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All signage typography issues having to do with text size, fonts, capitalization, word spacing, letter spacing, and line spacing are discussed in this section of the document.

Acceptable Type Styles 2.1.1

All text on directional signs shall be set in Swiss 721 BT, unless otherwise specified.

Accepted specialized type styles used for identification and informational sign types are defined in the Specialized Type Style portion of this document (See section 2.1.5).

Capitalization 2.1.2

Aside from special decorative uses and certain regulatory signs, all sign word messages shall be in initial uppercase followed by lowercase. Examples of exceptions:

EXIT
DO NOT ENTER
ATM

- As required by the Americans with Disabilities Act, all tactile messages should be all upper case.
- For better legibility, lower case letters should have a lowercase "x" height that should be two-thirds the height of the uppercase letter.
- All words should be capitalized except for articles, prepositions and conjunctions.
- A consistent capital letter height will be maintained when signs are used in sequence.

Restrictions 2.1.3

Typefaces or weights not described above should not be used. Modification of letter shapes is prohibited unless specified in the graphic standards or on the sign type layout.

Condensed, extended, slanted, outlined or otherwise distorted type should not be used.

Language to this effect should be included in the specifications for all additional airport sign projects.



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Type Style Application

2.1.4

The font used for all directional text messages on terminal signs are to be a consistent version of Swiss. For all terminal signs, text should appear as equal weight using the established hierarchy of fonts of Swiss. Swiss 721 BT Bold shall be the established font for all English text used on directional sign types, except for text used for all terminal identification (ID) symbols and push through letters that identify the gates in the gate ID/airline listing sign types.

Specialized type style shall be used exactly as specified on each sign type layout. Do not vary from the sign type application provided in the layout (Refer to each respective sign type for the exact specifications).

Note: Type face size shall be regulated depending on sign type.

Swiss 721 BT Bold Type Face Sizes

Swiss 721 BT Bold shall be used at a 3” cap height for all primary directional sign types.

Swiss 721 BT Bold shall be used at a 3” cap height for all secondary directional sign types.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u
r s t u v w x y z 1 2 3 4 5 6 7 8
9 0 ! @ # \$ % ^ & * () / ? " ' , .

2.0 GRAPHIC STANDARDS

Swiss 721 BT Bold Type Face

Figure 2.1.1



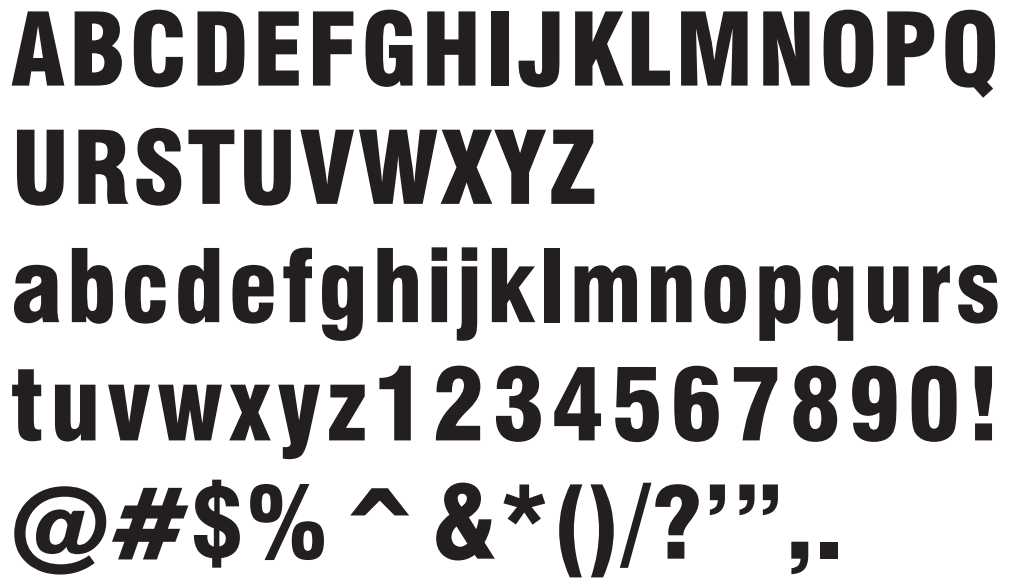
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Type Style Application cont'd.

2.1.4

Swiss 721 BT Black Condensed Type Face

The specialized font "Swiss 721 BT Black Condensed" shall be used in the areas outlined as followed. Swiss 721 BT Black Condensed should be used for the headers of existing directories.



Swiss 721 BT Black Condensed Type Face

Figure 2.1.2

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Specialized Type Style

2.1.5

Swiss 721 BT Black Type Face

The specialized font "Swiss 721 BT Black" shall be used in the areas outlined as followed. Swiss 721 BT Black should be used for letters of all terminal ID symbols.



Swiss 721 BT Black Type Face

Figure 2.1.3



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Letter Spacing

2.1.6

Unless otherwise indicated, all sign messages shall follow an approximate 5% kerning inside. In some circumstances, modification of spacing between individual letter pairs may improve the appearance of the sign message. Samples of messages are required for all sign projects for review; and spacing recommendation shall be made where they can be shown to be advantageous. In these instances, hand-kerning may be required on internally illuminated signs to prevent "halation." Reducing normal letter or word spacing (e.g. to fit a lengthy message within a restricted area) shall be prohibited. Letter spacing should match the following:



Letter Spacing Comparison

Figure 2.1.4

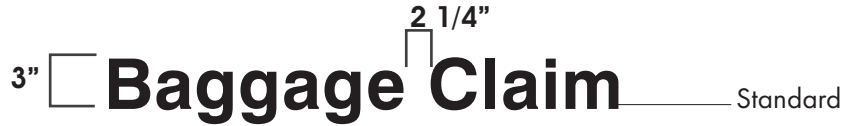


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Word Spacing

2.1.7

Word spacing between related words is normally 3/4 (.75) times the cap letter height. For example, a message using 3" cap letters will have 2 1/4" between words (See Figure 2.1.5).



