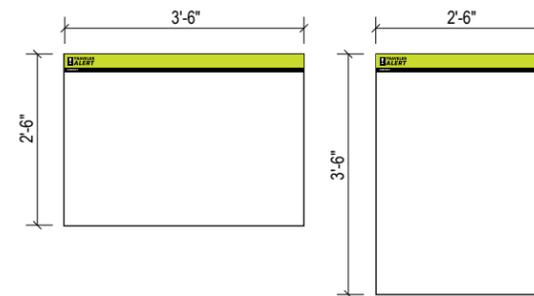
1-TP.19

Traveler Alert Directional: Post-Mount Large
- Lavi Industries
- # 50-1134F7V-S/SA



1-TP.20

Traveler Alert Directional: Wall-Mount Small



1-TP.21

Traveler Alert Directional: Wall-Mount Large

2.2 SIGN TYPES

2.2.1 ELECTRONIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
ILLUMINATED	INFORMATIONAL	n/a	Traveler Alert; electronic message app

SIGN TYPE
1-TP.00

DESIGN INTENT NOTES - ELECTRONIC APP

F1 SIGN FACE: Digital app formatted per Traveler Alert message layout; pixel ratio 9:16.

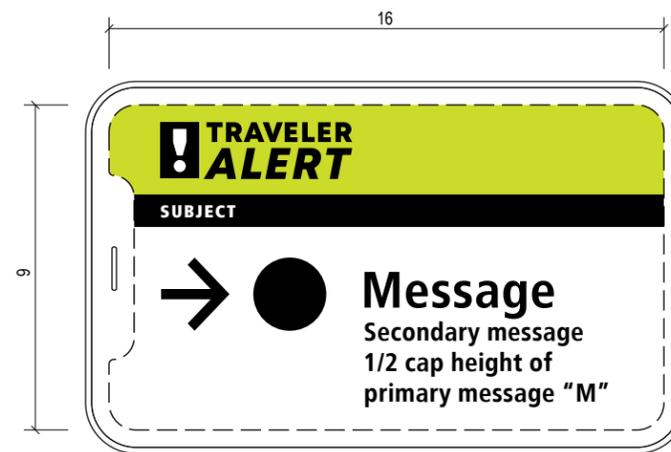
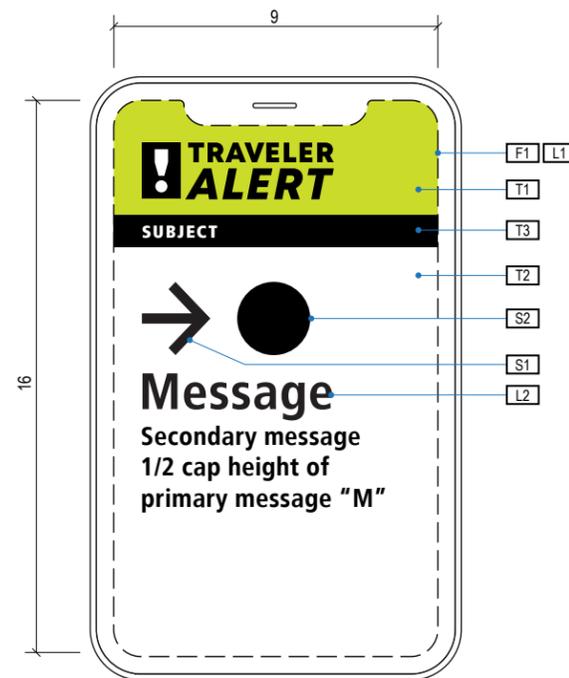
LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black



1 FACE LAYOUTS
Scale: 1:2

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NO.	DATE	VOLUME REVISION
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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	WALL	Custom message

SIGN TYPE
1-TP.10



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

DESIGN INTENT NOTES - BARRICADE

F1 SIGN FACE: Digital print graphics on vinyl wraps face and returns of barricade; alternate method painted barricade face and applied cut vinyl copy.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	WALL	Custom message

