



SEATTLE-TACOMA INTERNATIONAL AIRPORT

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

UPDATED: 12/31/2021

SEA

RS&H

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1.1 INTRODUCTION

1.1.1 OVERVIEW

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 Older terminals, parking facilities and roadways typically have outdated and inconsistent wayfinding signage systems not reflective of current world principles and standards, and improvement projects create even more challenges for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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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



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

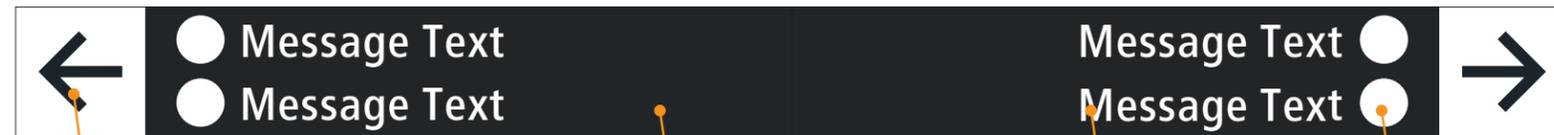
Exit Trailblazer



Sign Background

- Green PMS 3415C
- Matching MUTCD Green Roadway Signage

Typical Pedestrian Parking/Ground Transportation Directional



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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SHEET TITLE:
**1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES**

1.2 SEA WAYFINDING SYSTEM -
GENERAL DESIGN DESCRIPTION

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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**1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES**

1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES

SHEET NO:

SIGN USE / FUNCTION	MESSAGE PRIORITY		
	PRIMARY	SECONDARY	TERTIARY
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: - Rental Cars - Link Light Rail - Ride App Pickup - Public Buses - Cruise / Charter Buses - Airporters - Parking & Hotel Shuttles - Taxis - Limos	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: - No Smoking - Life Safety/Egress - Elevator escape route maps/notifications (with ADA code compliance)

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

Figure 1.3.1 SEA Wayfinding Message Hierarchy List: **Parking and Ground Transportation**

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.2 MESSAGES

1.3.2.3 MESSAGE APPLICATION & RELATIONSHIPS

MESSAGE APPLICATION

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

Listing Order

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

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

Number/Quantity of Messages

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

Again, note that directional messaging should typically be limited to two messages for a single direction whenever possible, and a maximum of no more than three messages for a single direction. Four messages, although sometimes necessary (and will typically depend on unique wayfinding circumstances), is not preferred and should be limited and/or not used whenever possible. If four messages for a single direction are deemed necessary, they should typically be limited to secondary or tertiary messaging/sign types and uses (see Figure 1.3.2).

MESSAGE FUNCTION AND HIERARCHY RELATIONSHIPS

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

Message Priority, Categorization and Function

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

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

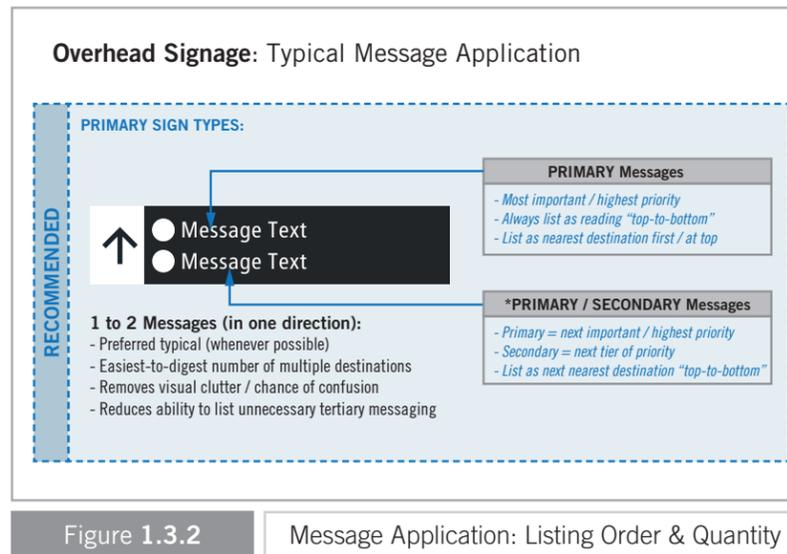
Message Priority and Sign Type Priority

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

Message Grouping by Priority

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

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



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1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.3 TYPOGRAPHY

1.3.3.1 TYPE STYLES

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

Figure 1.3.4

Type Style: Vehicular Wayfinding Text

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

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STANDARDS & GUIDELINES**

**1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES**

SHEET NO:

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 $\frac{3}{4}$ (.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 $\frac{1}{2}$ (.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.

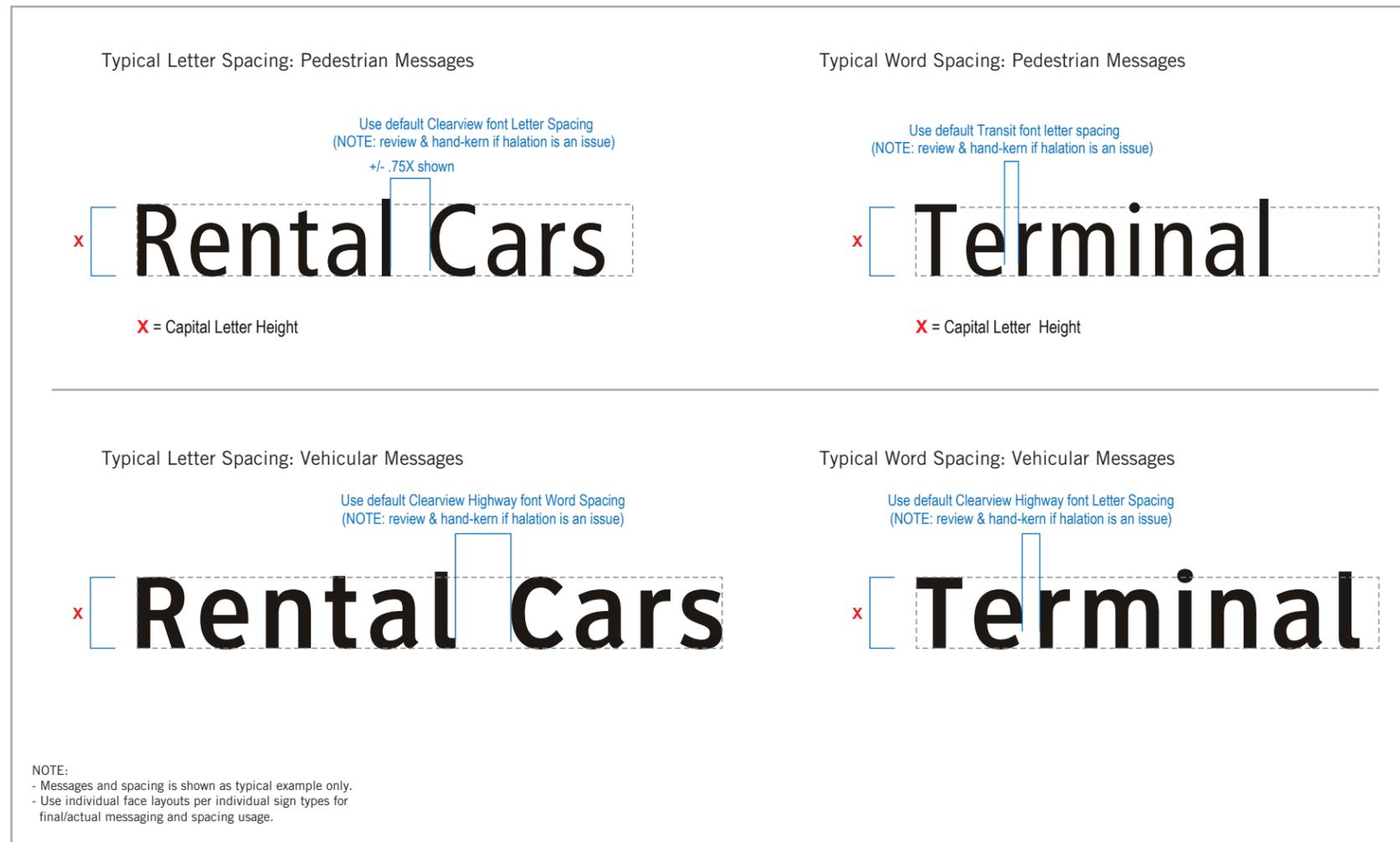


Figure 1.3.5 Typical Type Spacing

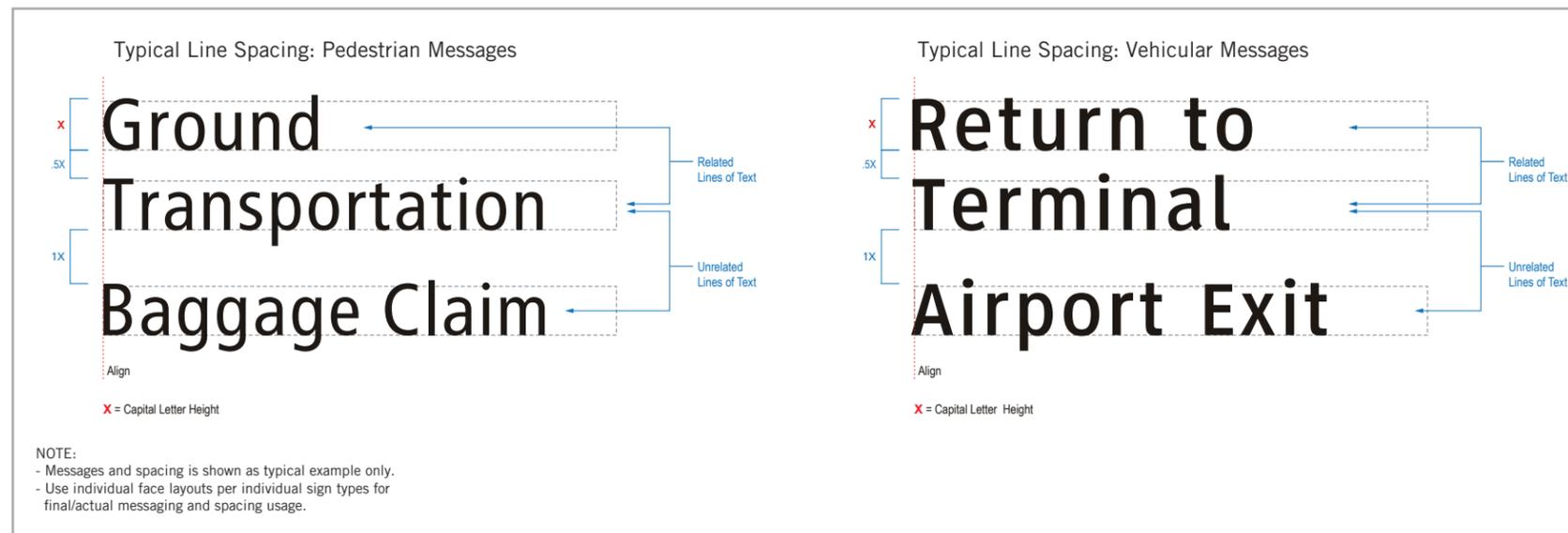


Figure 1.3.6 Typical Line Spacing

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1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.3 TYPOGRAPHY

1.3.3.3 LEGIBILITY

LEGIBILITY

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

- Placement
- Lighting
- Contrast
- Viewing angles and distances

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

Pedestrian Legibility

It is necessary to have consistent placement and presentation of messaging on all wayfinding signage that are viewable to pedestrian traffic. This includes the sign's height above finished floor, and the overall size of the sign (including its support structure). This will minimize unintentional misinterpretation of the pathways and uses of the facility when viewing the nearby wayfinding signage.

A pedestrian sign's location will often dictate the range of acceptable visibility to the viewer in order for them to quickly and effectively interpret the information. If the viewer is given an appropriate distance to comprehend the messaging, hesitation will be reduced and informed decisions will be made regarding changing direction or continuing on the same pathway. In a fast paced (often congested) environment such as an airport, a conservative pedestrian viewing distance of approximately 25 feet to each inch of capital letter height should be used when specifying wayfinding signage (see Figure 1.3.7).

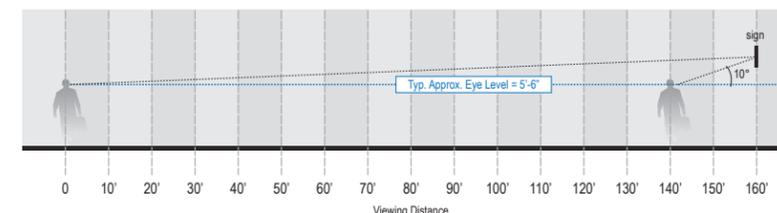
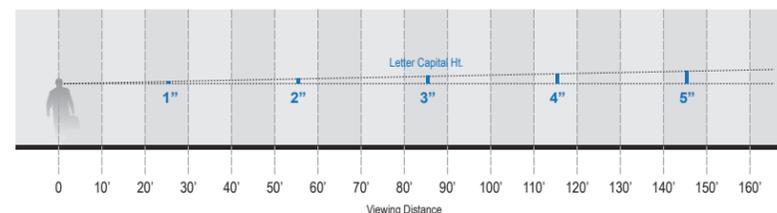
Vehicular Legibility

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

There are several factors that affect the legibility of vehicular messages, including (but not limited to) the sign's height above finished grade, lateral spacing from the roadway, number of messages, overall size of the sign (including support structure) and the speed at which a vehicle is traveling. As a result, when designing new or updated vehicular wayfinding signage, *a set of general design guidelines should be used when determining a conceptual reference point for adequate message size (see Figure 1.3.7).

**NOTE: The information shown in Figure 1.3.7 is based on typical and generally accepted wayfinding industry standard practices (equations & table provided by the United States Sign Council, USSC), and is only a basic conceptual design reference. These are general "rule-of-thumb" guidelines and should only be used as an initial starting point when determining vehicular wayfinding signage legibility. This information should not be construed as absolute or final. All vehicular wayfinding signage legibility must meet all requirements as established within MUTCD/WSDOT signage design standards.*

Typical Pedestrian View Distances and Legibility Considerations:



Typical Vehicular View Distances and Legibility Design Guidelines:

Typical Vehicular Sign Legibility Design Formulas:

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

Example Equations

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

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

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

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

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

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

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

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

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

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

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

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

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

Typical Driver Focusing Points at Various Speeds:

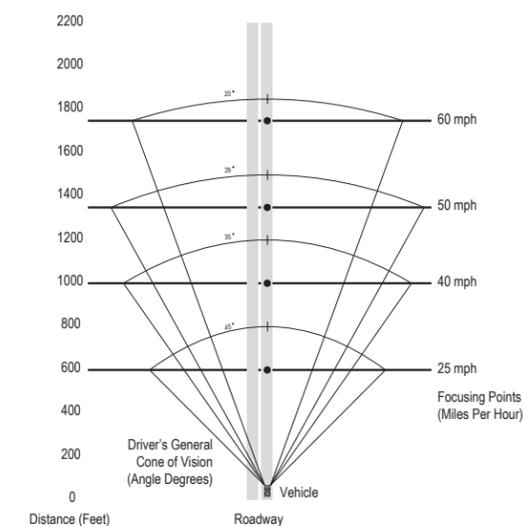


Figure 1.3.7

Typical Wayfinding Industry Accepted Legibility Design Guidelines

Testing Legibility

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

Consistency in Legibility

Consistent sizing of wayfinding message text and symbols from sign-to-sign throughout an airport also adds to the overall effectiveness of the wayfinding system. It establishes a consistent and professional looking

display of information, which in turn will allow for much more rapid comprehension of the wayfinding information and general orientation within an airport's varied and complex environments.

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UNIVERSAL SYMBOLS

Background

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

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

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

Symbols Supplementing Messaging

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

International Traveler/Foreign Language Consideration

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

Limit Use to Priority Messaging

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

Less is More

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

Symbol Categorization

Universal symbols have been divided into specific categories based on their function as they are to be used within specific areas of SEA Airport areas. These categories include:

- Pedestrian wayfinding signage:
 - Travel Symbols
 - Public Service Symbols
 - Amenities & Concessions Symbols
 - Ground Transportation Symbols
 - Terminal and Transit Symbols
 - Regulatory Symbols

Regulatory Symbols

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

Change Procedures and Restrictions for Symbols

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

SEA Logo/Branding Usage

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

SEA Universal Symbol Application

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

- Typical Symbol Artwork: Black
 - Black symbol artwork ties in with the dark gray wayfinding panel
 - Gives less visual priority to symbol
- Symbol Field Outline: When the symbol is placed on a white/light background, a thin black outline provides visual contrast and visibility

to the symbol.

- Background Field: SEA Wayfinding Dark Gray (PMS 426C)
 - Again, utilizing a darker background field behind lighter symbol artwork will reduce the visual impact on the messaging, while reducing the possibility of undesirable levels of halation.

Additionally, a basic graphic description of SEA universal symbol artwork elements is provided below in Figure 1.3.8. For a complete listing of SEA universal symbols and their associated messaging, see Figure 1.3.9.