Word Spacing

Figure 2.1.5

Line Spacing

2.1.8

Line spacing shall be 1/2 (.50) times the cap letter height for words of a related message line. Spacing between unrelated message lines shall typically be 1 times the cap letter height (See Figure 2.1.6).



Line Spacing

Figure 2.1.6



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The terminology/symbology has been divided into categories based on its function within the airport. These categories are as follows:

- A. Principal Airport Nomenclature
- B. Fundamental Airport Functions
- C. Parking Facilities
- D. Transportation Methods
- E. Building Circulation
- F. Services
- G. Safety and Regulation
- H. Concessions

Message Terminology

2.2.1

If a term is shown with a corresponding symbol, it shall always appear with its symbol unless otherwise noted.

Change Procedures for Terminology

Requesting changes for terminology shall require the same approval process as found in Large Scale - New Construction (See section 1.3.4).

Symbols - Basic Requirements

2.2.2

The symbols shown shall be used to reinforce and provide visual confirmation of sign messages for pedestrians, unless otherwise noted. These symbols were selected from those for the "Guidelines for Airport Signing and Graphics; Terminals and Landside; Third Edition" developed by:

- DOT - Department of Transportation
- AIGA - American Institute of Graphic Arts
- ATA - Air Transport Association of America
- AAAE - American Association of Airport Executives
- ACI-NA - Airports Council International-North America
- ACC - Airport Consultants Council

These symbols are in broad use around the world. They are readily identified by the international traveling public.

Symbol Restrictions

Symbols not described in this section or not shown on the following pages shall not be used. New or customized symbols not described in this manual shall not be developed for use at BOS, unless authorized by the Massachusetts Port Authority.

Regulatory Symbols

Symbol shape, placement and color on all vehicular regulatory signs shall conform to the Manual on Uniform Traffic Control Devices (MUTCD).

Change Procedures for Symbols

Requesting changes for symbology shall require the same approval process as found in Large Scale - New Construction.

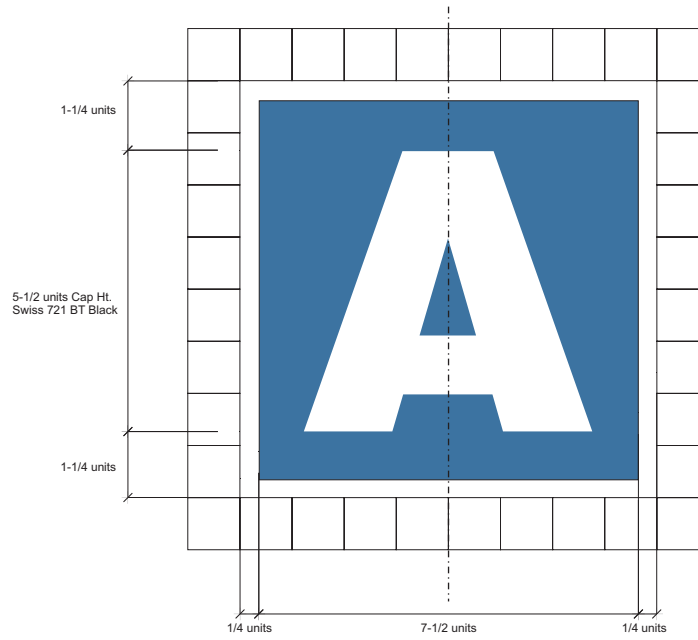


Symbols - Basic Requirements cont'd

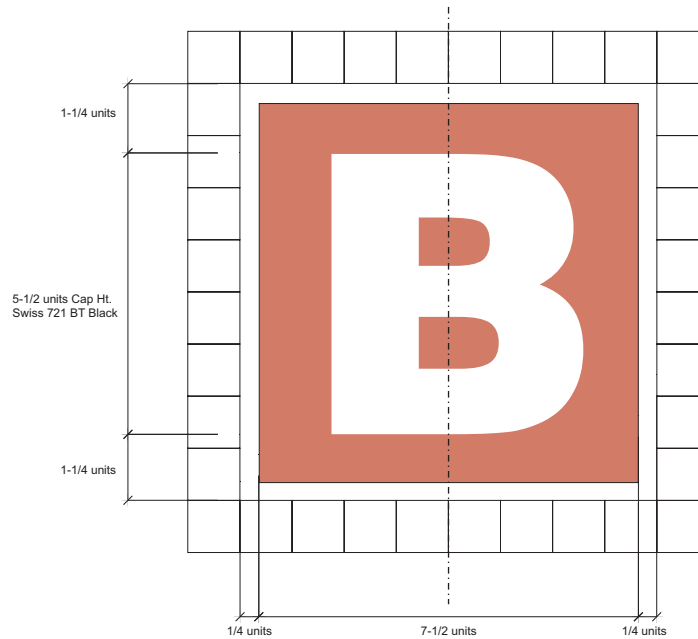
2.2.2

Terminal A Identification Icon:

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Terminal B Identification Icon:



Terminal Identification Icons

Figure 2.2.1

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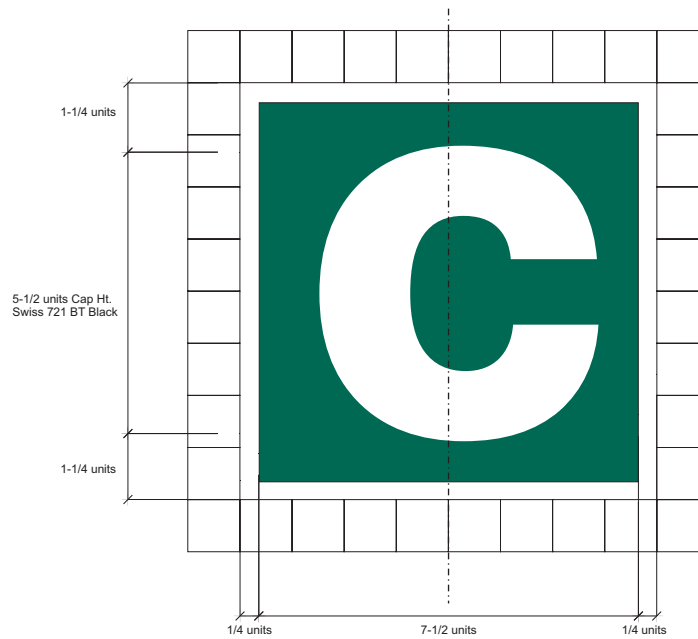