SIGN TYPE
1-TP.11

DESIGN INTENT NOTES - BARRICADE

F1 SIGN FACE: Digital print graphics on vinyl wraps face and returns of barricade; alternate method painted barricade face and applied cut vinyl copy.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
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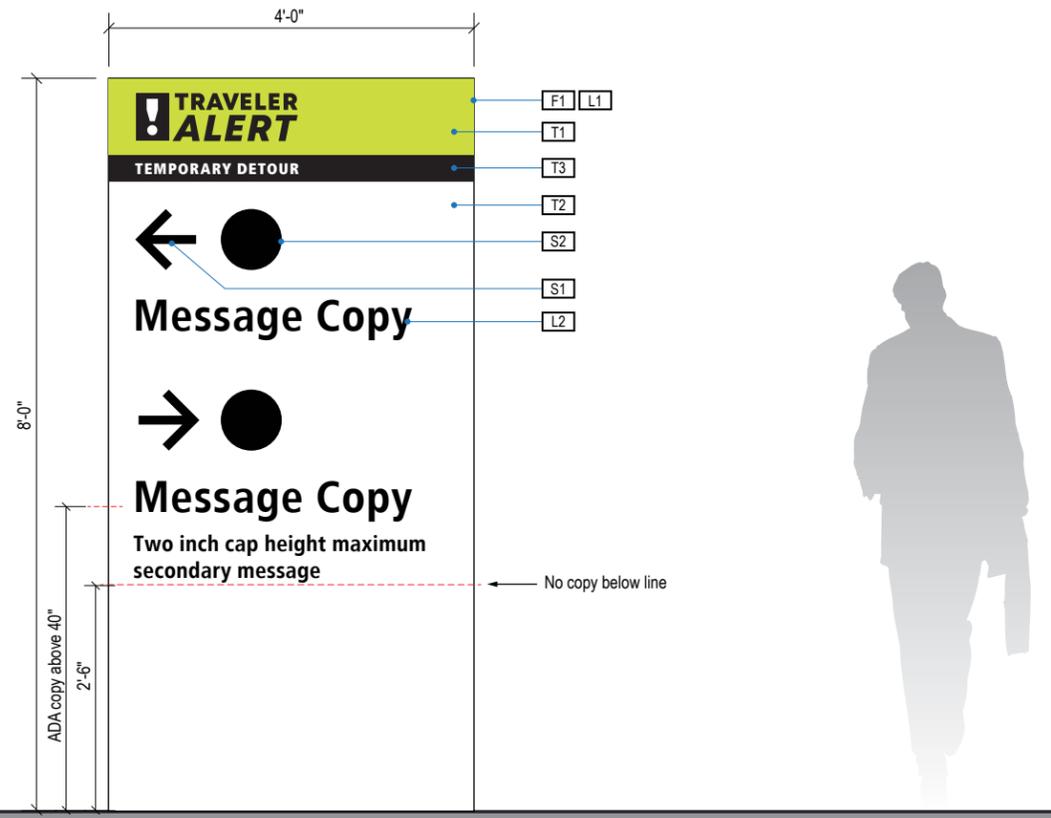
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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

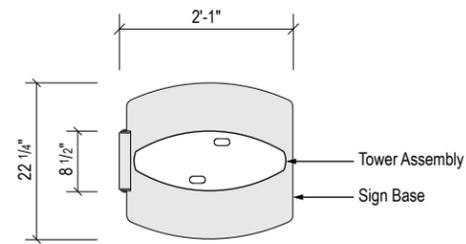


1 FACE LAYOUT
Scale: 1/2" = 1'-0"

2.2 SIGN TYPES

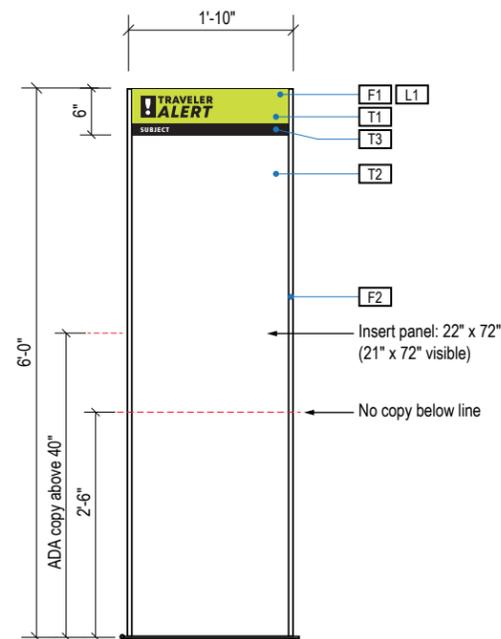
2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 PLAN VIEW

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



1 FACE LAYOUT

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

SIGN TYPE
1-TP.12

DESIGN INTENT NOTES - TOWER

F1 SIGN FACE: Digital print graphics on 1/16" thick PETG panel with opaque white vinyl backing to protect copy; clear transparent impact-resistant plastic panel with non-glare finish installs through slots in top of unit; align panel edges with insert frame tracks.