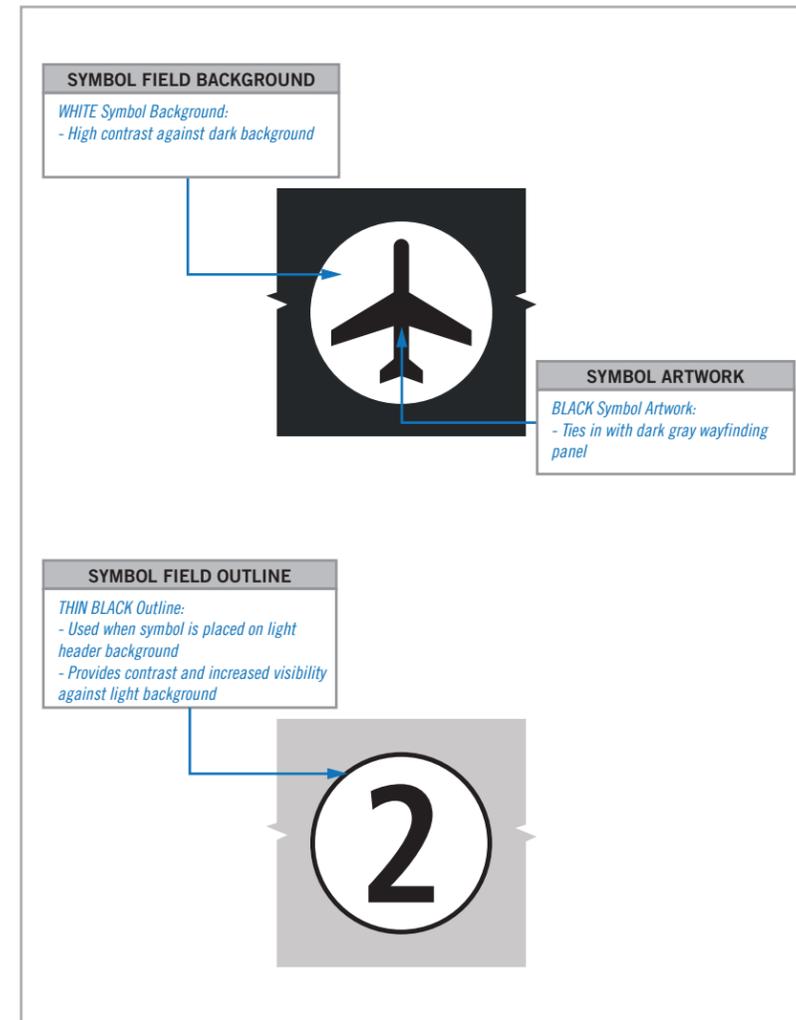


Figure 1.3.8 Universal Symbols: Element Description

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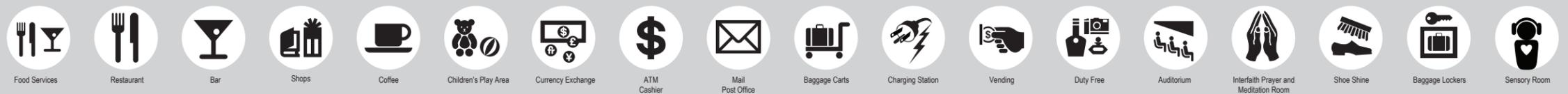
TRAVEL SYMBOLS



PUBLIC SERVICE SYMBOLS



AMENITIES & CONCESSIONS



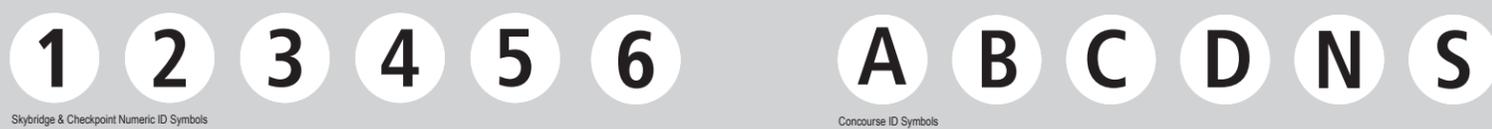
PARKING & GROUND TRANSPORTATION



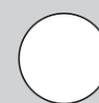
WASTE / SUSTAINABILITY



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

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.5 ARROWS

1.3.5.1 ARROWS OVERVIEW

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 its 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

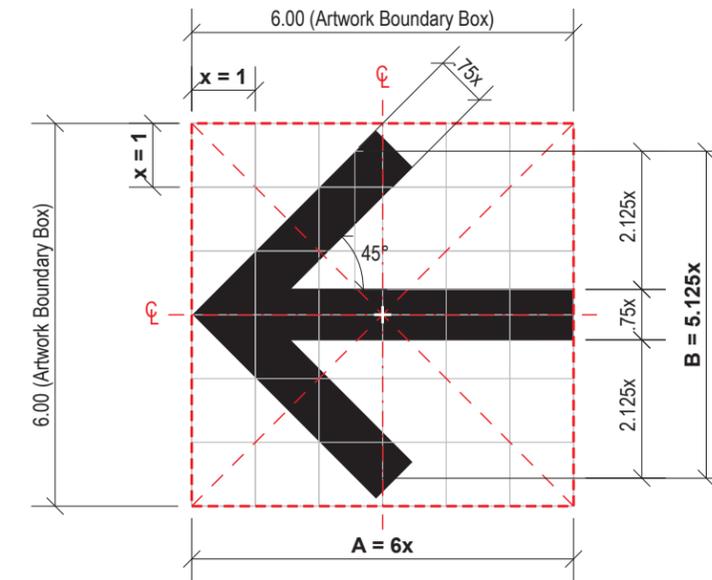
Arrow Rotation

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.

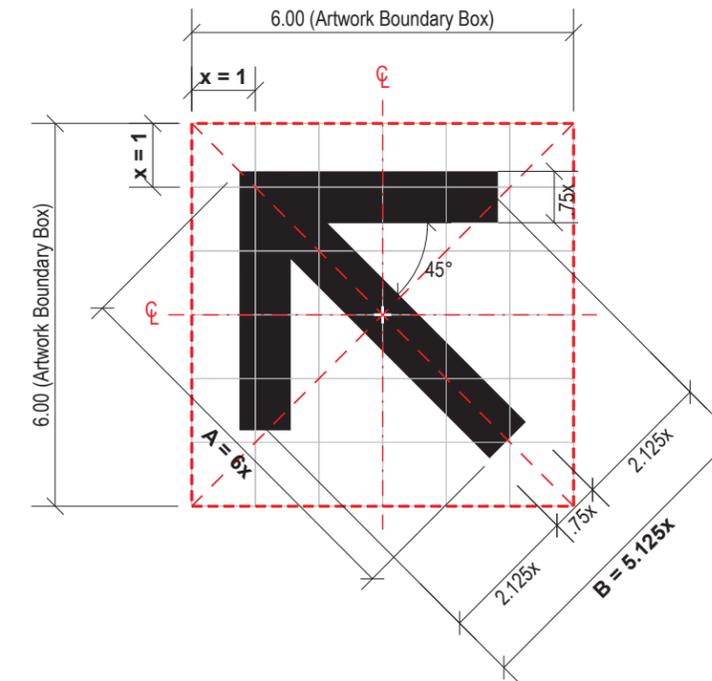
Note that arrow rotation angle selection must always be done so consistently throughout the entire SEA wayfinding system and in accordance with these established arrow rotation standards. The following are general guidelines for the selection and use of arrow rotation:

- 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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SHEET TITLE:

**1.0 SEA WAYFINDING -
STANDARDS & GUIDELINES**

**1.3 WAYFINDING GRAPHIC
STANDARDS & GUIDELINES**

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SHEET TITLE:

1.0 SEA WAYFINDING - STANDARDS & GUIDELINES
1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

SHEET NO:

1-15

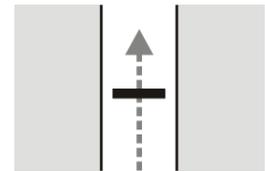
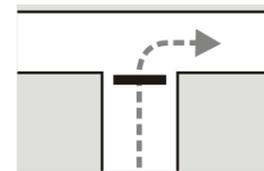
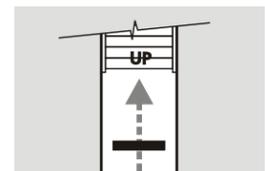
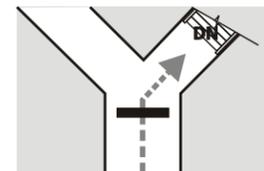
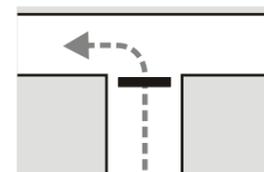
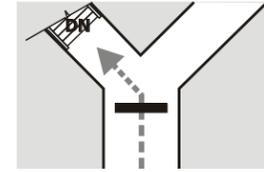
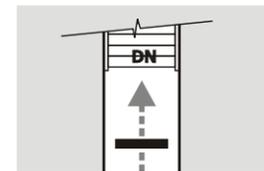
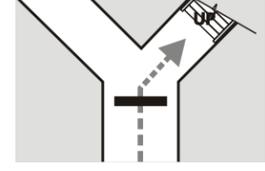
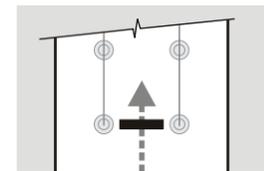
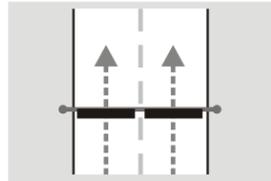
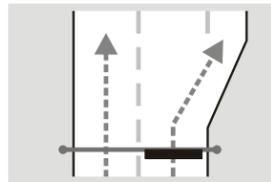
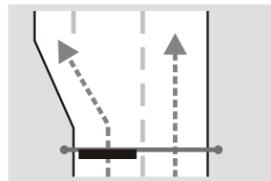
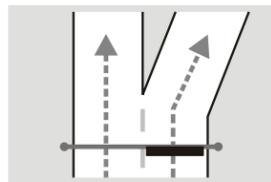
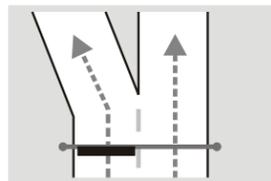
ALL Directionals					
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED	ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead	 0° (3 o'clock)		Right
 90° (12 o'clock)		Up	 315° (4:30)		Down on the Right
 135° (10:30)		Ahead on the Left	 180° (9 o'clock)		Left
 135° (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

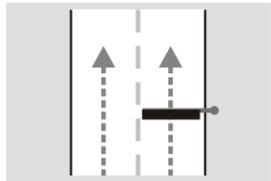
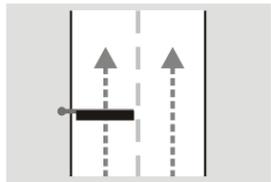
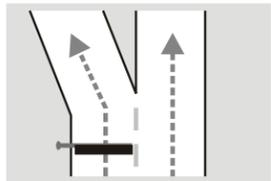
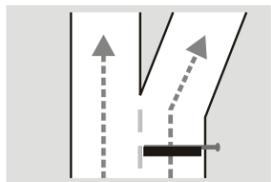
Figure 1.3.11a Wayfinding Arrows: Applications - Pedestrian

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

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

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

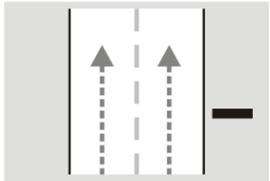
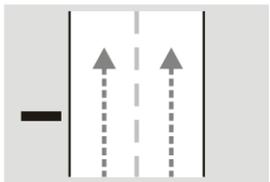
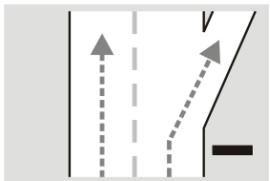
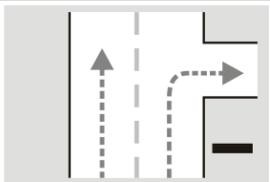
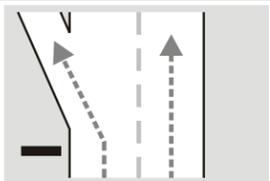
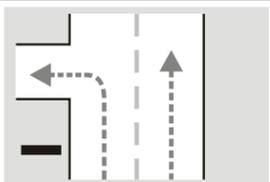
ROADSIDE Directionals		
ARROW ROTATION	LOCATION PLAN EXAMPLE	MESSAGE CONVEYED
 90° (12 o'clock)		Straight Ahead (Arrow Justified Left)
 90° (12 o'clock)		Straight Ahead (Arrow Justified Right)
 45° (1:30)		Exit/Ahead on the Right (Arrow Justified Right)
 0° (3:00)		To the Right (Arrow Justified Right)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

Figure 1.3.11b Wayfinding Arrows: Applications - Vehicular

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

1.3.6 COLORS

1.3.6.1 COLOR OVERVIEW

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

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.

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

COLORS: Roadways/Vehicular Wayfinding

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

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

Figure 1.3.12 SEA Wayfinding Color System

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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SHEET TITLE:

1.0 SEA WAYFINDING - STANDARDS & GUIDELINES

1.3 WAYFINDING GRAPHIC STANDARDS & GUIDELINES

SHEET NO:

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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SHEET TITLE:
**2.0 WAYFINDING
APPLICATION & SIGN
SYSTEM OVERVIEW**

2.1 WAYFINDING APPLICATION

SIGN SYSTEM DESCRIPTION

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

Design Description – New SEA Wayfinding Signage System

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

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

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

Sign System Objective: Pedestrian Signage

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

Sign System Objective: Vehicular Signage

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

Special Areas

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

Interim Signage

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

Exceptions

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

SIGN TYPES – GENERAL OVERVIEW

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

Sign Type Priority

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

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

Wayfinding Sign Family

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

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

- Directional: signs that display standardized directional messaging to assist in finding one’s way through a defined area or environment (i.e.

an overhead sign at a decision point with arrow/symbol/destination messages listed).

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

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

- Ground Transportation - see Chapter 3.0, sub-section 3.1.2
- Parking - see Chapter 3.0, subsection 3.1.3

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

Scale and Sizing

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

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



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SHEET TITLE:

**2.0 WAYFINDING
APPLICATION & SIGN
SYSTEM OVERVIEW**

2.2 WAYFINDING SIGN SYSTEM
OVERVIEW

SHEET NO:

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.

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

Mounting Requirements

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

Basic Mounting Types

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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SHEET TITLE:

3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

SHEET NO:

3-1

3.1 SIGN TYPE INDEX

3.1.1 OVERVIEW

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



17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 3:
Parking & Ground Transportation**

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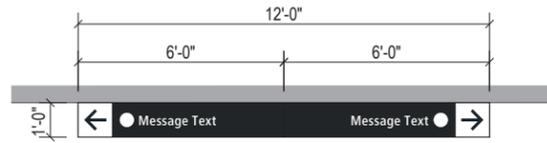
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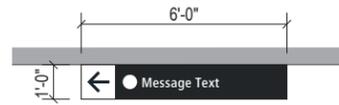
SHEET TITLE:
3.0 SIGN TYPES
3.1 SIGN TYPE INDEX

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

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

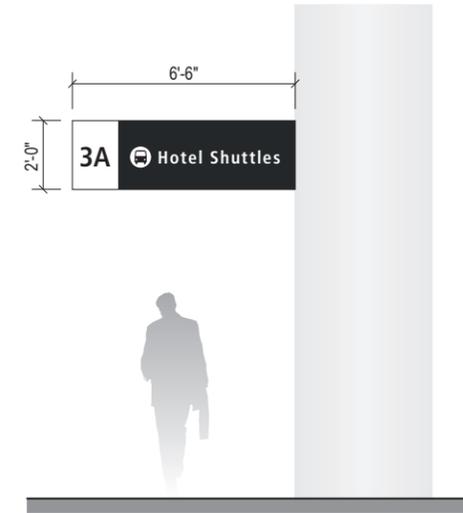


2-DR.21 2-way Pedestrian Directional
- 2 directions / 1 message per direction
- 2 Sides



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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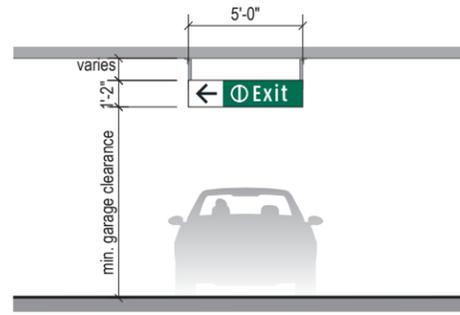
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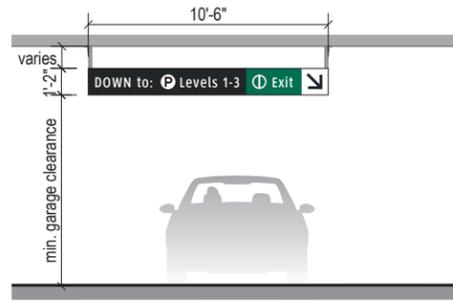
SHEET TITLE:
3.0 SIGN TYPES
3.1 SIGN TYPE INDEX

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

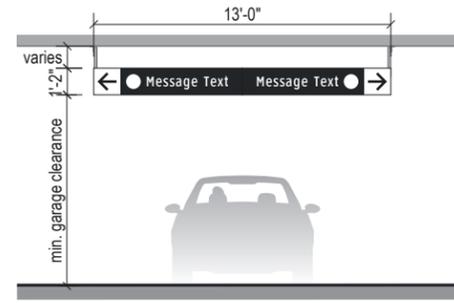
3-DR.01 to 3-DR.09 = Vehicular SUSPENDED CEILING Mount



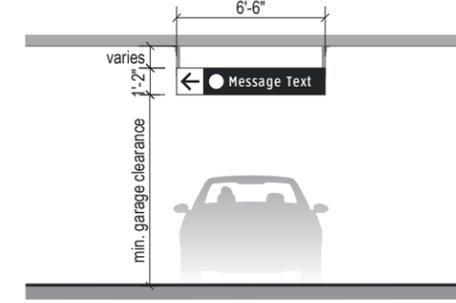
3-DR.01 Vehicular Suspended Exit Trailblazer
- 2 sides
- 1 direction; 1 message



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

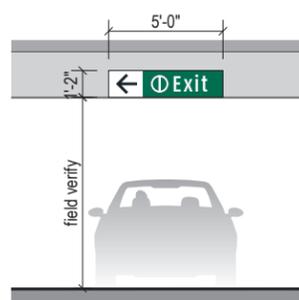


3-DR.05 2-way Suspended Vehicular Directional
- 2 sides
- 2 directions; 1 message per direction

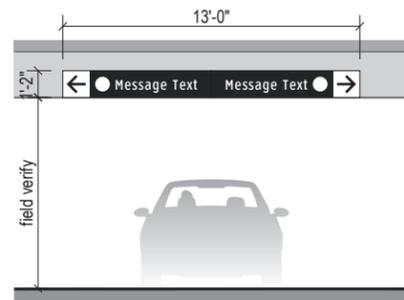


3-DR.06 1-way Suspended Vehicular Directional
- 2 sides
- 1 direction; 1 message

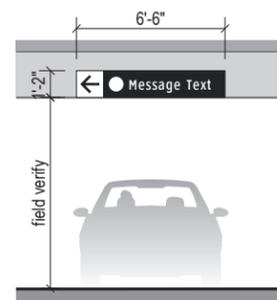
3-DR.21 to 3-DR.29 = Vehicular BEAM / SOFFIT Mount