Symbols - Basic Requirements cont'd

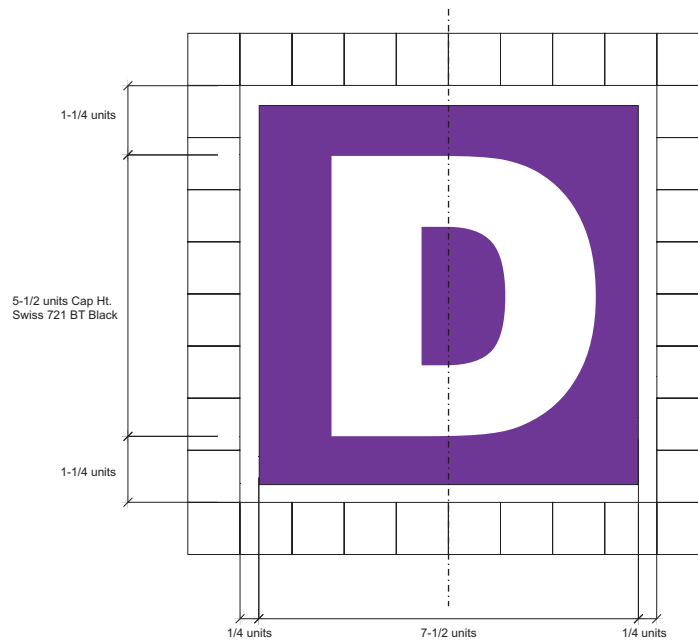
2.2.2

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Terminal C Identification Icon:



Terminal D Identification Icon:



Terminal Identification Icons cont'd

Figure 2.2.1

2.0 GRAPHIC STANDARDS

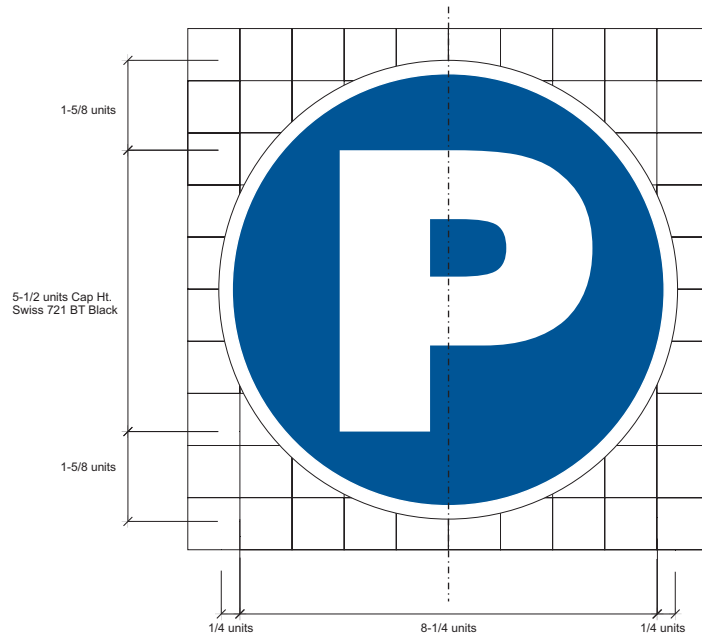


Symbols - Basic Requirements cont'd

2.2.2

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Parking Identification Icon:



Terminal/Parking Identification Icons

Figure 2.2.1

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Terminology and Corresponding Symbol Applications

2.2.3

Principal Airport Nomenclature

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-------------|---|--|
| Terminal A |  | <ul style="list-style-type: none"> Identifies the terminal that is designated as "A". Is always used in conjunction with the term "Terminal." To be used as an international symbol |
| Terminal B |  | <ul style="list-style-type: none"> Identifies the terminal that is designated as "B". Is always used in conjunction with the term "Terminal." To be used as an international symbol |
| Terminal C |  | <ul style="list-style-type: none"> Identifies the terminal that is designated as "C". Is always used in conjunction with the term "Terminal." To be used as an international symbol |
| Terminal D |  | <ul style="list-style-type: none"> Identifies the terminal that is designated as "D". Is always used in conjunction with the term "Terminal." To be used as an international symbol |
| Parking |  | <ul style="list-style-type: none"> Identifies the Parking facilities. To be used as an international symbol. |

Fundamental Airport Functions

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|--------------------|---|--|
| Baggage Claim |  | <ul style="list-style-type: none"> Identifies baggage claim. Primary information on overhead directionals. |
| Gates |  | <ul style="list-style-type: none"> Identifies a gate. Primary information on overhead directionals in the Terminals. |
| Ticketing |  | <ul style="list-style-type: none"> Identifies ticketing and baggage check-in areas. Primary information on overhead directionals in the Terminals. |
| Connecting Flights |  | <ul style="list-style-type: none"> Identifies Connecting Flights. Primary information on overhead directionals. |

NOTE: The International Symbols listed in this section are those recommended by Carter and Burgess, Inc. base on the Guidelines for Airport Signing and Graphics - Terminal and Landside, Third Edition, 2001.

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Terminology and Corresponding Symbol Applications cont'd.