Alternate: digital print graphics on vinyl with matte laminate finish.

F2 SIGN FRAME: Visiontron Versa-Stand #VST2272

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

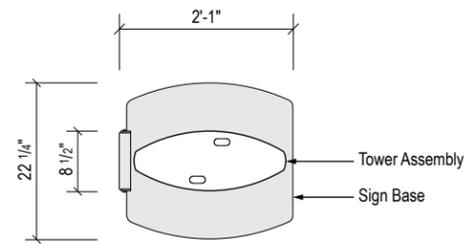
3.2 SIGN TYPES

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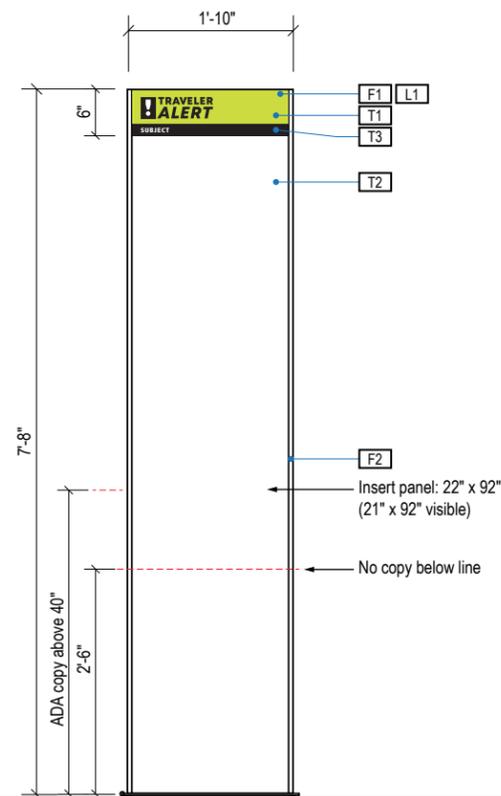
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 PLAN VIEW
Scale: 1/2" = 1'-0"



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



SIGN TYPE 1-TP.13

DESIGN INTENT NOTES - TOWER

F1 SIGN FACE: Digital print graphics on 1/16" thick PETG panel with opaque white vinyl backing to protect copy; clear transparent impact-resistant plastic panel with non-glare finish installs through slots in top of unit; align panel edges with insert frame tracks.

Alternate: digital print graphics on vinyl with matte laminate finish.

F2 SIGN FRAME: Visiontron Versa-Stand #VST2292

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

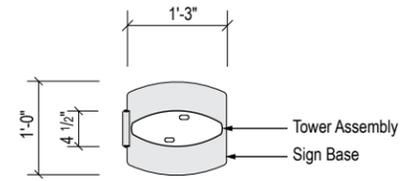
3.2 SIGN TYPES

SHEET NO:

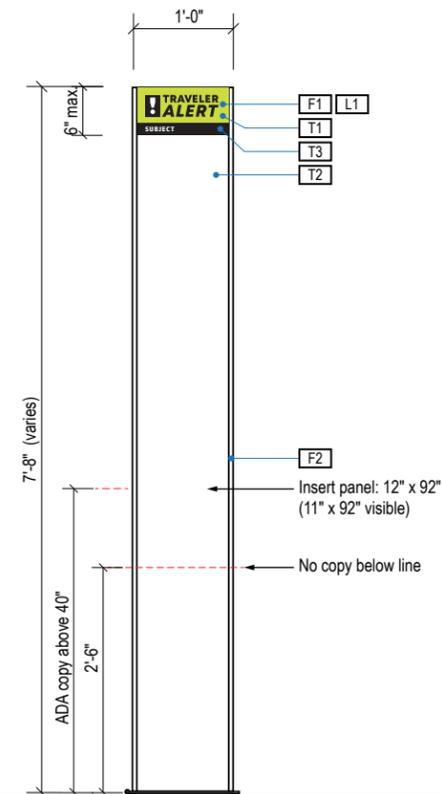
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 PLAN VIEW
Scale: 1/2" = 1'-0"