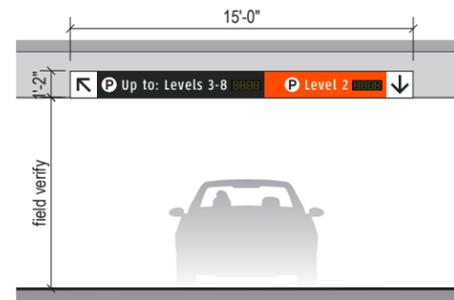
3-DR.21 Vehicular Exit Trailblazer
- 1 direction; 1 message



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

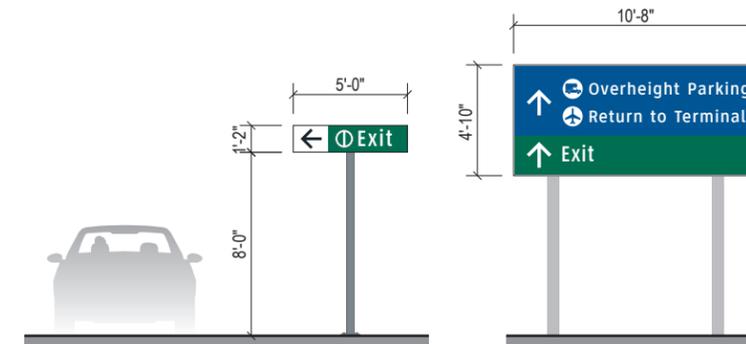


3-DR.26 1-way Beam/Soffit Mount Vehicular Directional
- 1 message



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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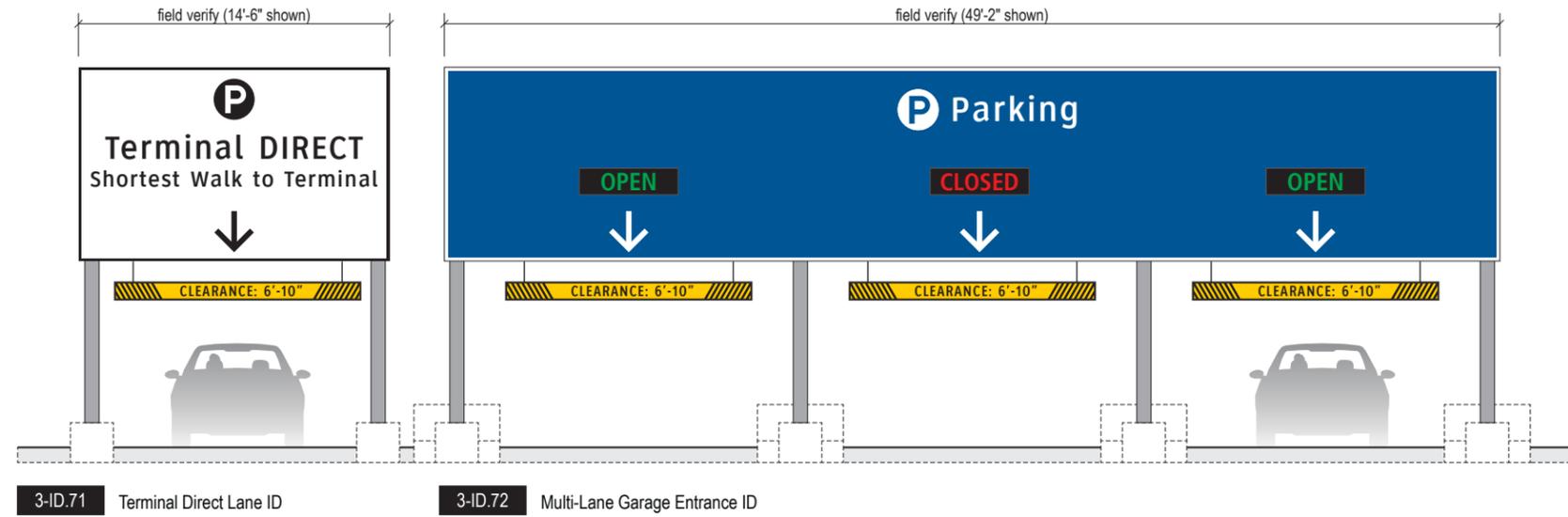
3.0 SIGN TYPES

3.1 SIGN TYPE INDEX

SHEET NO:

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

3-ID.70 to 3-ID.79 = Vehicular Identification



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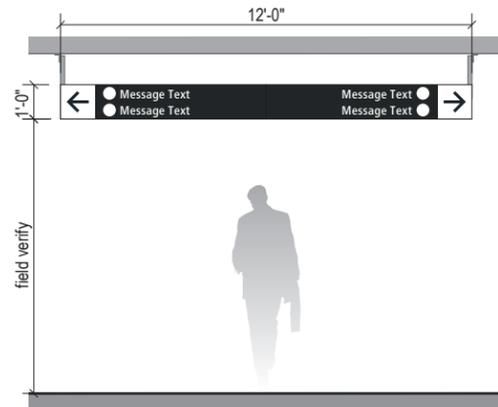
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3.0 SIGN TYPES

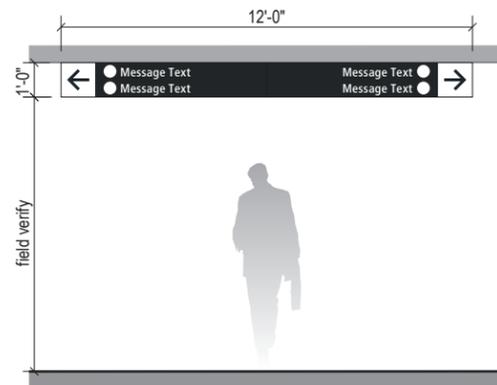
3.1 SIGN TYPE INDEX

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

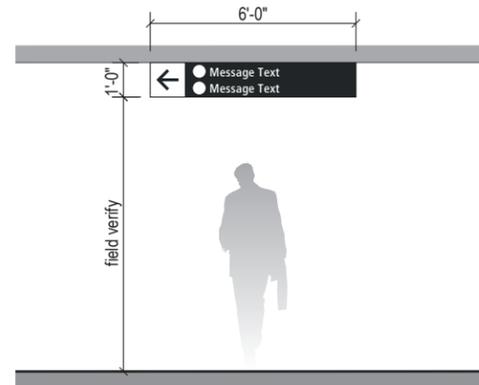
3-DR.10 to 3-DR.19 = Pedestrian CEILING MOUNT Directional



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

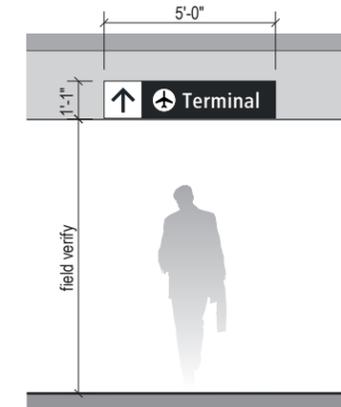


3-DR.11 2-way Ceiling Flush Mount Directional
- 2 sides
- 1-2 messages per direction



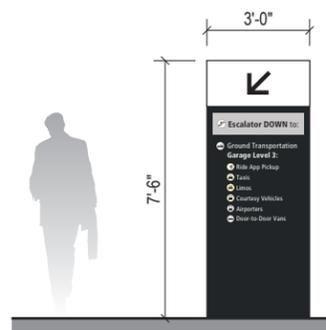
3-DR.12 1-way Ceiling Flush Mount Directional
- 2 Sides
- 1-2 messages

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



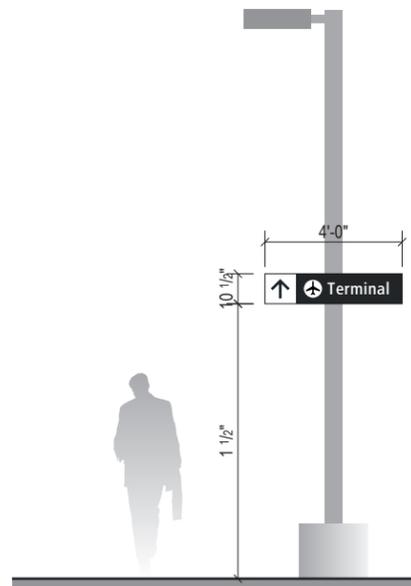
3-DR.31 Pedestrian Beam/Soffit Mount Terminal Trailblazer
- 1 direction / 1 message per direction

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



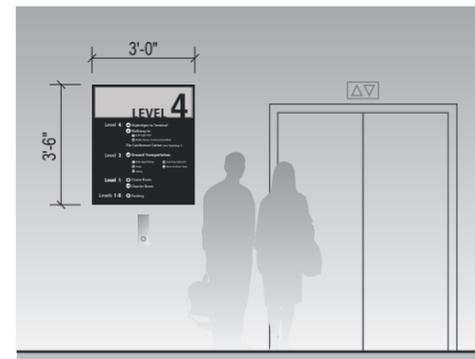
3-DR.61 Floor Mount Pedestrian Directional
- 1-2 Sides

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



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

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



3-IN.21 Wall Mount Garage Level Informational

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



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

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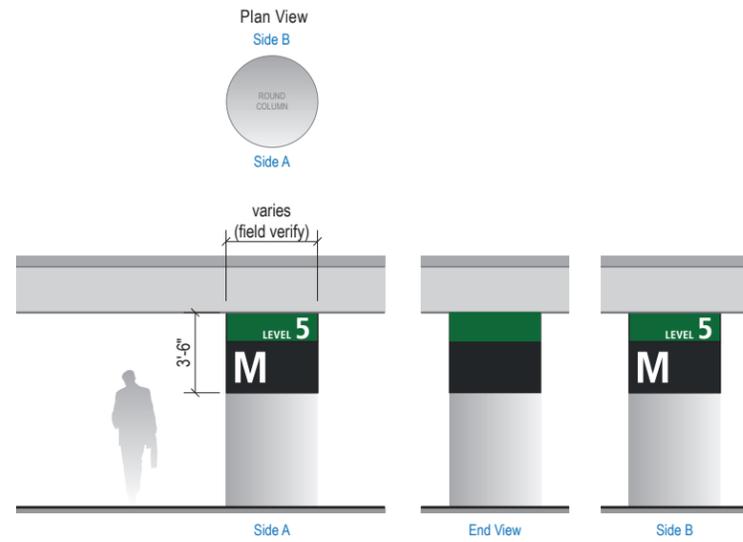
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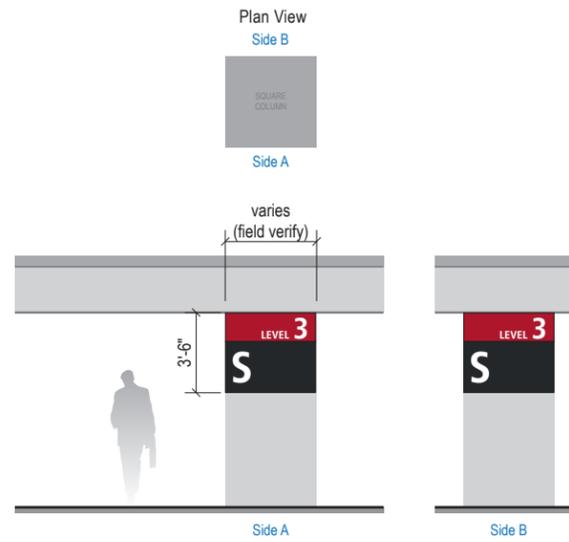
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Parking - Pedestrian (Scale As Indicated)

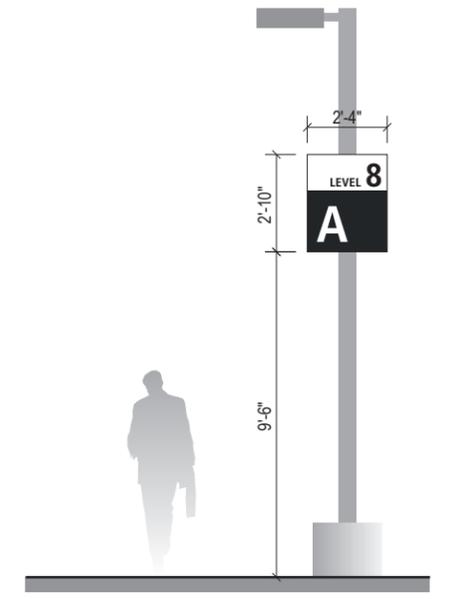
3-ID.50 to 3-ID.55 = Pedestrian Identification: COLUMN / POLE Mount



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

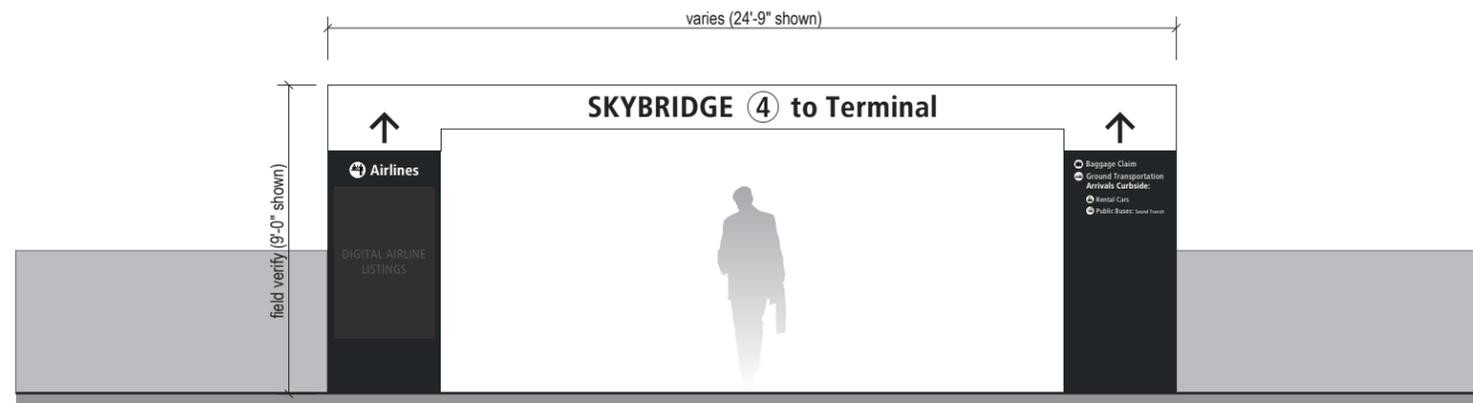


3-ID.52 Square Column Wrap Level / Row ID (Scale: 1/8" = 1'-0")



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

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SHEET TITLE:

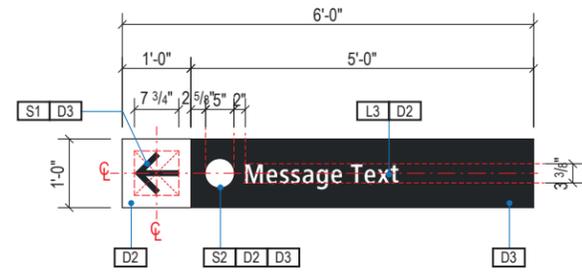
3.0 SIGN TYPES
3.1 SIGN TYPE INDEX

SHEET NO:

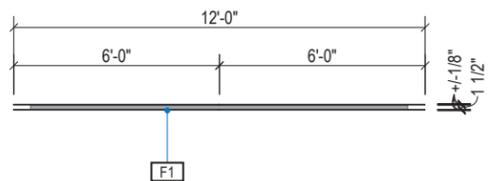
3.2 SIGN TYPES

3.2.1 GT DIRECTIONAL

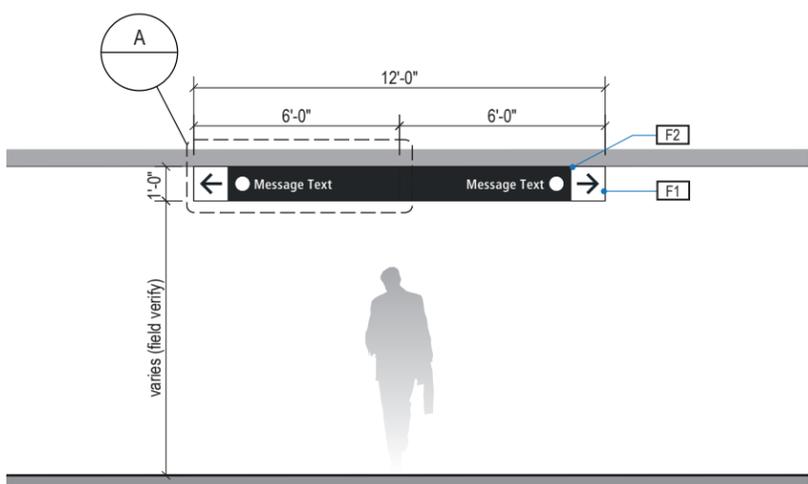
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	2-DR.21	DIRECTIONAL	CEILING FLUSH	2-way pedestrian directional; 1 message per direction; 2 sides



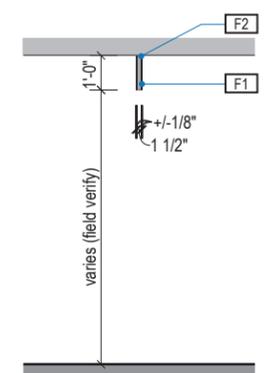
A FACE LAYOUT
Scale: 3/8" = 1'-0"



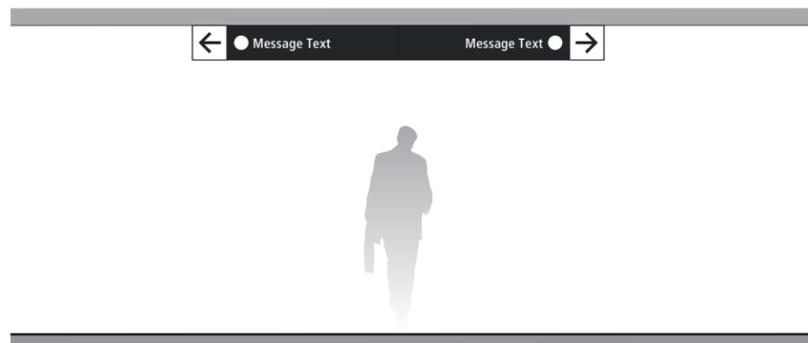
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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 Ov. 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



17801 International Blvd, Seattle, WA 98158
CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation



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

3.2.1 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

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 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).