2.2.3

Fundamental Airport Functions cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|------------------------|---|---|
| International Arrivals |  | <ul style="list-style-type: none"> Identifies the International Arrivals/meeters and greeters lobby curbside. Symbol/ Term combination is used on directional signs only. |

Parking Facilities

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-------------|---|--|
| Parking |  | <ul style="list-style-type: none"> Identifies parking. Primary information on overhead directionals terminals. |

Transportation Methods

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-----------------------|---|--|
| Ground Transportation |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs and directories throughout the airport. |
| Active Pick-up |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Airport Shuttle |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Charter Busses |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |

2.0 GRAPHIC STANDARDS



Terminology and Corresponding Symbol Applications cont'd.

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Transportation Methods cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|---------------------|---|--|
| Hotel Shuttle |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Limos |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Logan Express |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Off-Airport Parking |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Rental Car Shuttle |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, and ground transportation directories throughout the airport. |
| Rental Car |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on ground transportation identification signs |

2.0 GRAPHIC STANDARDS






Terminology and Corresponding Symbol Applications cont'd.






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Transportation Methods cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|------------------|---|--|
| Scheduled Busses |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Shared Vans |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |
| Taxis |  | <ul style="list-style-type: none"> Identifies Ground Transportation area. Primary information on overhead directionals curbside. Used on directional signs, ground transportation identification signs, and ground transportation directories throughout the airport. |

Building Circulation

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|------------------|---|--|
| Elevator |  | <ul style="list-style-type: none"> Identifies an elevator. |
| Access Elevator |  | <ul style="list-style-type: none"> Identifies handicap accessible elevator. |
| Escalator |  | <ul style="list-style-type: none"> Identifies an escalator. |
| Stairs |  | <ul style="list-style-type: none"> Identifies an enclosed stairwell. |
| Emergency Stairs |  | <ul style="list-style-type: none"> Identifies an Emergency stairwell. |

2.0 GRAPHIC STANDARDS



Terminology and Corresponding Symbol Applications cont'd.

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Services

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|----------------------------|---|---|
| Baggage Services |  | <ul style="list-style-type: none"> Identifies the various airline baggage service offices. Not used on overhead directionals. |
| Baggage Carts |  | <ul style="list-style-type: none"> Identifies the baggage cart dispenser. Not used on overhead directionals. |
| Currency Exchange |  | <ul style="list-style-type: none"> Identifies a currency exchange station. Used on directories throughout the airport. Not used on overhead directionals. |
| Bank |  | <ul style="list-style-type: none"> Identifies a bank. Used on directories throughout the airport. Not used on overhead directionals. |
| ATM/Money |  | <ul style="list-style-type: none"> Identifies an automatic teller machine. Used on directories throughout the airport. Not used on overhead directionals. |
| First Aid |  | <ul style="list-style-type: none"> Identifies a first aid station. Used on directories throughout the airport. Not used on overhead directionals. |
| Fire Extinguisher |  | <ul style="list-style-type: none"> Identifies Fire Extinguisher locations. Used on directories throughout the airport. Not used on overhead directionals. |
| Telephone |  | <ul style="list-style-type: none"> Identifies Telephone locations. Used on directories throughout the airport. Not used on overhead directionals. |
| TDD/ TTY |  | <ul style="list-style-type: none"> Identifies location(s) for a telecommunications device for the deaf. Used on directories throughout the airport. Not used on overhead directionals. |
| Assistive Listening |  | <ul style="list-style-type: none"> Identifies Assistive Listening Services. Used on directories throughout the airport. Not used on overhead directionals. |











Terminology and Corresponding Symbol Applications cont'd.

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Services cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-------------------------|---|--|
| Handicap Access |  | <ul style="list-style-type: none"> Identifies handicap locations. Used on directories throughout the airport. Not used on overhead directionals. |
| Information |  | <ul style="list-style-type: none"> Identifies Information locations. Used on directories throughout the airport. Not used on overhead directionals. |
| Restrooms |  | <ul style="list-style-type: none"> Identifies a location at which a Men's restroom and a Women's restroom occur. Secondary information on overhead directionals throughout the airport. Appears on identification signage throughout the airport. Appears on directories throughout the airport. |
| Access Restrooms |  | <ul style="list-style-type: none"> Identifies a location at which a handicap accessible restroom occurs. Appears on identification signage throughout the airport. Appears on directories throughout the airport. |
| Men |  | <ul style="list-style-type: none"> Identifies a Men's restroom. Not used on overhead directionals.. |
| Women |  | <ul style="list-style-type: none"> Identifies a Women's restroom. Not used on overhead directionals. |
| Assisted Care Men |  | <ul style="list-style-type: none"> Identifies a handicap accessible Men's restroom. Not used on overhead directionals.. |
| Assisted Care Women |  | <ul style="list-style-type: none"> Identifies a handicap accessible Women's restroom. Not used on overhead directionals. |
| Diaper Changing Station |  | <ul style="list-style-type: none"> Identifies a diaper changing station or nursery. Not used on overhead directionals. |
| Assisted Care |  | <ul style="list-style-type: none"> Identifies an assisted care restroom. Not used on overhead directionals. |

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Terminology and Corresponding Symbol Applications cont'd.

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Services cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-------------------|---|---|
| Fax |  | <ul style="list-style-type: none"> Identifies the location of a fax machine. Appears on directories throughout the airport. Not used on overhead directionals. |
| Postal Service |  | <ul style="list-style-type: none"> Identifies a U.S. Mail box or Postal Office. Appears on directories throughout the airport. Not used on overhead directionals. |
| Lost and Found |  | <ul style="list-style-type: none"> Identifies the lost and found office. Appears on directories throughout the airport. Not used on overhead directionals. |
| Hotel Information |  | <ul style="list-style-type: none"> Identifies the location of Hotel Information. Appears on directories throughout the airport. Not used on overhead directionals. |

Safety and Regulations

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|--------------------|---|--|
| In-Transit Lounge |  | <ul style="list-style-type: none"> Identifies the location of the In-Transit Lounge. Appears on directories throughout the airport. Not used on overhead directionals. |
| No Smoking |  | <ul style="list-style-type: none"> Identifies areas where smoking is prohibited. Not used on overhead directionals. |
| Smoking Permitted |  | <ul style="list-style-type: none"> Identifies areas where smoking is permitted. Not used on overhead directionals. |
| No Weapons |  | <ul style="list-style-type: none"> Used on all FAA restrictive signage regarding the Transportation of Hazardous Materials. Used at public entries of airport. Not used on overhead directionals. |
| No Uncaged Animals |  | <ul style="list-style-type: none"> Located at public entries of airport. Not used on overhead directionals. |
| DO NOT ENTER |  | <ul style="list-style-type: none"> Identifies a restricted area. Not used on overhead directionals. |

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Terminology and Corresponding Symbol Applications cont'd.