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

SIGN TYPE
1-TP.14

DESIGN INTENT NOTES - TOWER

F1 SIGN FACE: Digital print graphics on 1/16" thick PETG panel with opaque white vinyl backing to protect copy; clear transparent impact-resistant plastic panel with non-glare finish installs through slots in top of unit; align panel edges with insert frame tracks.

Alternate: digital print graphics on vinyl with matte laminate finish.

F2 SIGN FRAME: Visiontron Versa-Stand #VST1292

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

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- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

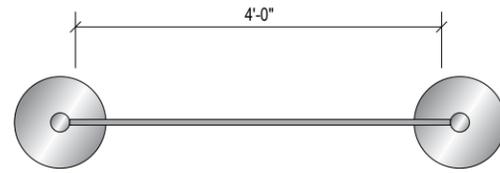
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2-10

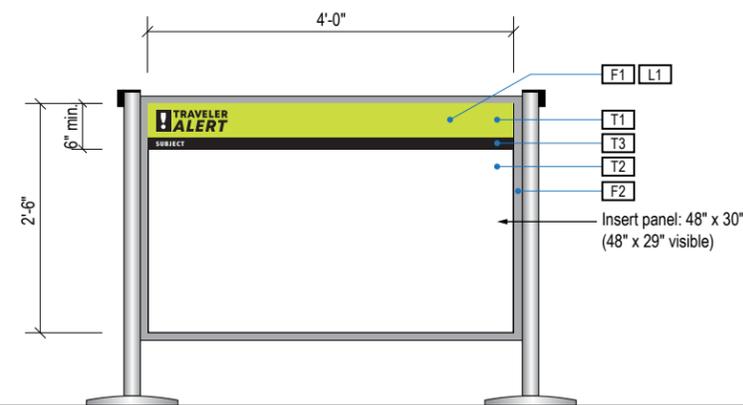
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 PLAN VIEW
Scale: 1/2" = 1'-0"



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



SIGN TYPE **1-TP.15**

DESIGN INTENT NOTES - HINGE-FRAME PANEL

- F1** SIGN FACE: Digital print graphics on 1/4" thick (maximum) PETG panel, or 1/16" thick vinyl substrate with matte eliminate finish; two clear transparent impact-resistant plastic panel guards with non-glare finish; panel installs by removing top edge of frame (2 screws) and inserting into top of unit, align panel edges with insert frame tracks.
- F2** SIGN FRAME: Lavi Industries #50-HFP1001

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

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- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

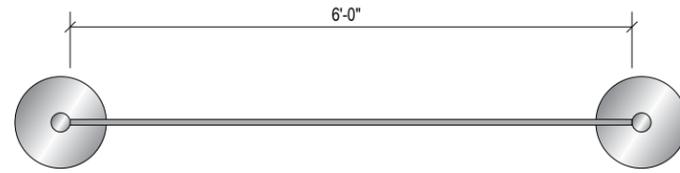
SHEET NO:

2-11

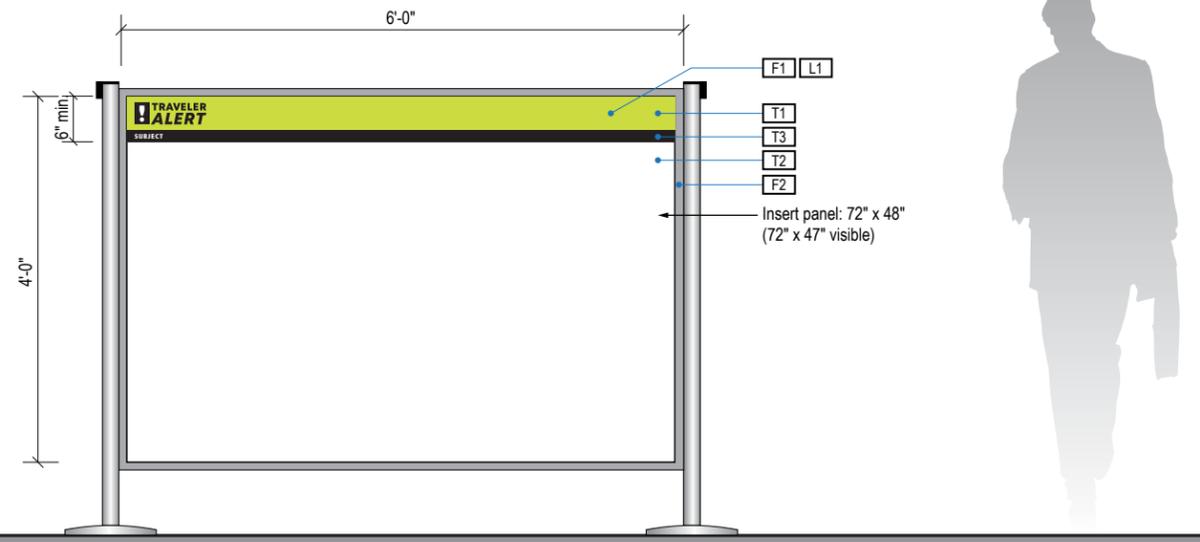
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 PLAN VIEW
Scale: 1/2" = 1'-0"



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

SIGN TYPE
1-TP.17

DESIGN INTENT NOTES - HINGE-FRAME PANEL

- F1** SIGN FACE: Digital print graphics on 1/4" thick (maximum) PETG panel, or 1/16" thick vinyl substrate with matte lamination finish; two clear transparent impact-resistant plastic panel guards with non-glare finish; panel installs by removing top edge of frame (2 screws) and inserting into top of unit, align panel edges with insert frame tracks.
- F2** SIGN FRAME: Lavi Industries #50-HFP1008

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

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SHEET TITLE:

3.0 SIGN TYPES

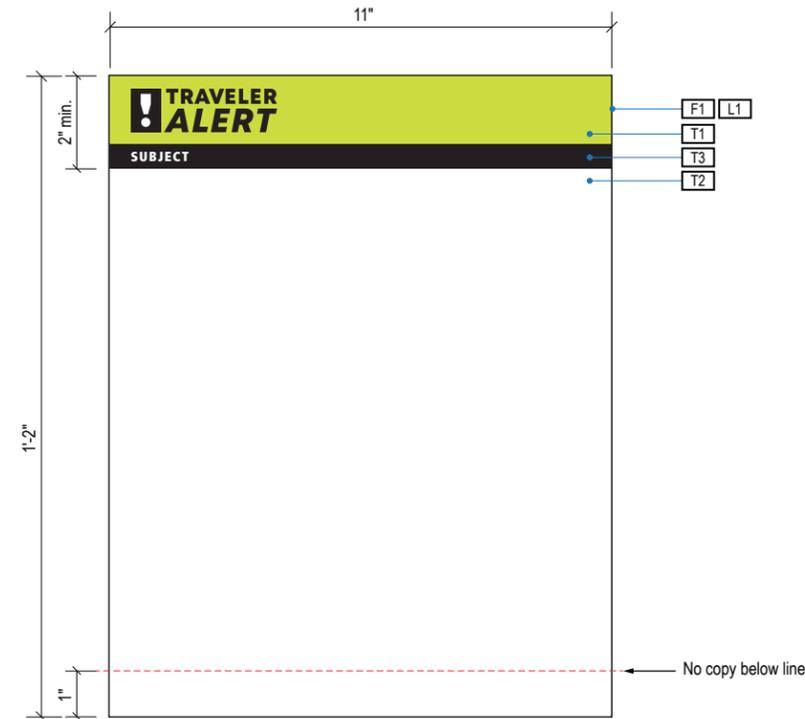
3.2 SIGN TYPES

SHEET NO:

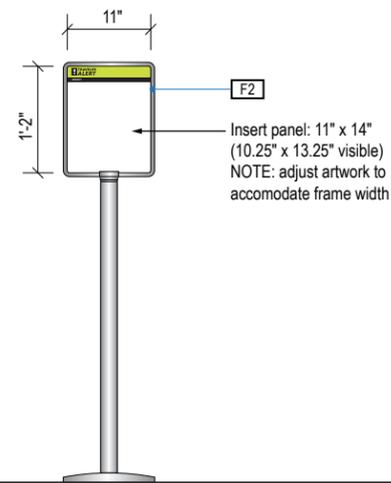
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 DETAIL
Scale: 3" = 1'-0"



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

SIGN TYPE
1-TP.18

DESIGN INTENT NOTES - POST-MOUNT PANEL

- F1** SIGN FACE: Digital print graphics on first surface of 1/8" thick PETG panel; panel inserts into assembly unit at top of stanchion post; align panel to center of attachment clip.
- F2** SIGN FRAME: Lavi Industries # 50-1131F7V-S/SA

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 5: Temporary Signage

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	04/13/24	100% Submittal

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

SHEET TITLE:

3.0 SIGN TYPES

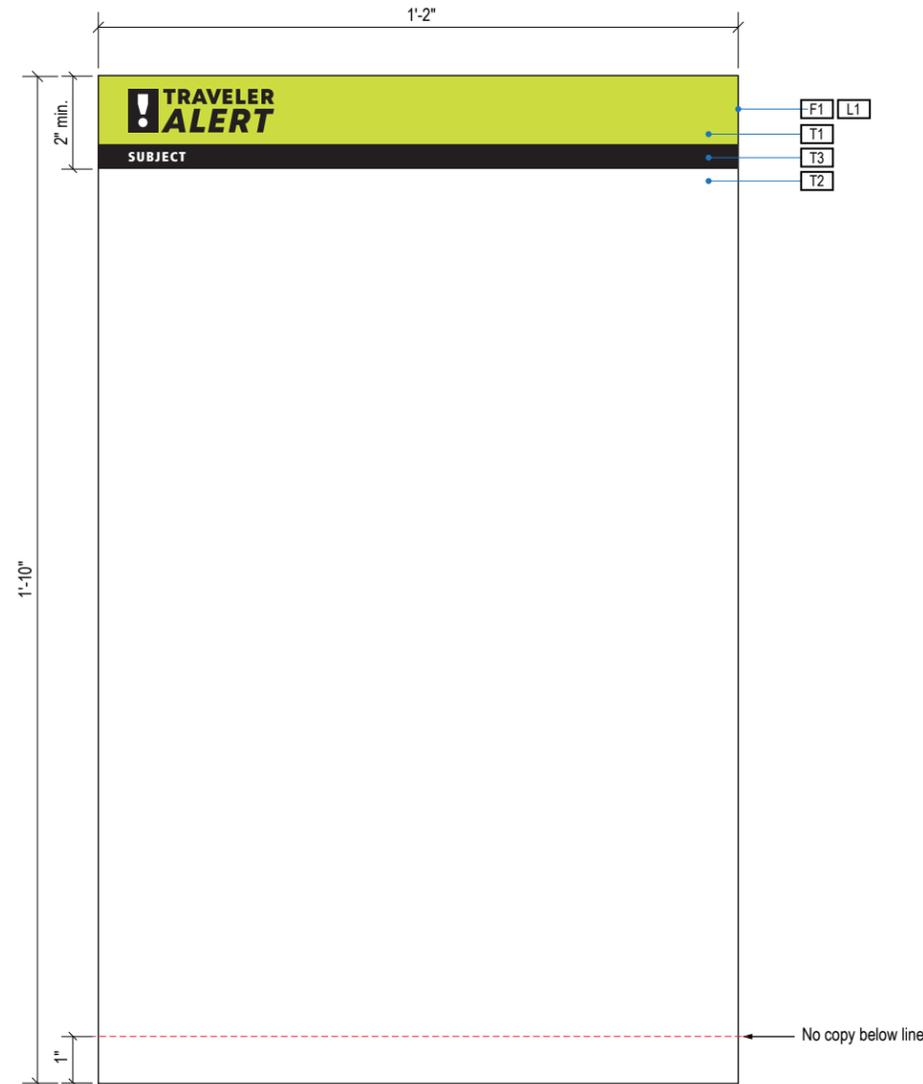
3.2 SIGN TYPES

SHEET NO:

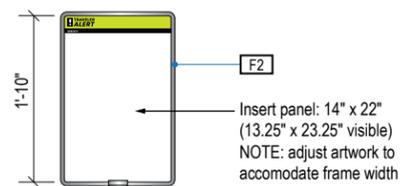
2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 DETAIL
Scale: 3" = 1'-0"



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



SIGN TYPE
1-TP.19

DESIGN INTENT NOTES - POST-MOUNT PANEL

- F1** SIGN FACE: Digital print graphics on first surface of 1/8" thick PETG panel; panel inserts into assembly unit at top of stanchion post; align panel to center of attachment clip.
- F2** SIGN FRAME: Lavi Industries # 50-1134F7V-S/SA

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 5: Temporary Signage

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	04/13/24	100% Submittal

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

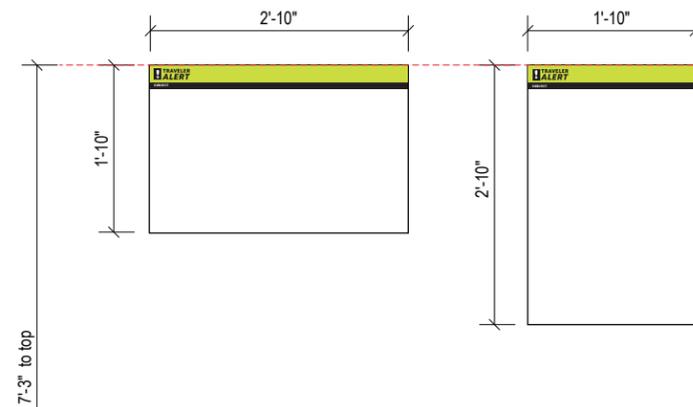
ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 DETAIL
Scale: 3" = 1'-0"



3 SECTION DETAIL
Scale: NTS



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

SIGN TYPE
1-TP.20

DESIGN INTENT NOTES - WALL-MOUNT PANEL

F1 SIGN FACE: Digital print graphics on first surface of 1/8" thick PETG panel; panel attaches to wall with VHB tape.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	04/13/24	100% Submittal

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

2-16

2.2 SIGN TYPES

2.2.2 STATIC SIGNAGE

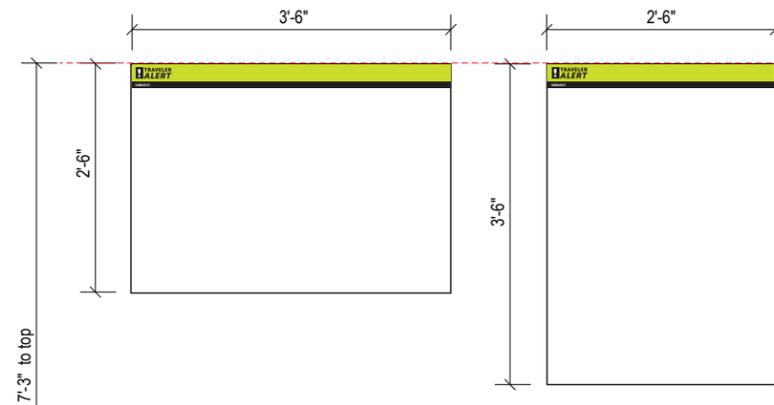
ILLUMINATION	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	INFORMATIONAL	INSERT	Custom message; 1 or 2 sides



2 DETAIL
Scale: 3" = 1'-0"



3 SECTION DETAIL
Scale: NTS



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

SIGN TYPE
1-TP.21

DESIGN INTENT NOTES - WALL-MOUNT PANEL

F1 SIGN FACE: Digital print graphics on first surface of 1/8" thick PETG panel; panel attaches to wall with VHB tape.

LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- L1** Traveler Alert Header Badge
- L2** Message Typeface: Transit Bold
- S1** Arrow(s): use only official SEA wayfinding arrows
- S2** Universal Symbols: use only official SEA wayfinding symbols

COLORS:

NOTES: "T" = 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)

- T1** Lime Green
- T2** White
- T3** Black

NO.	DATE	PAGE REVISION

NO.	DATE	VOLUME REVISION
1	04/13/24	100% Submittal

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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO:

2-17