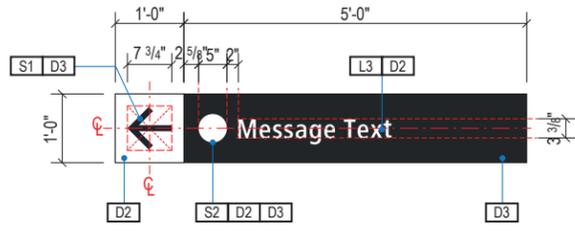
LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- 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

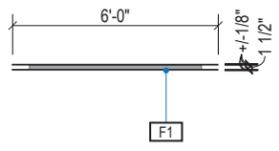
COLORS:

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)

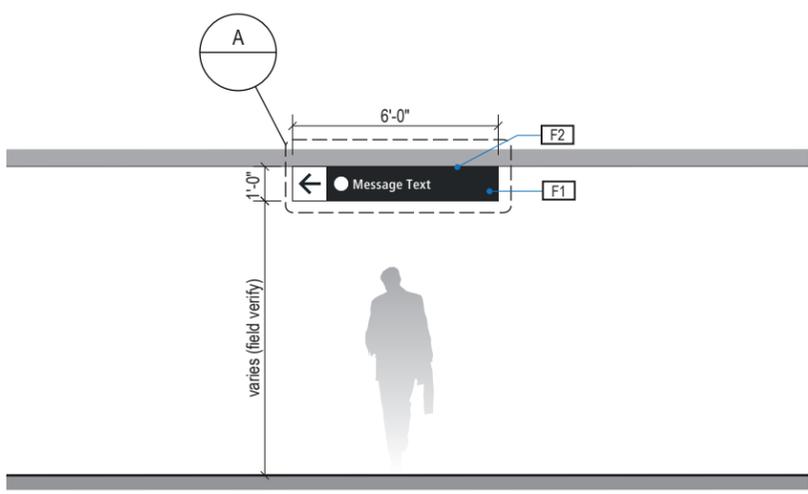
- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:
 - D21** Level 1 - Yellow: match PMS 116C
 - D22** Level 2 - Orange: match PMS 1655C
 - D23** Level 3 - Red: match PMS 187C
 - D24** Level 4 - Blue: match PMS 300C
 - D25** Level 5 - Green: match PMS 349C
 - D26** 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



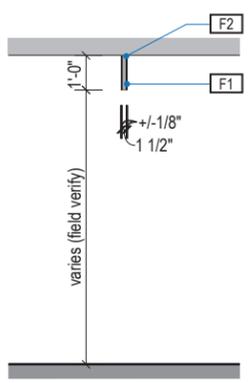
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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"



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation



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1	12/31/21	Color Update

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

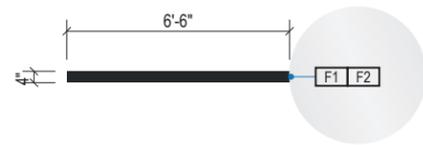
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SHEET TITLE:
3.0 SIGN TYPES
3.2 SIGN TYPES

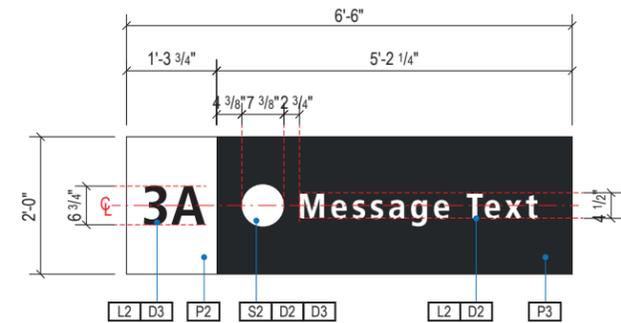
3.2 SIGN TYPES

3.2.2 GT IDENTIFICATION

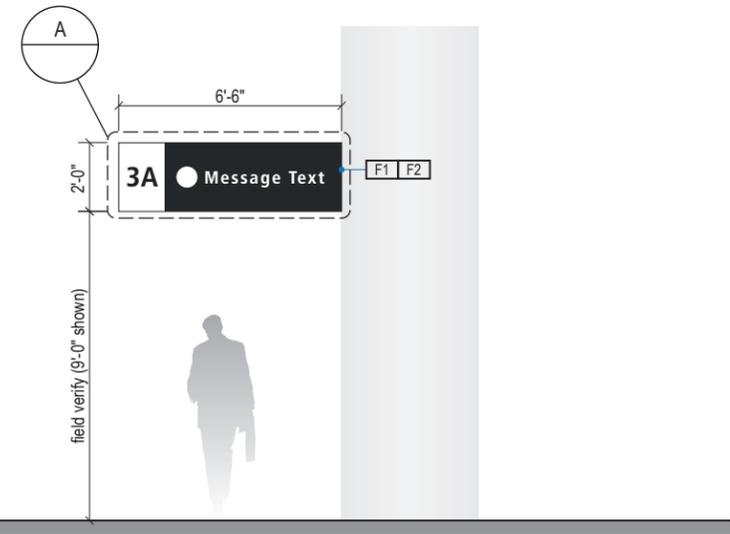
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	2-ID.41	IDENTIFICATION	COLUMN	Pedestrian column mount identification



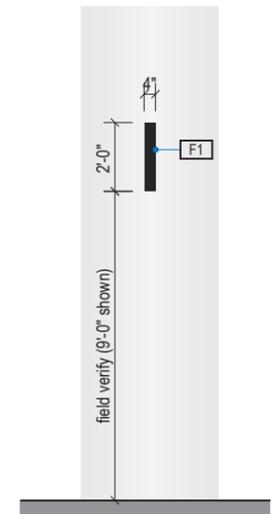
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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 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 Ov. 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



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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
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SHEET TITLE:

3.0 SIGN TYPES

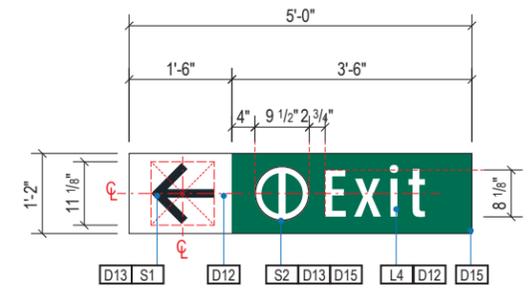
3.2 SIGN TYPES

SHEET NO:

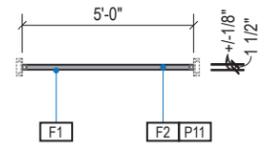
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

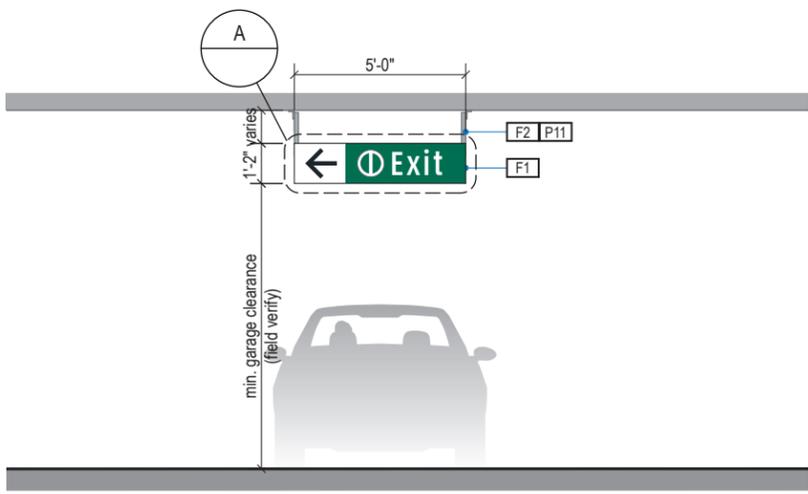
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.01	DIRECTIONAL	SUSPENDED	Vehicular suspended exit trailblazer; 1 direction; 1 message



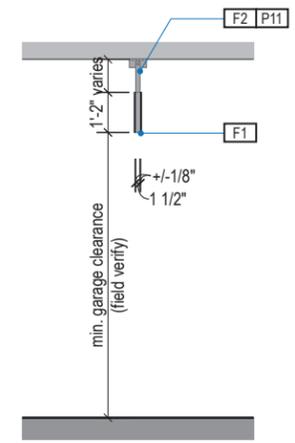
A FACE LAYOUT
Scale: 3/8" = 1'-0"



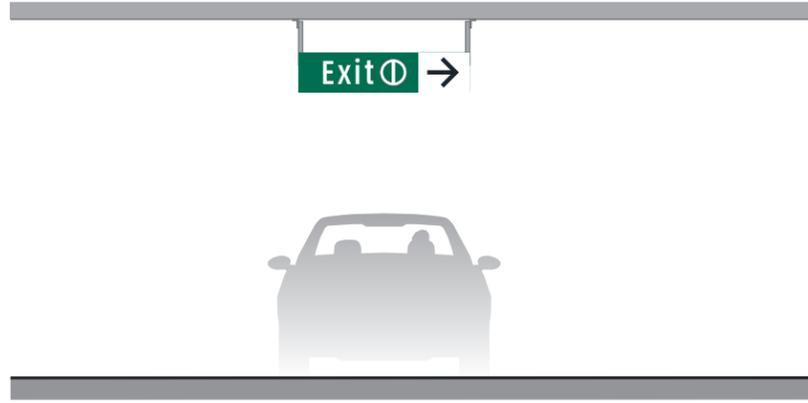
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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

VOLUME REVISION

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

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SHEET TITLE:

3.0 SIGN TYPES
3.2 SIGN TYPES

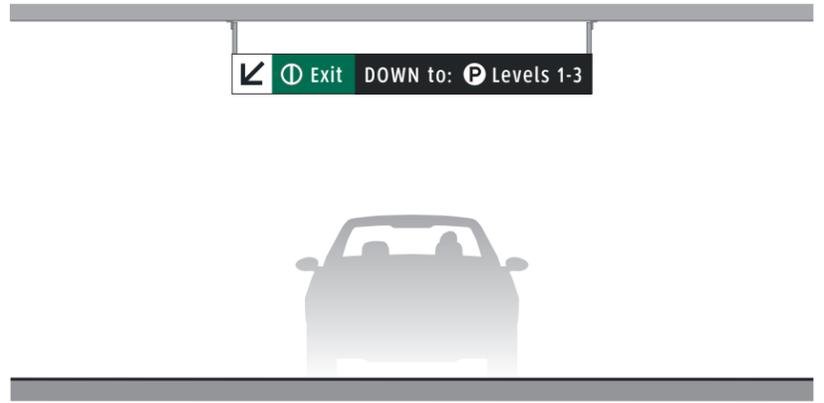
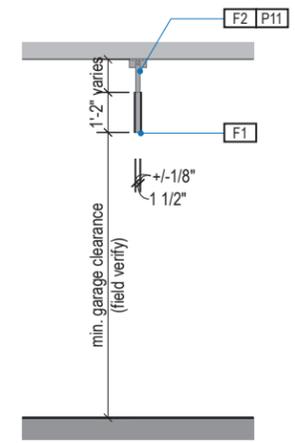
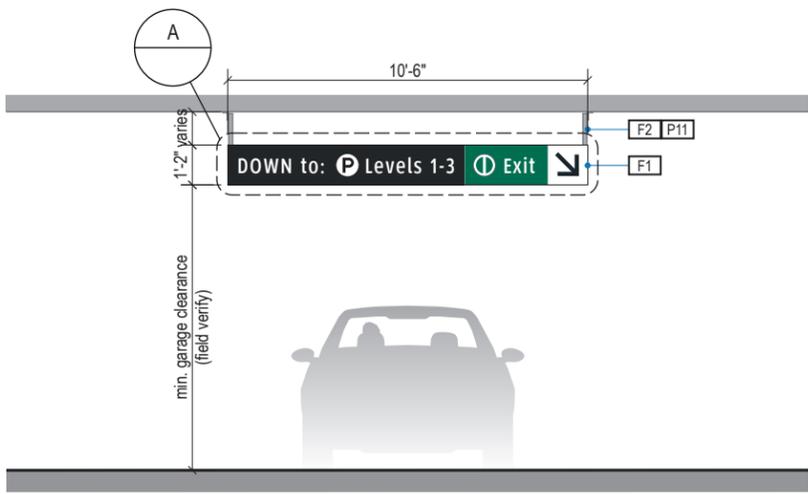
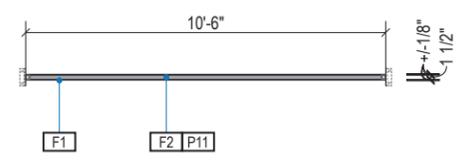
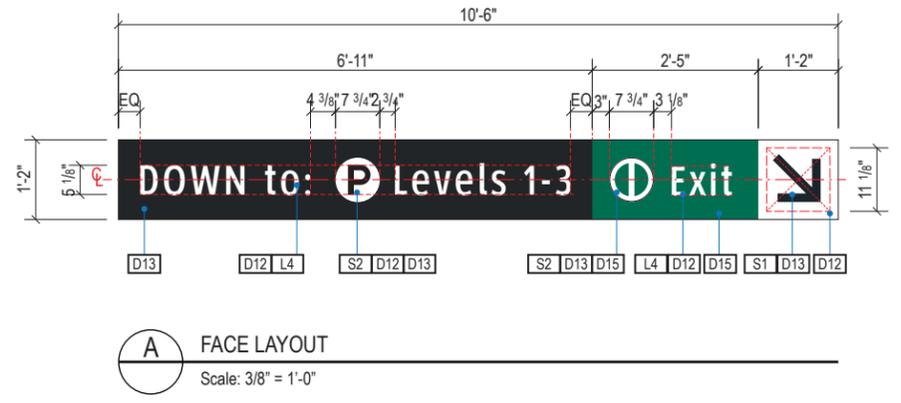
SHEET NO:

3-11

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



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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



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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

VOLUME REVISION

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

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SHEET TITLE:

3.0 SIGN TYPES
3.2 SIGN TYPES

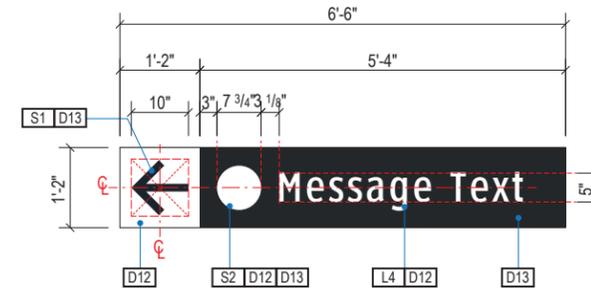
SHEET NO:

3-12

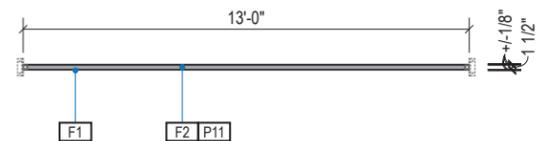
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

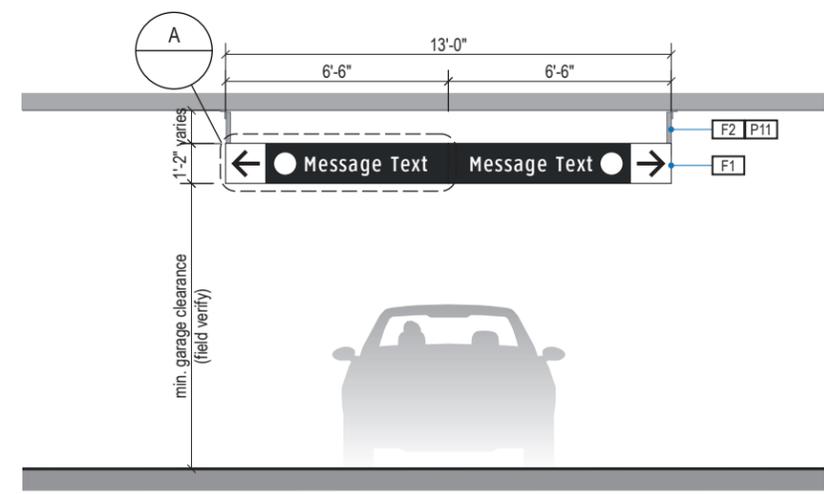
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.05	DIRECTIONAL	SUSPENDED	2-way suspended vehicular directional; 2 sides; 1 message per direction



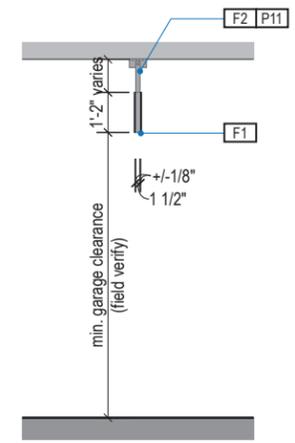
A FACE LAYOUT
Scale: 3/8" = 1'-0"



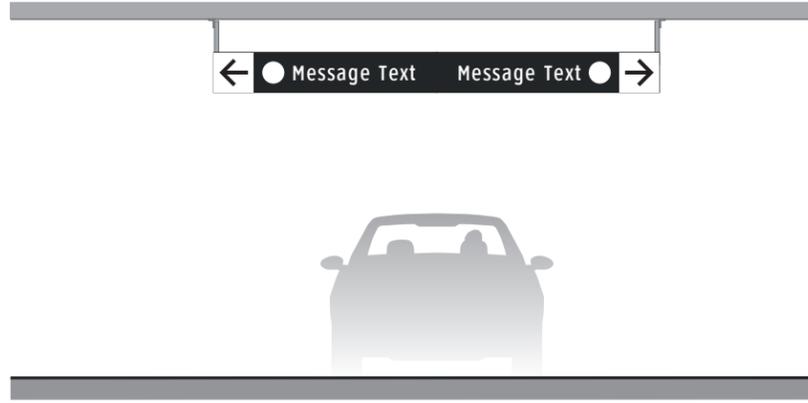
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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