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Safety and Regulations cont'd.

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|--------------------|---|---|
| EXIT |  | <ul style="list-style-type: none"> Identifies a common exit to the facility. Not used on overhead directionals. |
| Passport Control |  | <ul style="list-style-type: none"> Identifies the immigration area. Used in the FIS area only. |
| No Parking |  | <ul style="list-style-type: none"> Identifies areas where parking is not permitted. |
| Pedestrian Caution |  | <ul style="list-style-type: none"> Identifies areas for pedestrians where caution is recommended. |

Concessions

| TERMINOLOGY | SYMBOL | INTERIOR APPLICATIONS |
|-----------------|---|--|
| Food & Beverage |  | <ul style="list-style-type: none"> Identifies category for all beverage services on airport directories. Not used on overhead directionals. Symbol appears on directories only. |
| Food & Beverage |  | <ul style="list-style-type: none"> Identifies category for all food services and restaurants on airport directories. Not used on overhead directionals. Symbol appears on directories only. |
| Retail |  | <ul style="list-style-type: none"> Identifies category for all retail services on airport directories. Not used on overhead directionals. Symbol appears on directories only. |



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This section defines a uniform hierarchy of messages and information to be used throughout the Boston-Logan International Airport (BOS) complex. By using the terminology set forth in this document, the designer shall be able to organize messages into three succinct categories: Primary, Secondary, and Tertiary.

Message Functions

2.3.1

Directional Messages

Directional messages are of great importance in the facility due to the fact that they are the main information source that enables passengers and visitors to choose the proper route to a specific destination point. This process involves selecting the correct path to a destination point and determining at which point a change of direction is required. Proper directional signing is necessary since the rapid movement of vehicles, visitors, employees, and passengers is essential for maximum utilization and efficiency of the facility.

Identification Messages

Identification messages mark terminals, gates, ticketing, and baggage claim locations, as well as, provide tenants’ leasing space within the BOS complex with proper public exposure to their areas and other spaces governed by the airport authority.

Informational Messages

Informational messages typically provide specific and supplementary information about the airport services and functions. Also there are orientational messages that are often graphic, such as maps, so that visitors can develop a sense of the airport layout and their location within the airport.

Regulatory/ Safety Messages

Regulatory/safety messages relate to Federal Aviation Administration (FAA) requirements and recommendations as well as other federal, state, and city regulations. In general, these messages provide passengers with travel advice, warnings and legal restrictions.

Temporary Messages

Temporary messages fall into a separate category of messages. Temporary signs shall be used on an interim basis while permanent signs are in the process of repair or maintenance and as tentative signs while permanent signs are under construction.



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Message Hierarchy Relationships

2.3.2

Clear and concise information presented by Primary and Secondary signing systems ensures efficient passenger circulation. Tertiary signs must be coordinated with Primary and Secondary signs and interior design elements. This category of signs shall be distinguished from other signs by graphic methods.

Primary Messages

This information shall be the largest and most visible information on each sign. Primary information shall include:

- Interior direction to and identification of Terminals, Baggage Claim, Gates, Ticketing, Ground Transportation, Parking, etc.

Secondary Messages

This information supplements or reinforces information already conveyed by the primary messages and signs listed above. It usually indicates the auxiliary services and support functions of the facility. Secondary information is to include:

- Interior direction and identification of Restrooms, airline names, and Parking.
- Interior identification of Concessions, Telephones, Elevators and Restaurants.

Tertiary Messages

Tertiary information supplements both the primary and secondary messages and is usually intended to inform visitors of regulations and warnings. All of the regulatory/safety signs are generally considered to be tertiary. Tertiary information is to include:

- All "No Smoking" messages
- FAA required warning and information
- Other messages required by code

Functions and Hierarchy Relationships

It is important to understand that the same message may fall under a different category depending on its use. For example, a visitor on the roadway approaching the Terminal may find the term "Parking" as the primary message. However, the same term may also be found by a visitor in the terminal and considered secondary.

In general, emphasis shall be placed on the reduction of signs and sign content where possible. Additionally, the sign system shall move from the general to the more specific, as a user traverses the terminal.

2.0 GRAPHIC STANDARDS



Message Hierarchy Relationships cont'd.

2.3.2

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Functions and Hierarchy Relationships (cont'd):

Critical to the smooth flow of pedestrian traffic is the need for visual continuity amongst messages and information of the same hierarchy, thus eliminating any elements which may interrupt the scheme or confuse the visitors.

The relationship between message function and message hierarchy serves to create a foundation for the classification of and determination of basic sign types. The tables on the following pages illustrate this relationship for the interior messages required for BOS.



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Message Hierarchy Relationships cont'd.

2.3.2

Figures 2.3.1 and 2.3.2 demonstrate the hierarchy in which the messages are organized when signing for the terminal areas within the facility. The message hierarchy is used to assist designers in grouping messages for directional, identification and information sign types. Primary messages should always be grouped with primary messages. If there is need for a secondary message on the same sign, its importance will always be secondary to all primary messages. The designer may have to place the secondary message on a secondary sign type. All tertiary information shall come third in relation to hierarchy from primary and secondary messages on all sign types.