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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



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

VOLUME 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

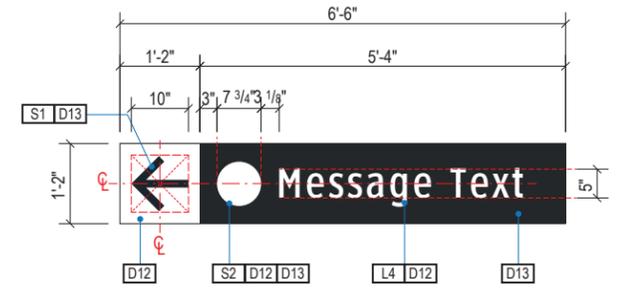
3.2 SIGN TYPES

SHEET NO:

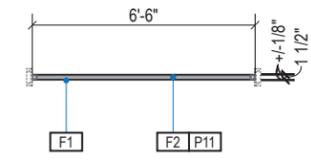
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

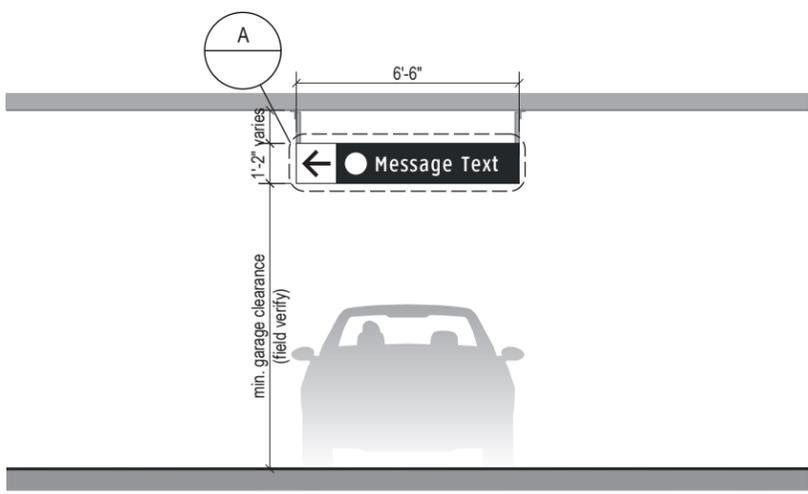
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.06	DIRECTIONAL	SUSPENDED	1-way suspended vehicular directional; 1 direction; 1 message; 1-2 sides



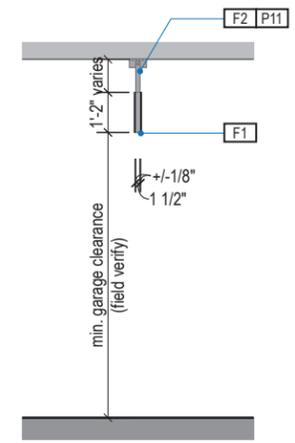
A FACE LAYOUT
Scale: 3/8" = 1'-0"



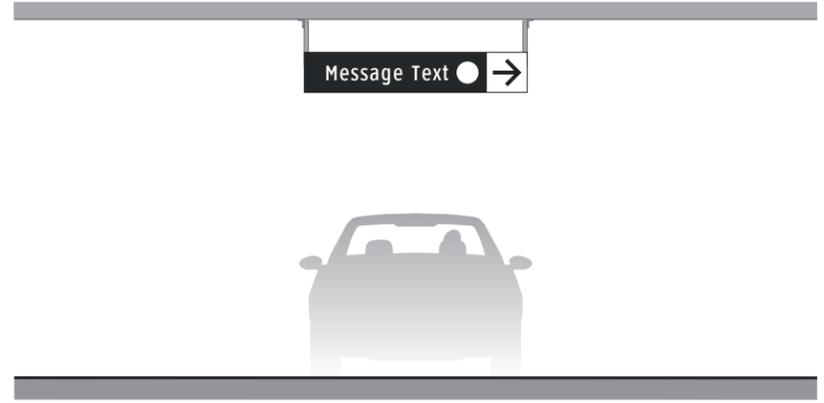
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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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- 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



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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

VOLUME REVISION

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

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SHEET TITLE:

3.0 SIGN TYPES

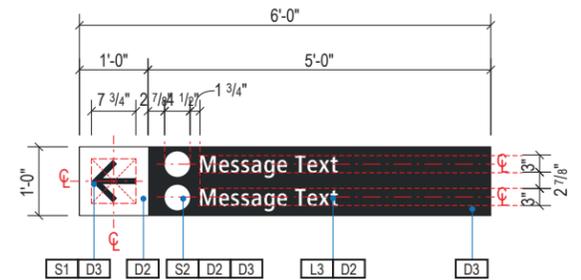
3.2 SIGN TYPES

SHEET NO:

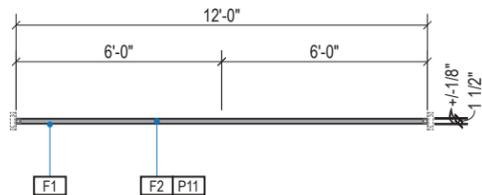
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

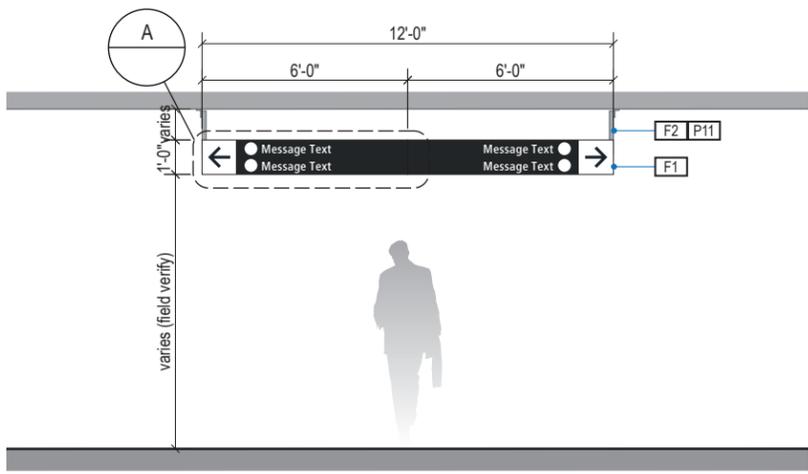
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-DR.10	DIRECTIONAL	SUSPENDED	2-way pedestrian suspended directional; 2 sides; 1-2 messages per direction



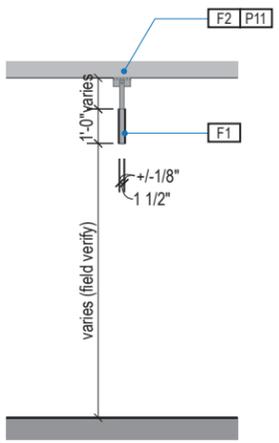
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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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DESIGN INTENT NOTES

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- 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 Ov. 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



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CONTRACT NO. P-00318724
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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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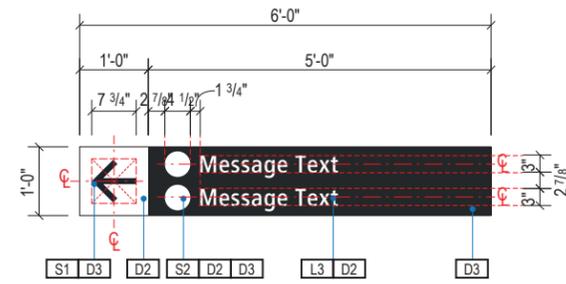
SHEET TITLE:

3.0 SIGN TYPES
3.2 SIGN TYPES

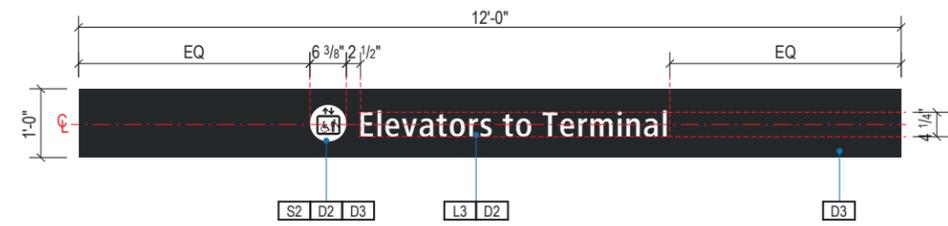
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

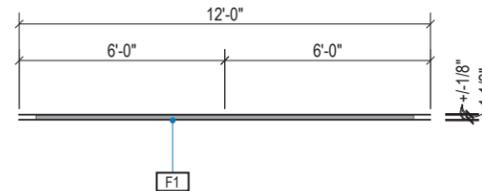
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-DR.11	DIRECTIONAL	FLUSH	Overhead pedestrian directional; 2 directions / 1-2 messages per direction; 2 sides



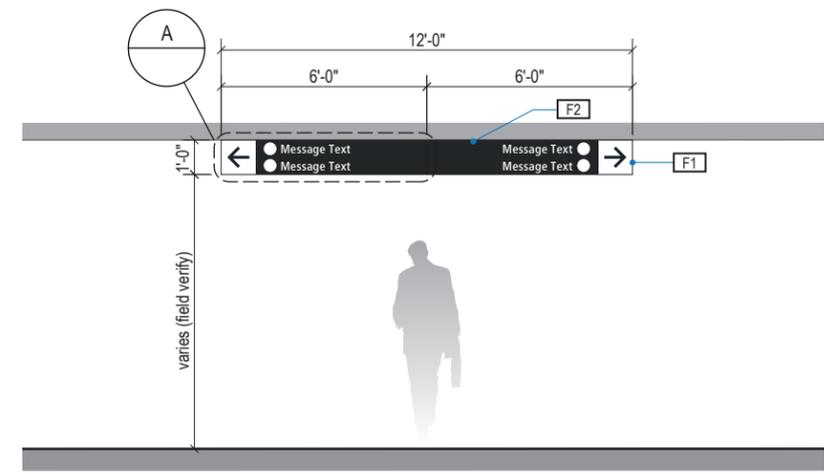
A FACE LAYOUT
Scale: 3/8" = 1'-0"



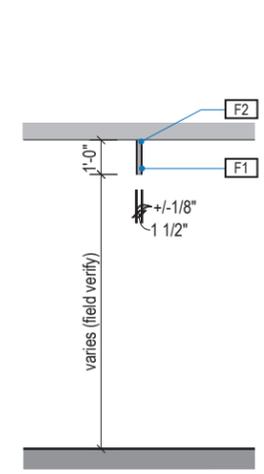
B FACE LAYOUT
Scale: 3/8" = 1'-0"



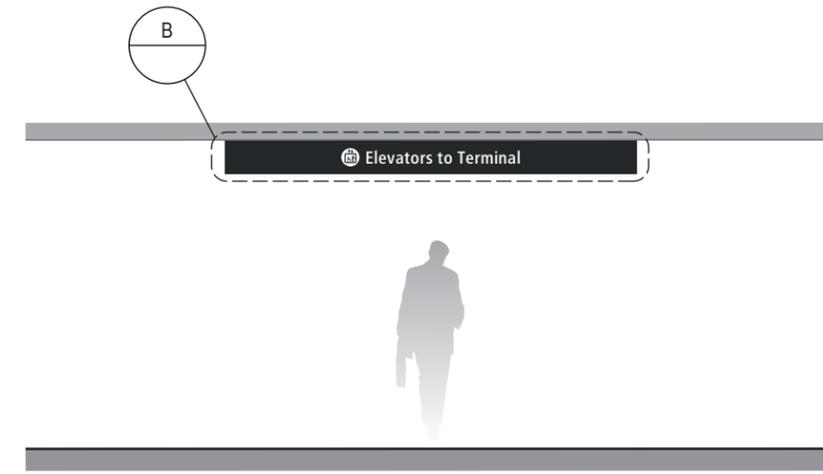
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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



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



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

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- 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



17801 International Blvd, Seattle, WA 98158
CONTRACT NO. P-00318724
SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation



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

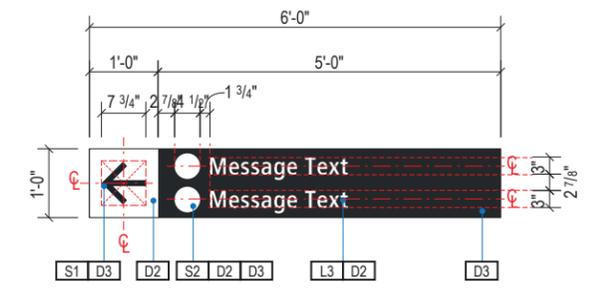
3.2 SIGN TYPES

SHEET NO:

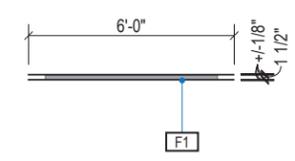
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

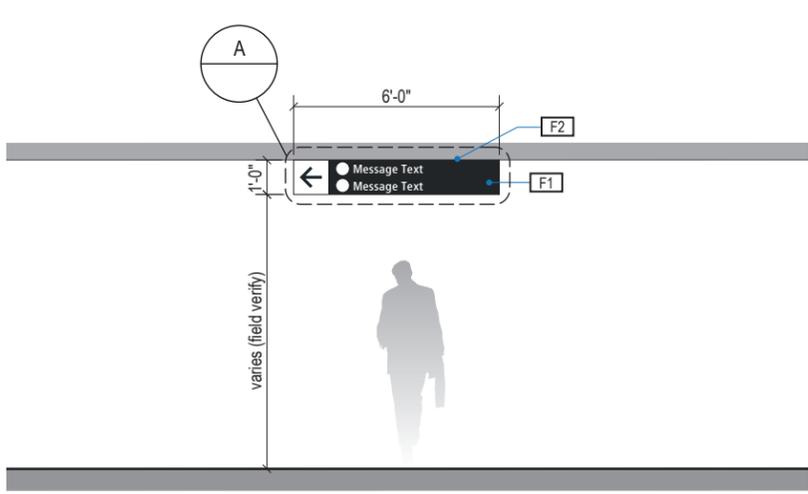
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-DR.12	DIRECTIONAL	FLUSH	Overhead pedestrian directional; 1 direction / 1 message; 2 sides



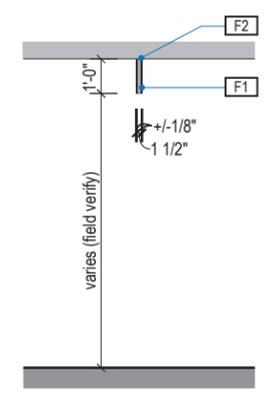
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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"

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- 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



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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

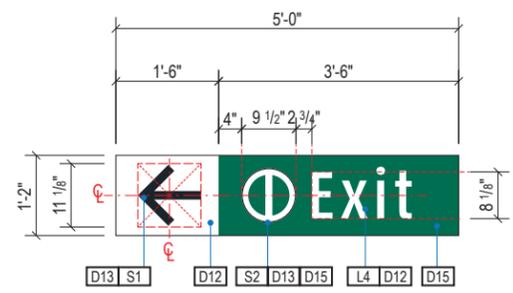
SHEET NO:

3-17

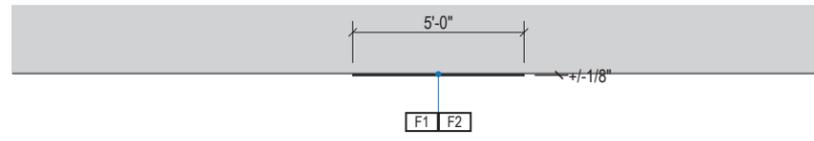
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

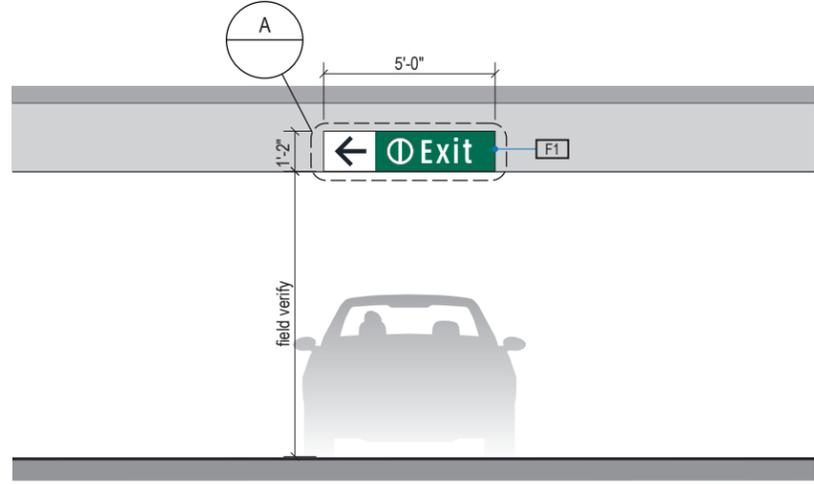
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.21	DIRECTIONAL	BEAM/SOFFIT	Vehicular beam/soffit mount Exit trailblazer; 1 direction; 1 message



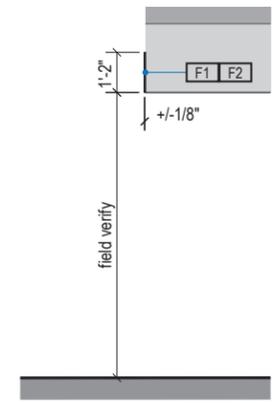
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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



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



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

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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



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

VOLUME 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
3.2 SIGN TYPES

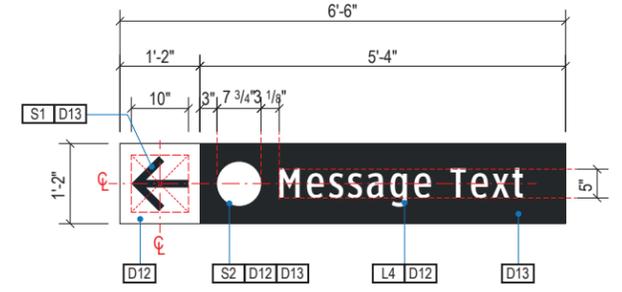
SHEET NO:

3-18

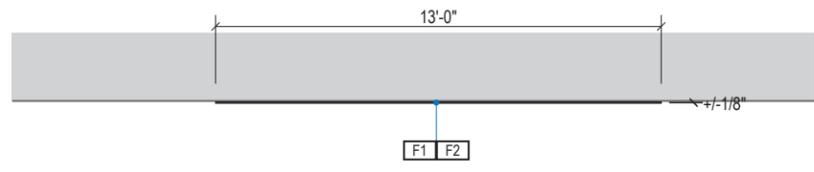
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

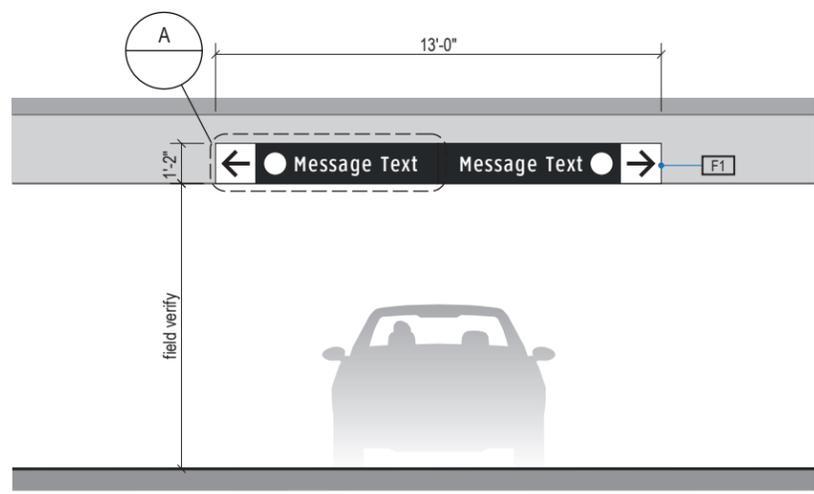
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.25	DIRECTIONAL	BEAM/SOFFIT	2-way beam/soffit mount vehicular directional; 1 message per direction



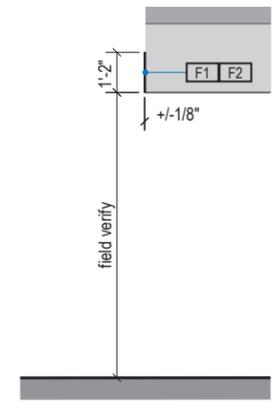
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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

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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** 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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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

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ARCHITECT / WAYFINDING CONSULTANT



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

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

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SHEET TITLE:

3.0 SIGN TYPES

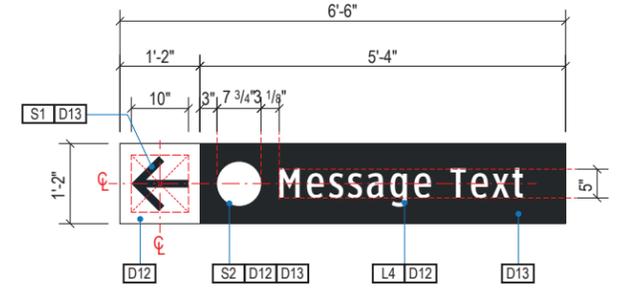
3.2 SIGN TYPES

SHEET NO:

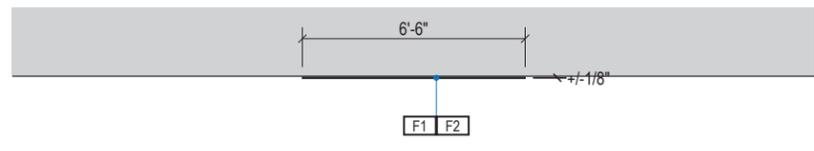
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

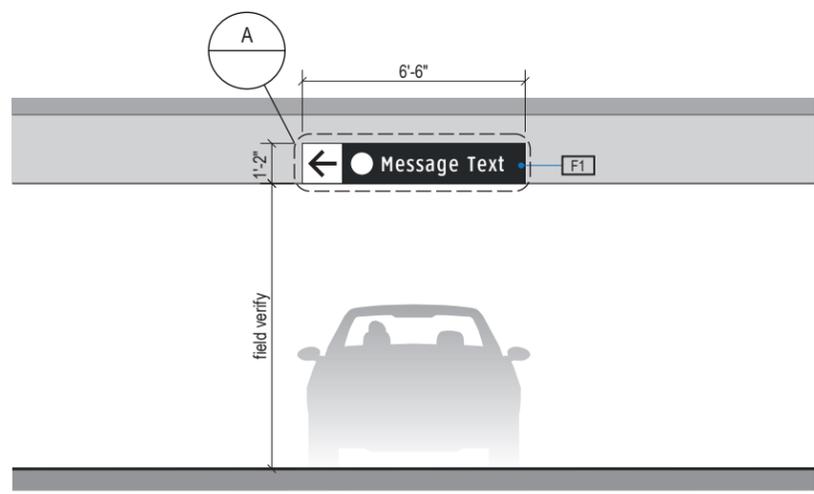
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.26	DIRECTIONAL	BEAM/SOFFIT	1-way beam/soffit mount vehicular directional; 1 message



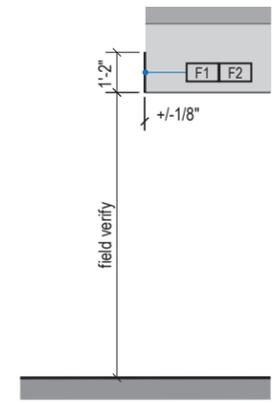
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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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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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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
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SHEET TITLE:

3.0 SIGN TYPES

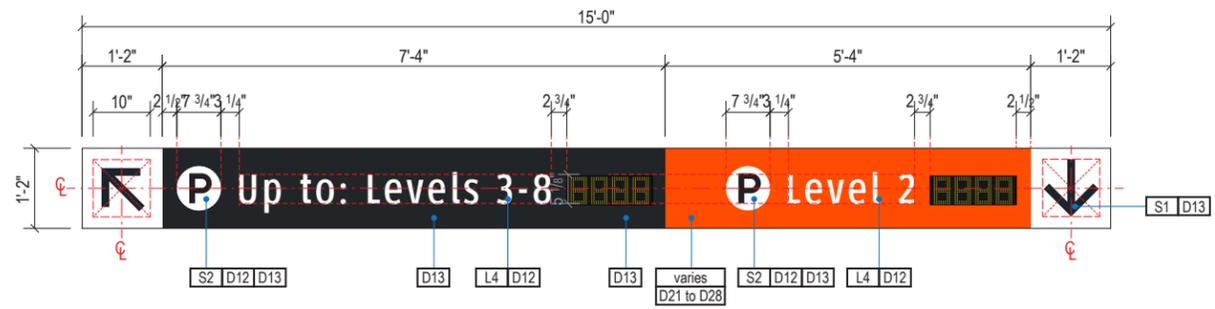
3.2 SIGN TYPES

SHEET NO:

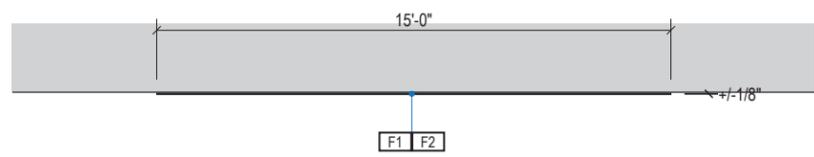
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

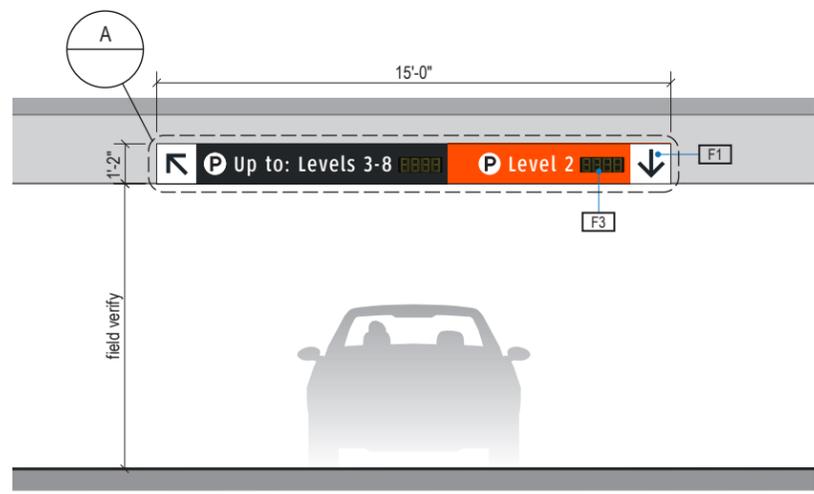
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE / DIGITAL	3-DR.29	DIRECTIONAL	BEAM/SOFFIT	2-way beam/soffit mount vehicular directional w/ digital space count; 1 message per direction



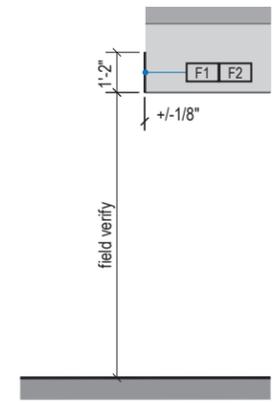
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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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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



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ARCHITECT / WAYFINDING CONSULTANT



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

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SHEET TITLE:

3.0 SIGN TYPES

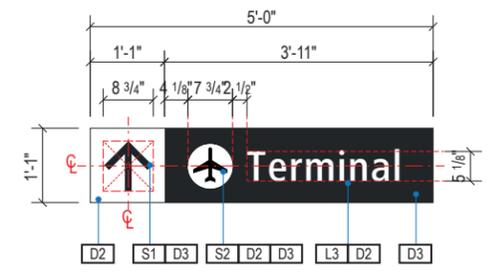
3.2 SIGN TYPES

SHEET NO:

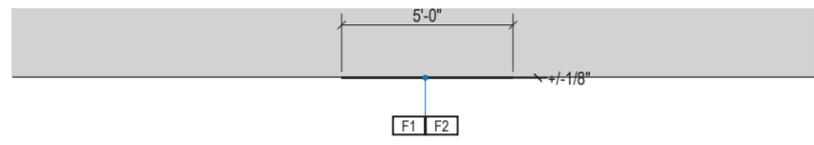
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

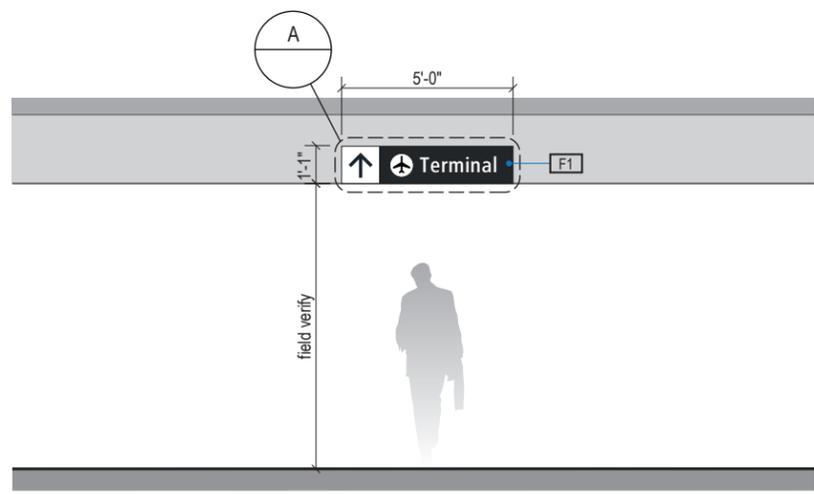
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-DR.31	DIRECTIONAL	BEAM / SOFFIT	Pedestrian beam/soffit mount terminal trailblazer, 1 direction / 1 message



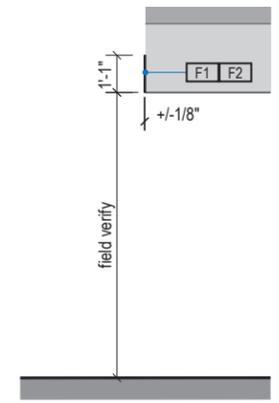
A FACE LAYOUT
Scale: 3/8" = 1'-0"



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



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



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

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DESIGN INTENT NOTES

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- 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



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ARCHITECT / WAYFINDING CONSULTANT



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1	12/31/21	Color Update

VOLUME REVISION

NO.	DATE	VOLUME REVISION
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SHEET TITLE:

3.0 SIGN TYPES
3.2 SIGN TYPES

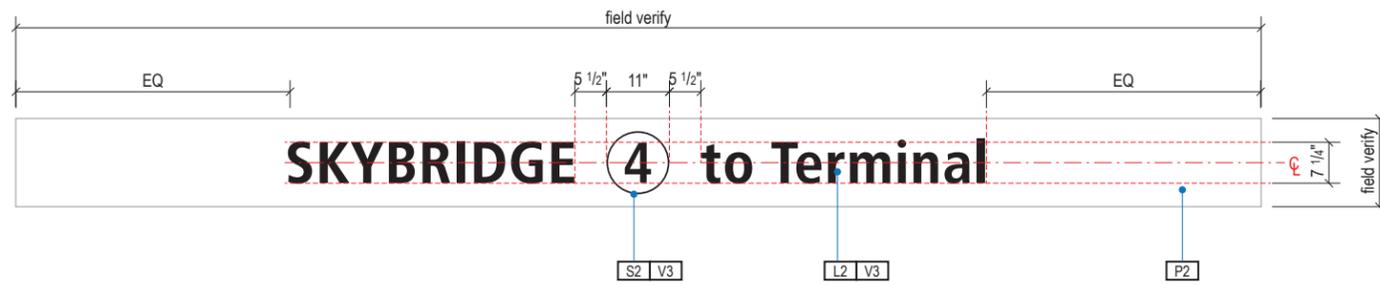
SHEET NO:

3-22

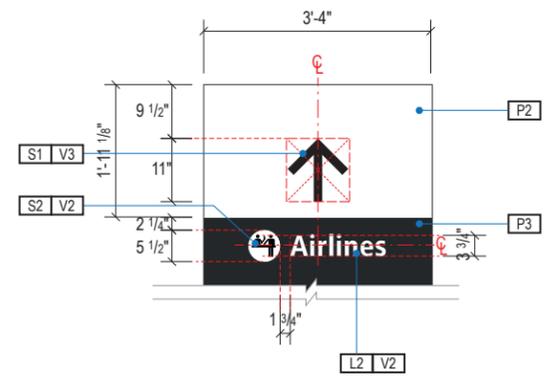
3.2 SIGN TYPES

3.2.3 DIRECTIONAL

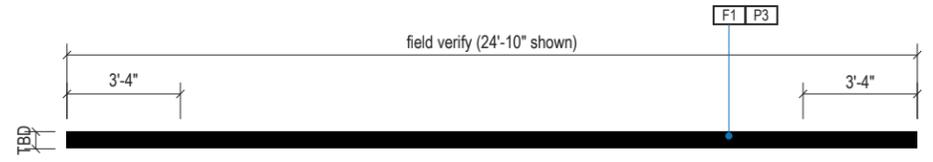
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-ID.61	IDENTIFICATION	FLOOR	Skybridge Portal ID



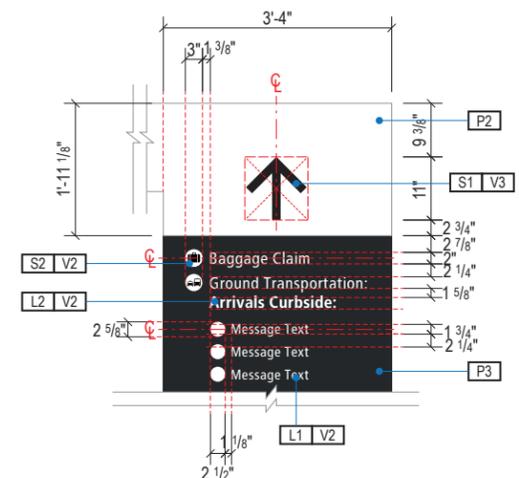
A FACE LAYOUT
Scale: 3/8" = 1'-0"



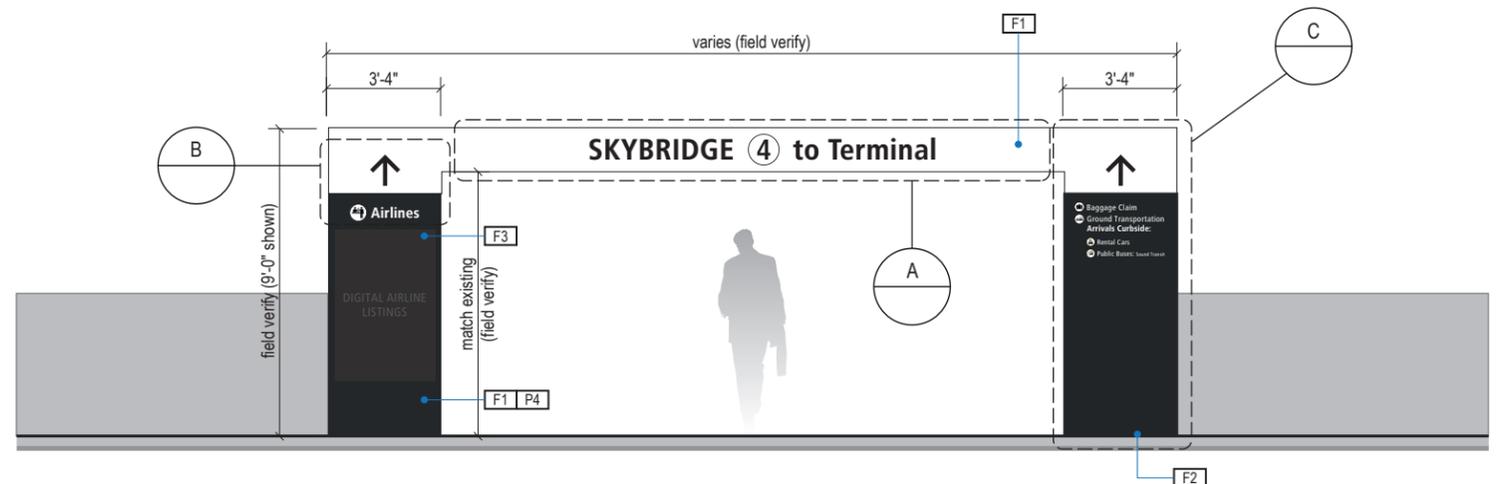
B FACE LAYOUT
Scale: 3/8" = 1'-0"



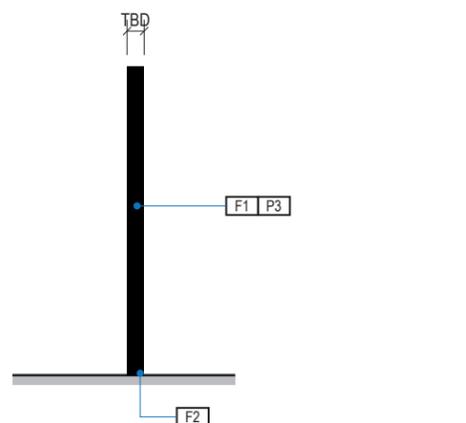
1 PLAN VIEW
Scale: 3/16" = 1'-0"



C FACE LAYOUT
Scale: 3/8" = 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.
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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** 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 3630-121 Translucent Silver



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:

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.71	DIRECTIONAL	POLE	Pedestrian pole mount terminal trailblazer; 1 direction; 1 message

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: 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



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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

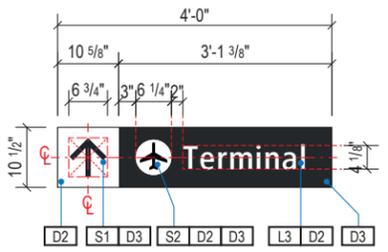
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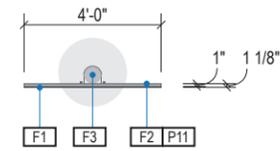
SHEET TITLE:

3.0 SIGN TYPES
 3.2 SIGN TYPES

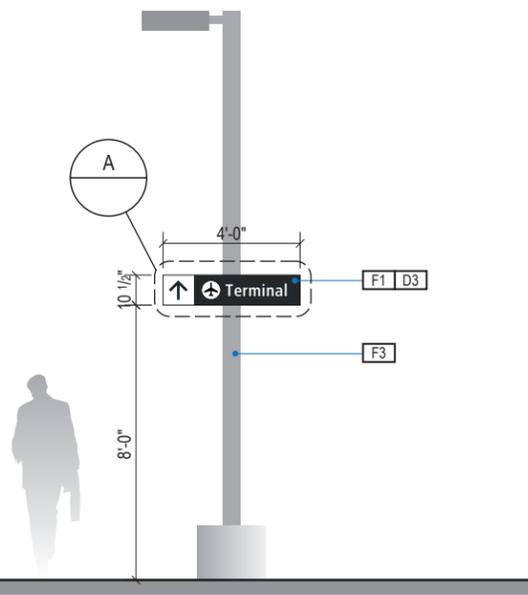
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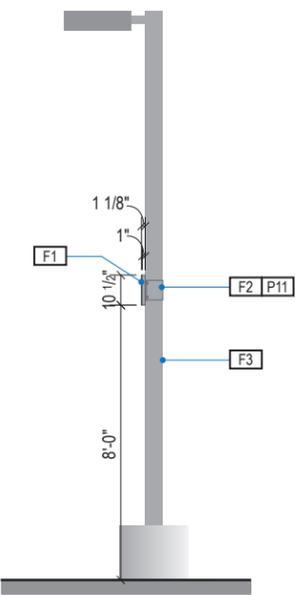
A FACE LAYOUT
 Scale: 3/8" = 1'-0"



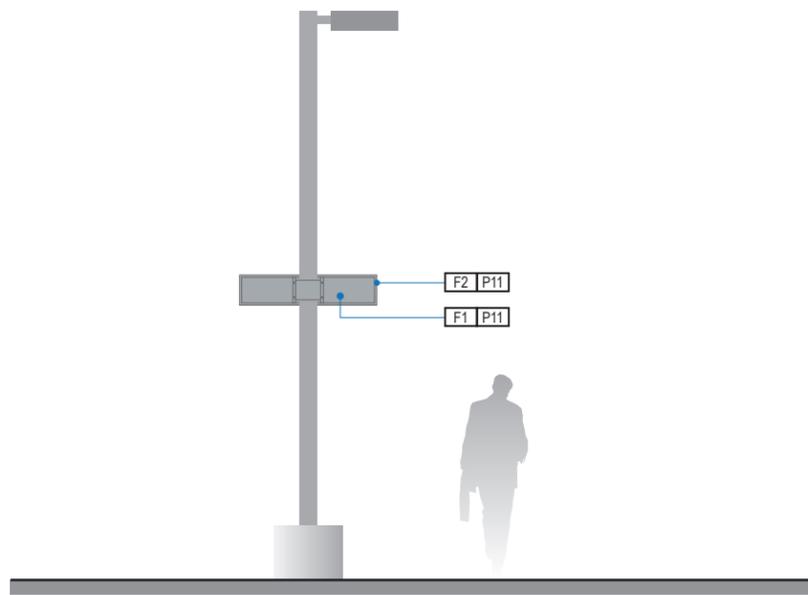
1 PLAN VIEW
 Scale: 3/16" = 1'-0"



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



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



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

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

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



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

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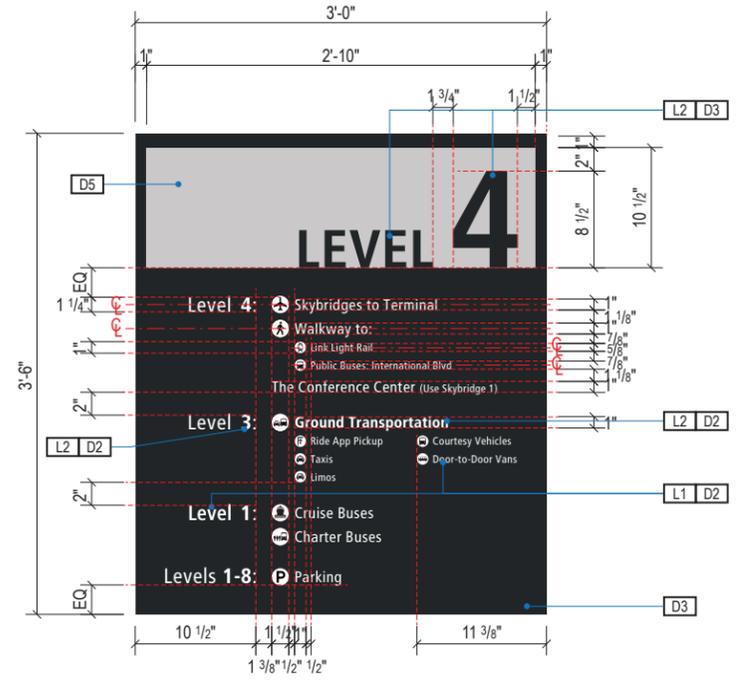
LETTERING (TYPEFACES) / SYMBOLS / ARROWS:

- 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

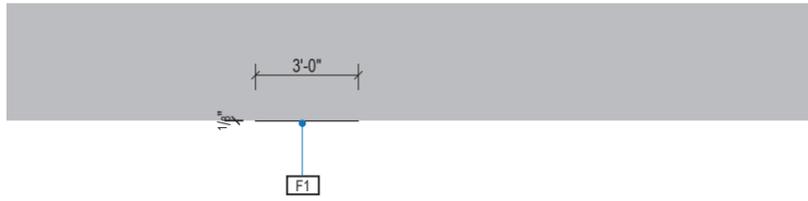
COLORS:

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)

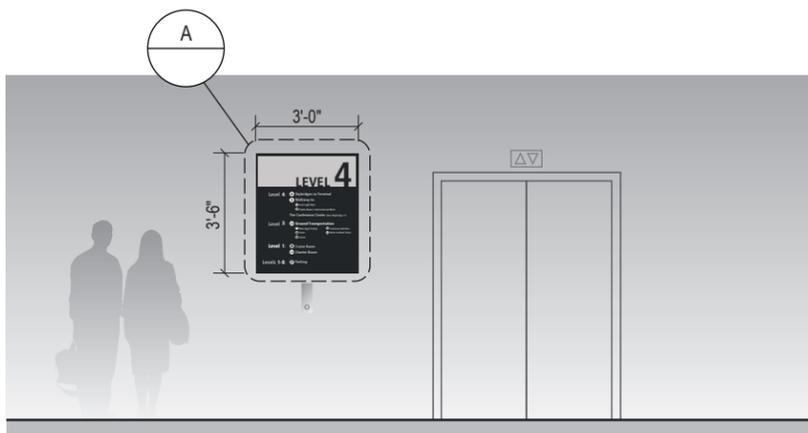
- D2** White
- D3** Black
- D5** Header Field: match PMS 877C
- Parking Garage Levels:**
 - D21** Level 1 - Yellow: match PMS 116C
 - D22** Level 2 - Orange: match PMS 1655C
 - D23** Level 3 - Red: match PMS 187C
 - D24** Level 4 - Blue: match PMS 300C
 - D25** Level 5 - Green: match PMS 349C
 - D26** 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



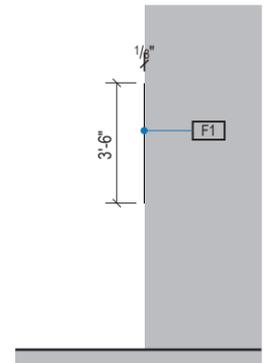
A FACE LAYOUT
 Scale: 3/4" = 1'-0"



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



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



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

SHEET TITLE:

3.0 SIGN TYPES

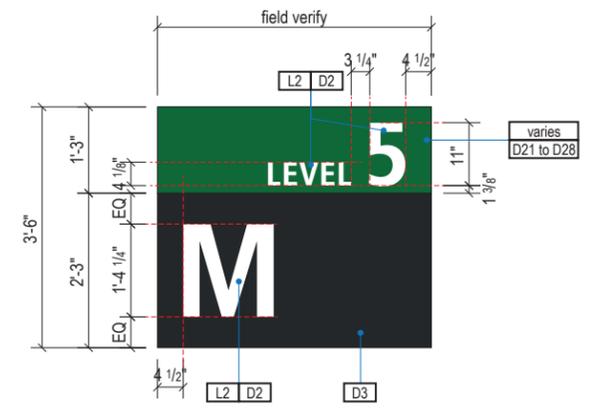
3.2 SIGN TYPES

SHEET NO:

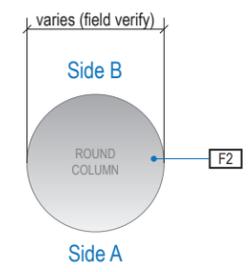
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

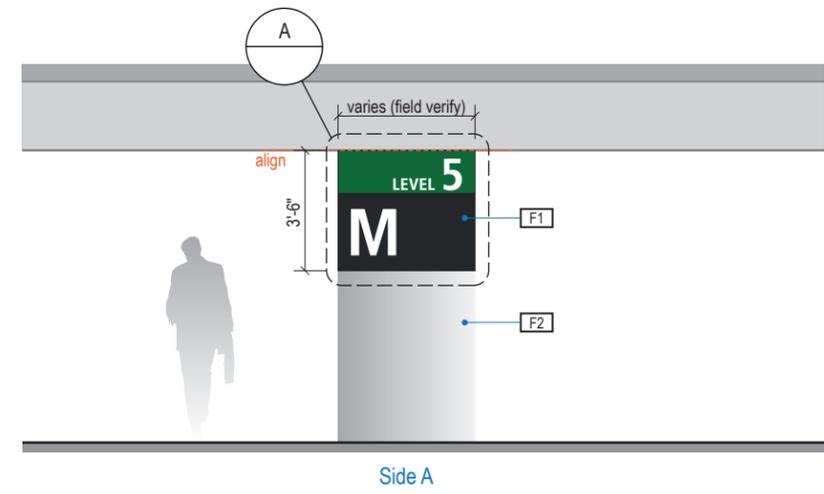
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REFLECTIVE	3-ID.51	IDENTIFICATION	COLUMN	Round column wrap level / row ID



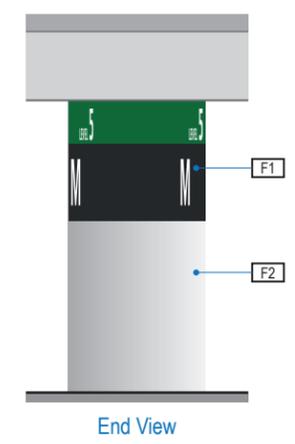
A FACE LAYOUT
Scale: 3/8" = 1'-0"



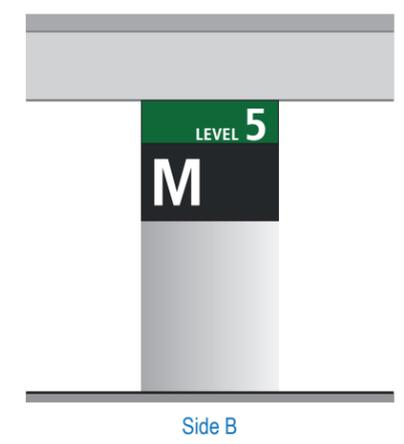
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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



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



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

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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



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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

VOLUME 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

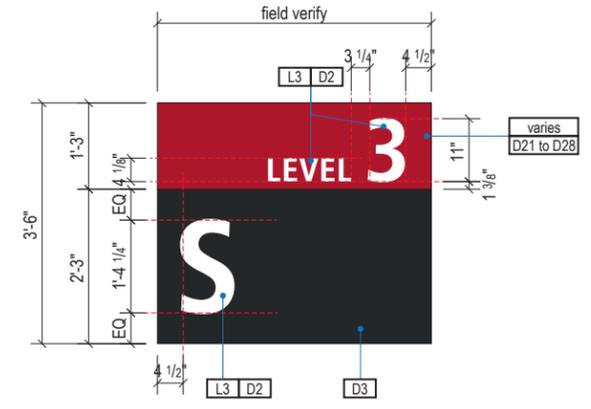
3.2 SIGN TYPES

SHEET NO:

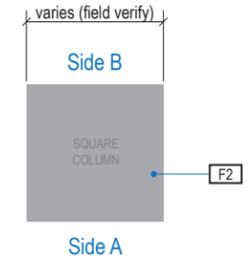
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

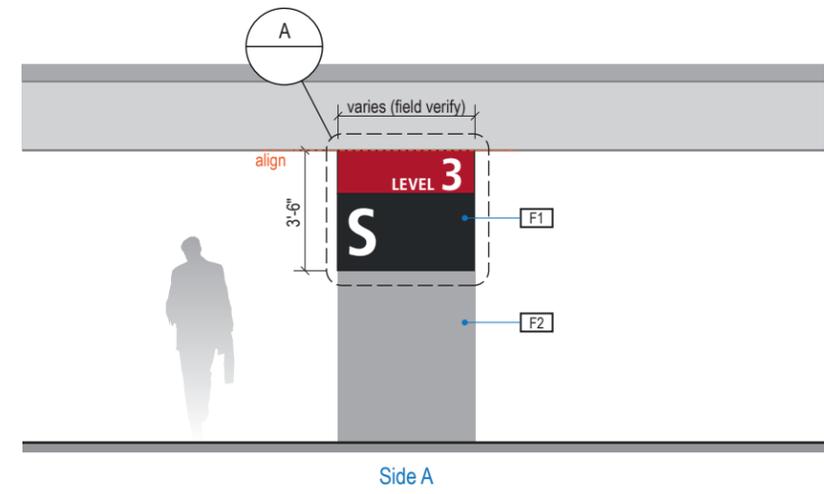
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REFLECTIVE	3-ID.52	DIRECTIONAL	COLUMN	Square column level / row ID



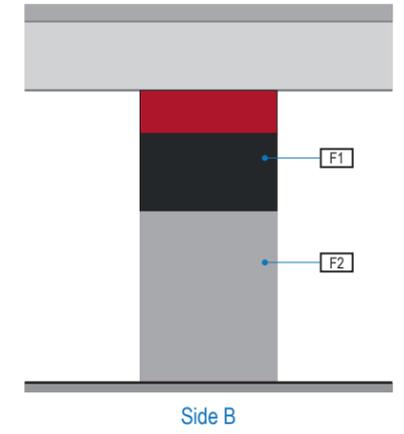
A FACE LAYOUT
Scale: 3/8" = 1'-0"



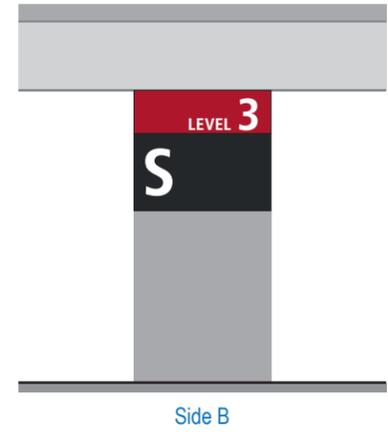
1 PLAN VIEW
Scale: 3/16" = 1'-0"



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



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



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

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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
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 - 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
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- V5** Header Field: match 3M Translucent Silver 3630-121



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WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

VOLUME 3: Parking & Ground Transportation

ARCHITECT / WAYFINDING CONSULTANT



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

VOLUME REVISION

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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
REFLECTIVE	3-ID.55	IDENTIFICATION	POST	Post mount level / row ID

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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: 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



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

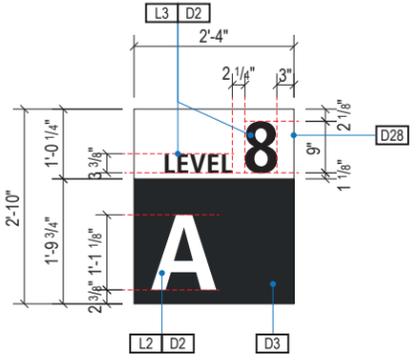
NO.	DATE	VOLUME REVISION
1	12/23/20	100% FINAL
2	12/31/21	100% FINAL