The following figures list acceptable terminology for directional, identification, information/orientation, and regulatory/safety messages. These figures list terminology in sequence of primary, secondary, and tertiary messages for the Baggage Claim and Gate areas.

| Message Hierarchy: Terminal - Ticketing, Baggage Claim | | | | |
|--|----------------------------|--|---|---|
| | PRIMARY | SECONDARY | TERTIARY | |
| MESSAGE FUNCTION | Directional | Terminals A, B, C, D Baggage Claim Ticketing Gates Ground Transportation Parking International Arrivals | Restrooms* Connecting Flights Elevators Airline Lounges | Telephones Restrooms |
| | Identification | Terminals A, B, C, D Arrivals Departures Gates International Arrivals Baggage Claim ID | Elevators Telephones Concessions/ Retailers Restrooms (Men/Women)* Airline Baggage Service Office Airline Names Airline Lounges/Clubs | ADA Restroom Emergency Telephone Fire Extinguisher Room/Door I.D. |
| | Information or Orientation | Airport Directory MUFIDS BIDS Terminal Directory Ground Transportation Directory | Visual Paging | Be Careful. Watch Your Step. Many Bags Look Alike Special Baggage On.... |
| | Regulatory or Safety | Exit Emergency Exit Only No Smoking All FAA notices and required signs Authorized Personnel Only Do Not Enter | | |

2.0 GRAPHIC STANDARDS

Message Hierarchy: Terminal-Ticketing, Baggage Claim

Figure 2.3.1



| Terminal - Message Hierarchy | |
|------------------------------|--|
| | PRIMARY |
| FUNCTION | Directional Terminals A, B, C, D Baggage Claim Ticketing Gates Ground Transportation Parking International Arrivals |

Dir. Primary Message Hierarchy Example: Terminal-Ticketing, Baggage Claim
N. T. S.

Figure 2.3.2



Message Hierarchy Relationships cont'd.

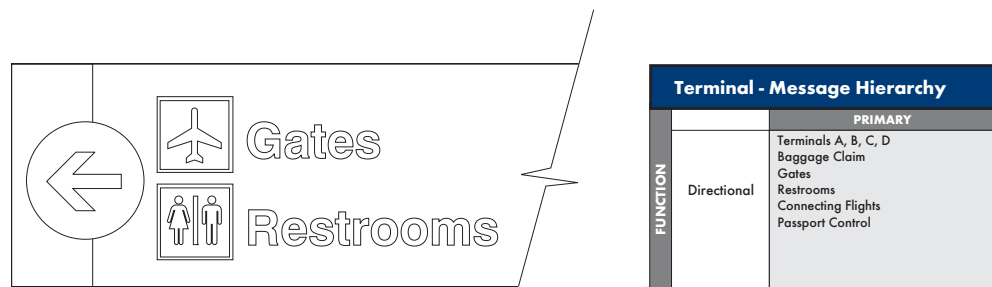
2.3.2

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| Message Hierarchy: Terminal - Gates | | | | |
|-------------------------------------|----------------------------|--|---|--|
| | PRIMARY | SECONDARY | TERTIARY | |
| MESSAGE FUNCTION | Directional | Terminals A, B, C, D Baggage Claim Gates Restrooms Connecting Flights Passport Control | Elevators | Telephones Restrooms |
| | Identification | Gates | Gates Restrooms Elevator Concessions/Retailers Telephones | ADA Restroom Emergency Telephone Fire Extinguisher Room/Door I.D. |
| | Information or Orientation | Airport Directory Terminal Directory MUFIDS BIDS | | Be Careful. Watch Your Step. |
| | Regulatory or Safety | Exit Emergency Exit Only No Smoking All FAA notices and required signs Authorized Personnel Only Do Not Enter | | |

Message Hierarchy: Terminal-Gates

Figure 2.3.3



Directional Primary Message Hierarchy Example: Terminal-Gates
N. T. S.

Figure 2.3.4

2.0 GRAPHIC STANDARDS



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The arrow standards and applications portion of this document shall define the standards for arrow orientation, sizes, application and placement on directional signage at Boston-Logan International Airport (BOS).

Arrow symbols used as directional elements are more flexible and require less sign layout space than messages. Careful review of sign layouts must be done in order to produce proper proportioning between arrows, messages, symbols and sign panel dimensions (see *Arrow Placement Figure 2.4.4 for placement examples*).

Arrow Orientations

2.4.1

The orientation and directional information that arrow symbols intend to convey is of equal importance to the consistent use of the recommended single style arrow. The arrow orientation to convey "straight ahead" is of particular interest. Either "up arrow" or the "down arrow" can be used. Once a method has been selected for the "straight ahead" arrow orientation, consistent application should be continued throughout the signage system. The following are a few guidelines for the use of arrows:

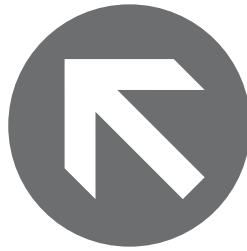
- The standard arrow can be rendered in eight (8) different orientations. No alternate orientations are acceptable, unless approved by Massport.
- Interior Signs: Arrow orientation should follow the guidelines provided in this section. Straight-ahead pedestrian movement should be indicated by upward-facing arrows, unless a downward-facing arrow can be shown to be clearly advantageous in a specific circumstance. Straight downward-facing arrows are normally reserved to indicate movement to a lower level (see *Figure 2.4.1*).



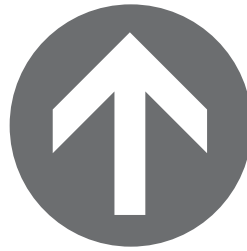
Arrow Orientations cont'd.

2.4.1

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Up to the Left



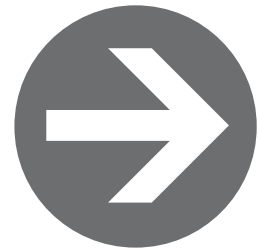
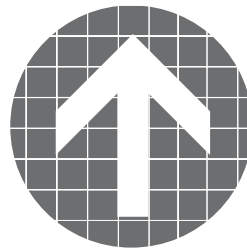
Up and/or
Straight Ahead



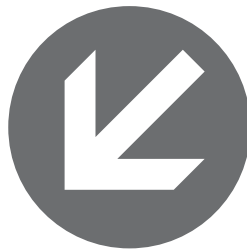
Up to the Right



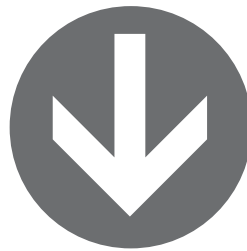
To the Left



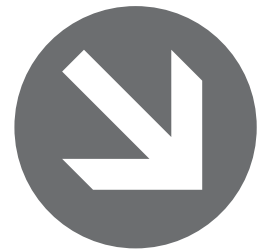
To the Right



Down to the Left



Down



Down to the Right

2.0 GRAPHIC STANDARDS

Arrow Orientation
N.T.S.

Figure 2.4.1



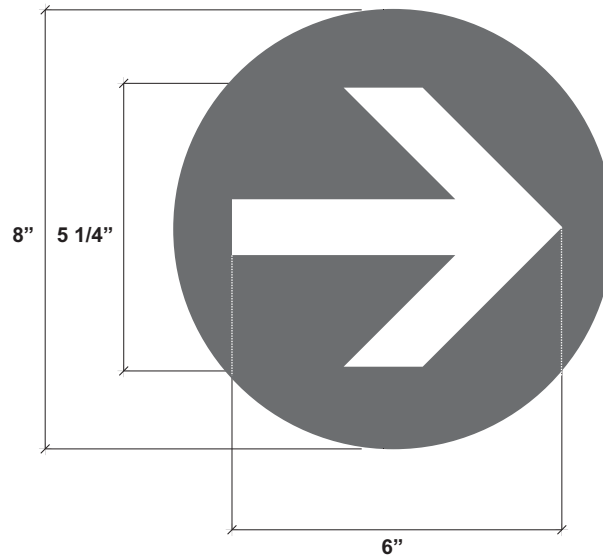
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Arrow Sizes

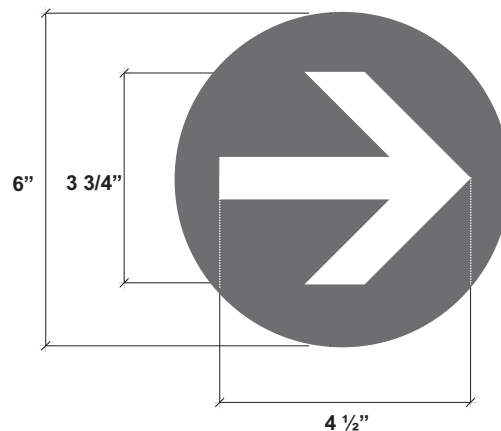
2.4.2

These figures define the two arrow sizes that shall be used throughout the terminals. All primary directional signs shall utilize a 6" x 5 1/4" arrow size. All secondary directional signs shall use a 4 1/2" x 3 1/4" arrow size

Primary/Secondary



Secondary



Arrow Sizes
N.T.S

Figure 2.4.2


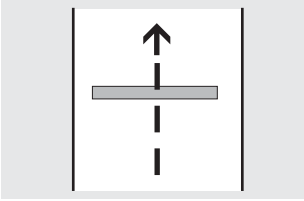

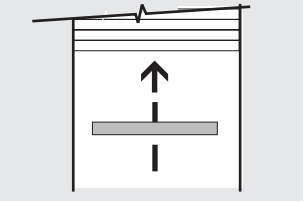

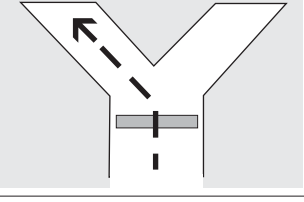

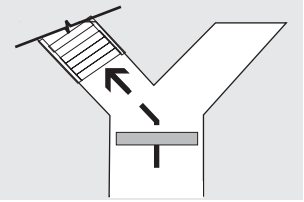

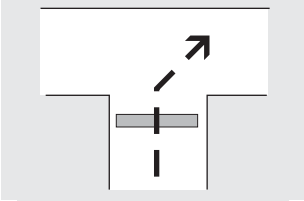

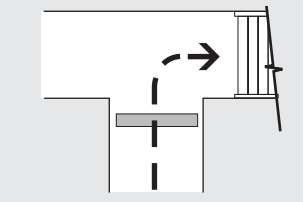
2.0 GRAPHIC STANDARDS



Arrow Application/Orientation

2.4.3

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| APPLICATION/ ORIENTATION | LOCATION PLAN | INTERPRETATION |
|---|--|----------------|
|  |  | Straight Ahead |
|  |  | Up |
|  |  | Ahead on Left |
|  |  | Up on Left |
|  |  | Ahead on Right |
|  |  | Up on Right |

2.0 GRAPHIC STANDARDS

Arrow Application
N.T.S.


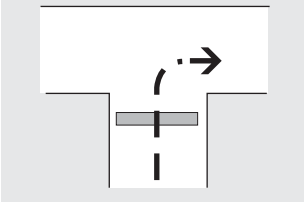

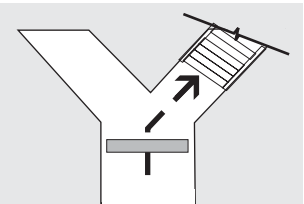

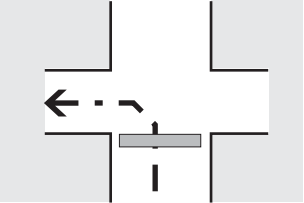

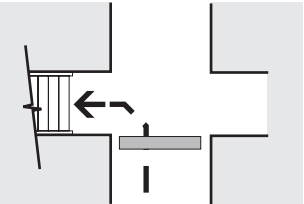

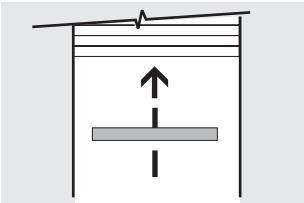
Figure 2.4.3



Arrow Application/Orientation cont'd.

2.4.3

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| APPLICATION/ ORIENTATION | LOCATION PLAN | INTERPRETATION |
|---|--|----------------|
|  |  | Right |
|  |  | Down on Right |
|  |  | Left |
|  |  | Down on Left |
|  |  | Down |

2.0 GRAPHIC STANDARDS

Arrow Application
N.T.S.

Figure 2.4.3



Arrow Placement

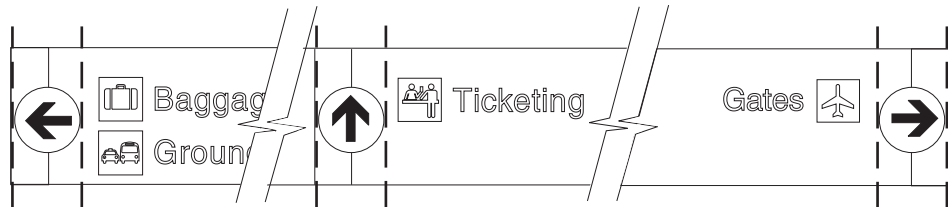
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The placement of arrows on sign faces should conform to the standard guidelines provided. Arrows may not be positioned in any other location on the sign face.

The following are placement guidelines and restrictions:

- Arrows should NOT point into text.
- Left-facing arrows should be located on the left side of signs, and right-facing arrows should be located on the right side of signs.
- Upward-facing arrows are normally located closest to the flow of traffic.
- Interior Signs: Arrows should be held within a designated vertical column along the left or right side of the message area (see Figure 2.4.4).



* See Sign Type section 3.0 for arrow location dimensions

Arrow Placement
N.T.S.

Figure 2.4.4











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This section of the document shall specify colors and applications that are to be used in the terminal(s).

Color Specifications

2.5.1

Sign Color System - Terminal

| Color Application | Color | Pantone Equivalent | Vinyl Equivalent | Paint Equivalent |
|--|--|-------------------------------------|--|---|
| Sign Face |  Black | Process Black | 3M Black Opaque* Film #7725-12 | MAP Paint* 41-335 Black Anodic |
| Text |  White | White | 3M Translucent White* Film #3630-20 | MAP Paint* 42-202 Natural White |
| Arrows International Symbols |  White | White | 3M Translucent White* Film #3630-20 | MAP Paint* 42-202 Natural White |
| Terminal Identification Terminal A |  Blue | PMS 300 | 3M Translucent Intense Blue # 230/230-127 | 3M# 220/225-47 Intense Blue |
| Terminal B |  Red | PMS 186 | 3M Translucent Red # 230/230-33 | 3M# 220/225-13 Tomato Red |
| Terminal C |  Green | PMS 336 | 3M Translucent Green # 230/230-26 | 3M# 220/225-186 Bright Green |
| Terminal D |  Purple | PMS 2593 | 3M Dark Violet # 220-98 | 3M# Color to match PMS 2593c |
| Parking Identification |  Blue | Color to match PMS 294C | 3M Vivid Blue* Film # 220-17 | Color to match PMS 294C |
| Neutral Identification |  70% Black | Color to match 70% Process Black | 3M Opaque Film (Dark Gray) #7725-41 | MAP Paint* to match 70% Process Black |
| Kickplates Endcaps Directory Caps Terminal ID Letters |  Aluminum Finish | N/A | N/A | N/A |

2.0 GRAPHIC STANDARDS

* or approved equal

Color Specification
N.T.S.

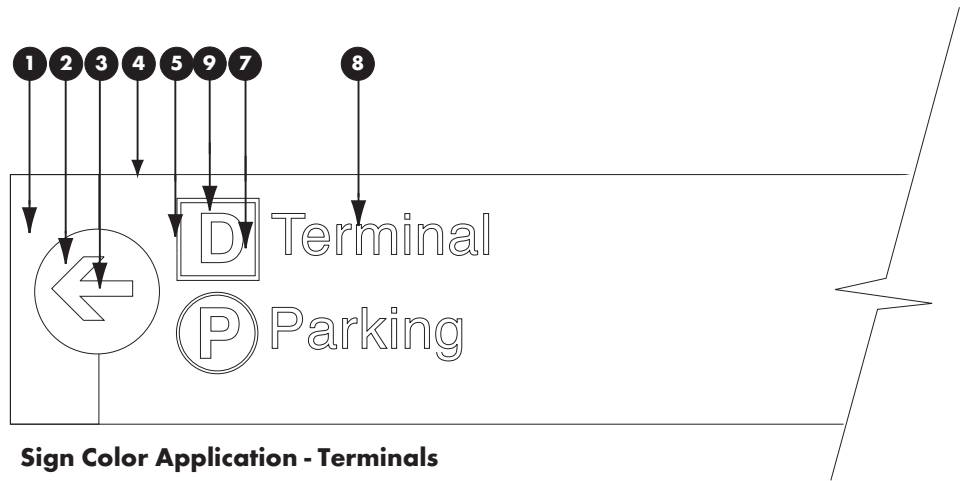
Figure 2.5.1



Color Application

2.5.2

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Sign Color Application - Terminals

| Color Application | Color |
|-----------------------------------|--|
| 1 Arrow Panel | |
| In Terminal A | Blue |
| In Terminal B | Red |
| In Terminal C | Green |
| In Terminal D | Purple |
| 2 Arrow Background | 70% Black |
| 3 Arrows | White |
| 4 Sign Face | Black |
| 5 Symbol Frame | White |
| 6 Symbol Background | Black (Int'l Symbols) Vivid Blue (Parking Symbol) |
| 7 Symbol Image | White |
| 8 Text | White |
| 9 Terminal Identification: | |
| Terminal A | Blue |
| Terminal B | Red |
| Terminal C | Green |
| Terminal D | Purple |

2.0 GRAPHIC STANDARDS

Color Application Examples
N.T.S.

Figure 2.5.2