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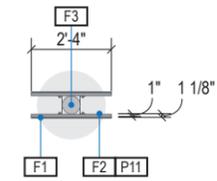
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3.0 SIGN TYPES
 3.2 SIGN TYPES

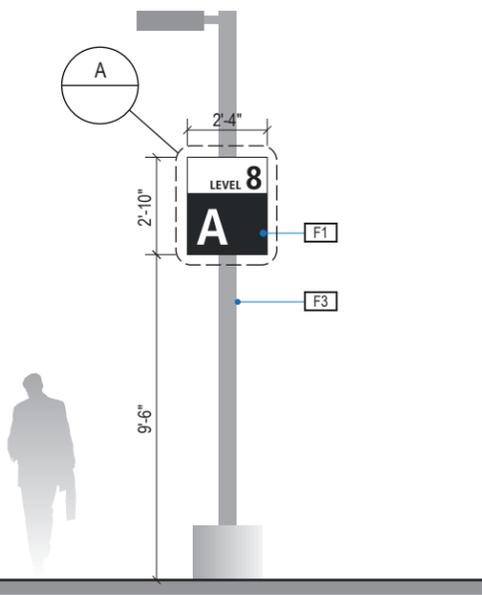
SHEET NO:



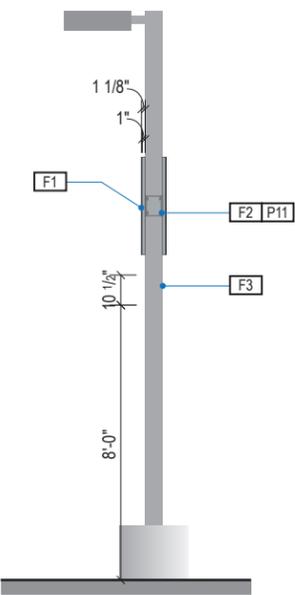
A FACE LAYOUT
 Scale: 3/8" = 1'-0"



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



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



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

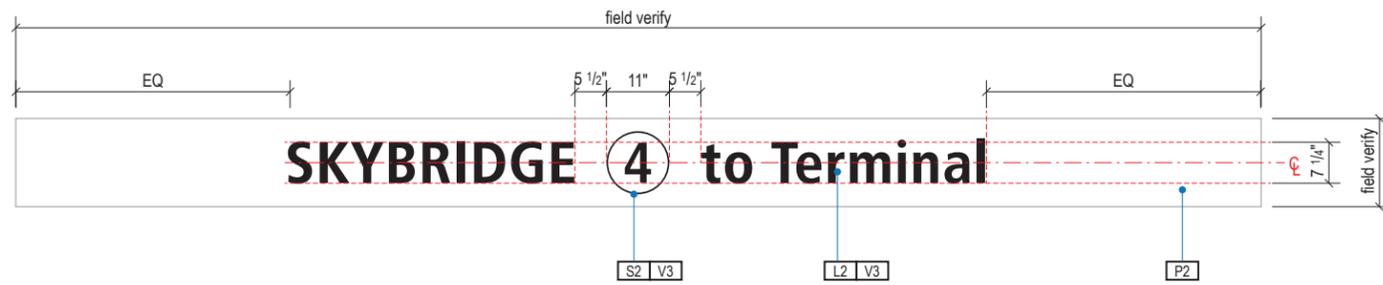


4 ELEVATION (OPPOSITE SIDE)
 Scale: 3/16" = 1'-0"

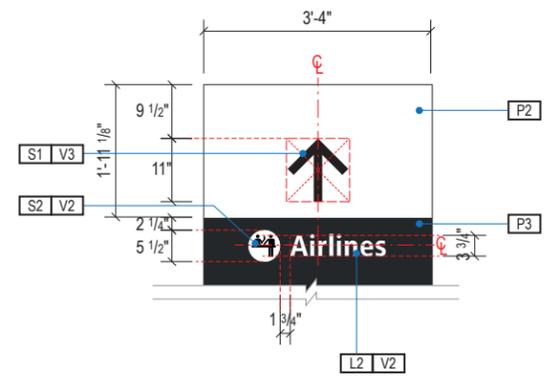
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

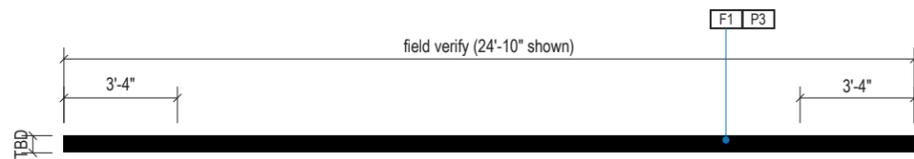
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
NON-ILLUMINATED	3-ID.61	IDENTIFICATION	FLOOR	Skybridge Portal ID



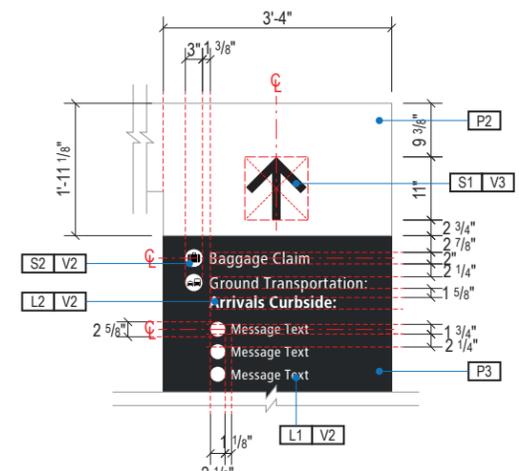
A FACE LAYOUT
Scale: 3/8" = 1'-0"



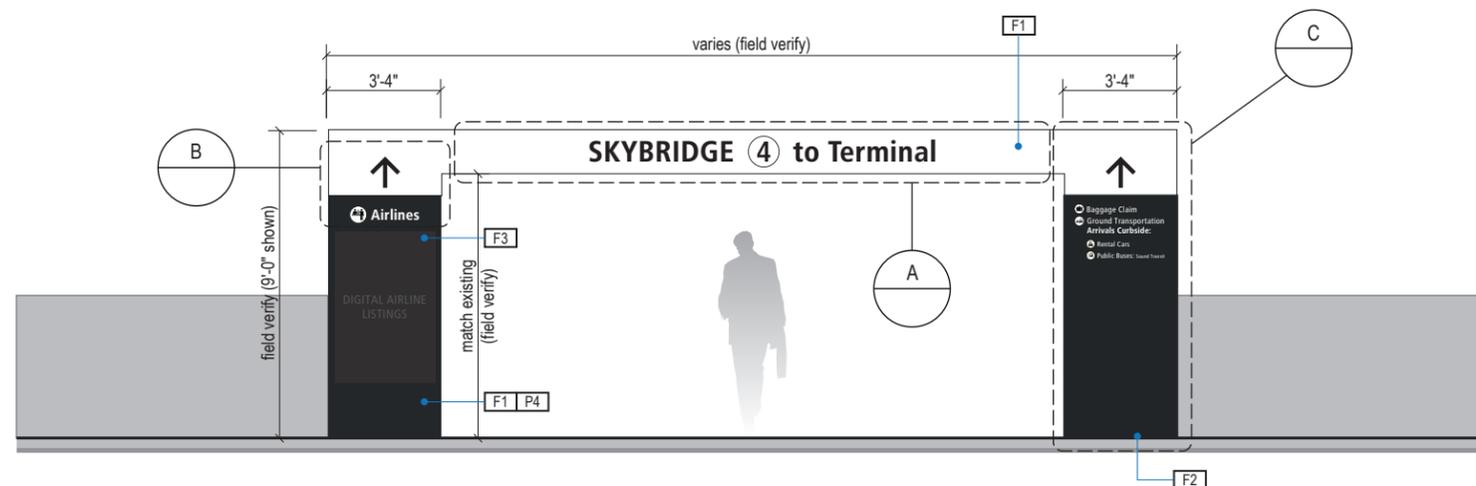
B FACE LAYOUT
Scale: 3/8" = 1'-0"



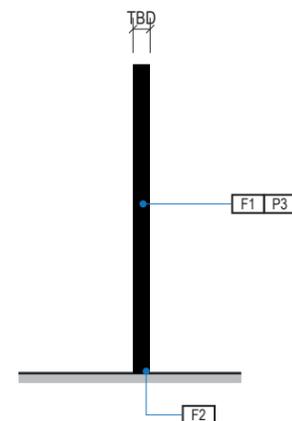
1 PLAN VIEW
Scale: 3/16" = 1'-0"



C FACE LAYOUT
Scale: 3/8" = 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** 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 3630-121 Translucent Silver



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SERVICE DIRECTIVE NO. SD9

WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES

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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

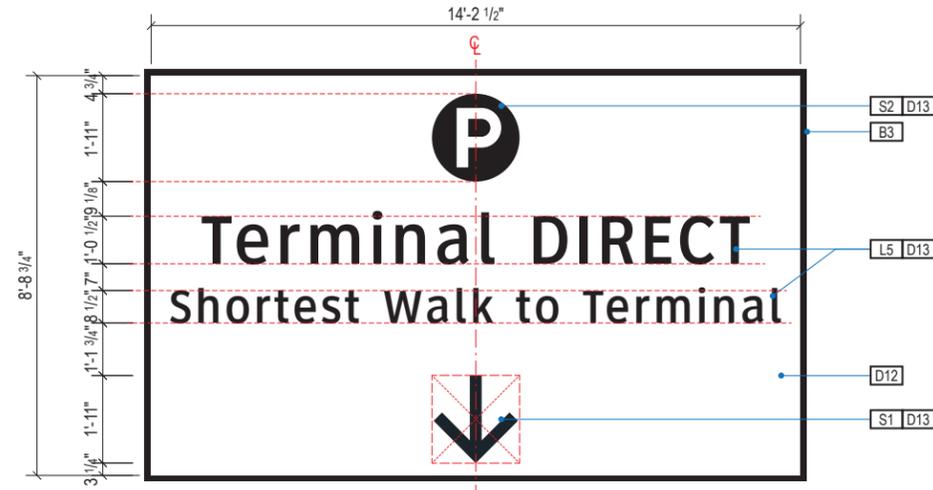
3.2 SIGN TYPES

SHEET NO:

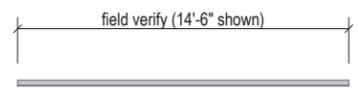
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

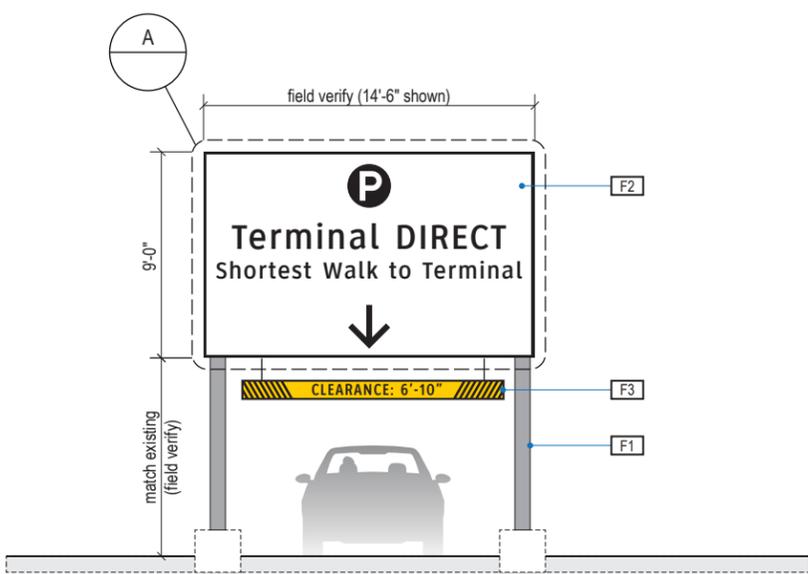
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.71	IDENTIFICATION	POST	Terminal Direct lane ID



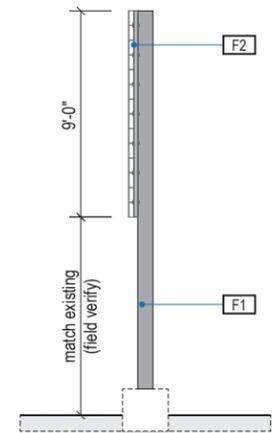
A FACE LAYOUT
Scale: 1/4" = 1'-0"



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

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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



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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

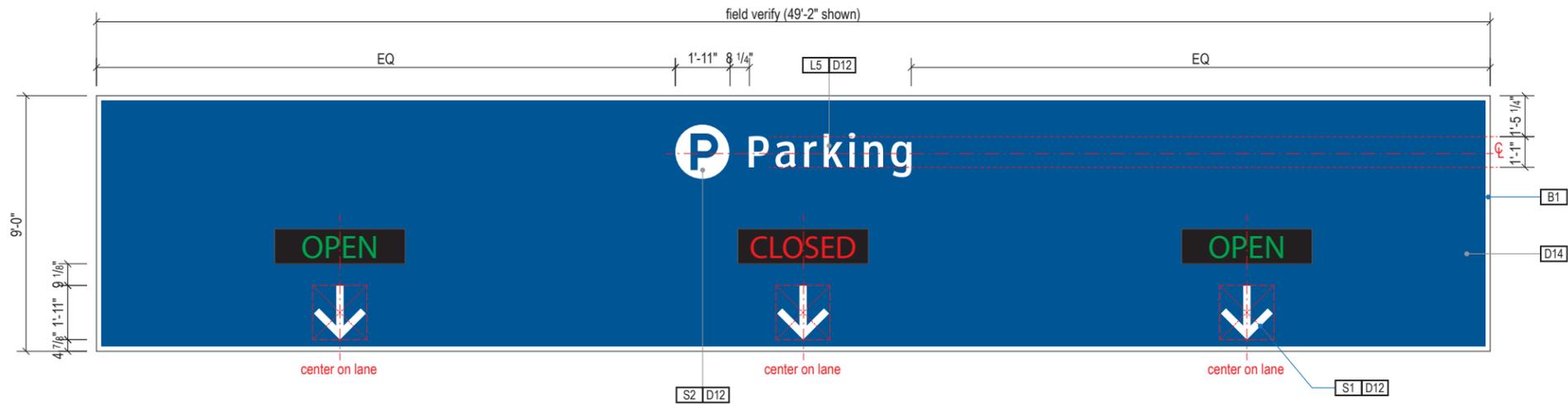
3.2 SIGN TYPES

SHEET NO:

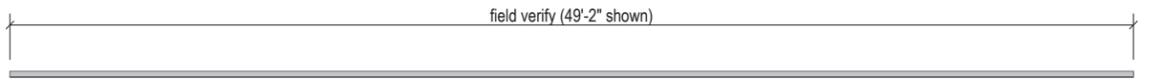
3.2 SIGN TYPES

3.2.5 IDENTIFICATION

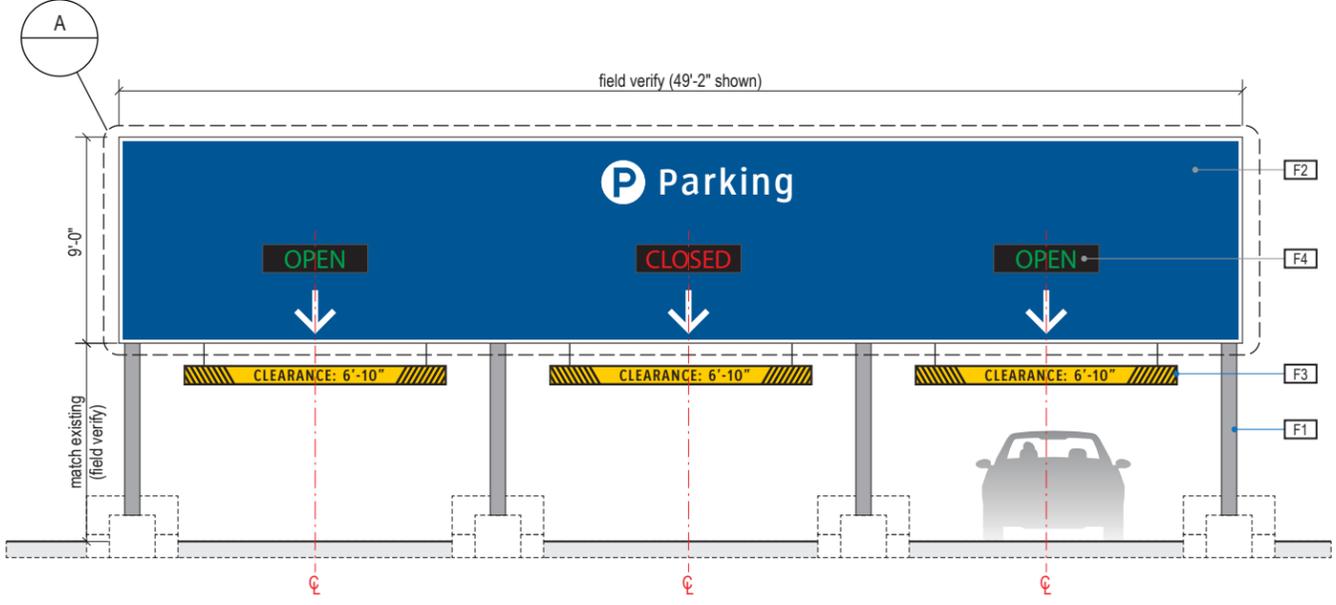
ILLUMINATION	SIGN TYPE	SIGN FUNCTION	MOUNTING METHOD	GENERAL DESCRIPTION & USE
REFLECTIVE	3-ID.72	IDENTIFICATION	POST	Multi-lane garage entrance identification



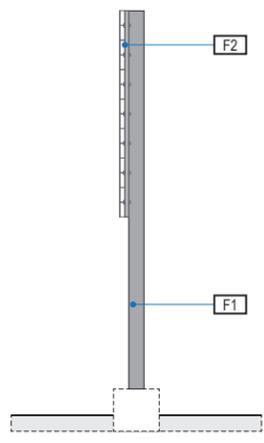
A FACE LAYOUT
Scale: 3/16" = 1'-0"



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

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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



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SHEET TITLE:

3.0 SIGN TYPES

3.2 SIGN TYPES

SHEET NO: