

#	Revision	Date

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
- LEFT TURN ONLY
- RIGHT TURN ONLY

- As required by the Americans with Disabilities Act, all tactile messages should be all upper case.
- 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 roadway signs are to be a consistent version of Swiss 721 BT. For all roadway 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 text used on directional sign types, except for text used for all terminal identification (ID) symbols.

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 the cap height specified for each sign type in Section 3.5 (Sign Types-Layouts).

**ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmnopqu  
 rstuvwxyz12345678  
 90!@#\$%^ &\* ()/?”” ,.**

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Swiss 721 BT Bold Type Face

Figure 2.1.1



Type Style Application cont'd.

2.1.4

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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 identifying Boston Logan International Airport on sign headers.

**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**  
**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 1 2 3 4 5 6 7 8 9 0 !**  
**@ # \$ % ^ & \* ( ) / ? ' " , .**

2.0 GRAPHIC STANDARDS

Swiss 721 BT Black Condensed Type Face

Figure 2.1.2



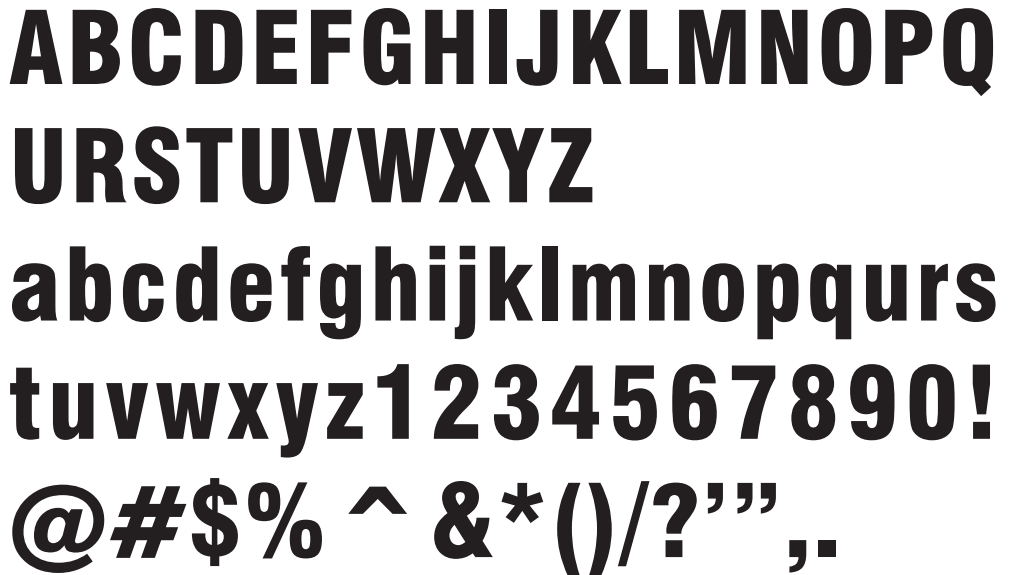
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Type Style Application cont'd.

2.1.4

Swiss 721 BT Black Condensed Italic Type Face

The specialized font "Swiss 721 BT Black Condensed Italic" shall be used in the areas outlined as followed. Swiss 721 BT Black Condensed Italic should be used for identifying the Welcome to message on sign type headers



Swiss 721 BT Black Condensed Type Face

Figure 2.1.2

2.0 GRAPHIC STANDARDS

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



Letter Spacing

2.1.6

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Unless otherwise indicated, all sign messages shall follow an approximate 5% kerning on interior signage and 10% on exterior signage. 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  $\frac{3}{4}$  (.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).



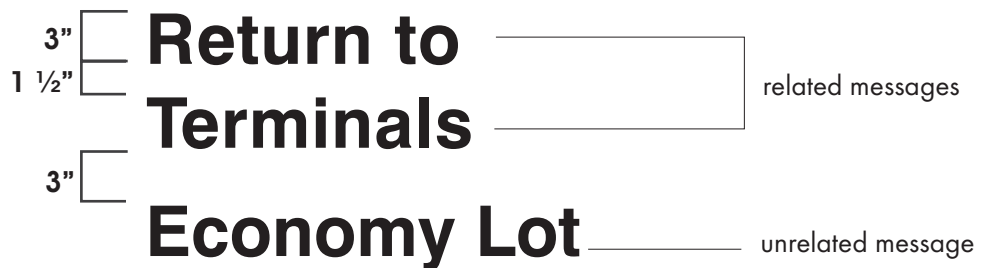
Word Spacing

Figure 2.1.5

**Line Spacing**

2.1.8

Line spacing shall be  $\frac{1}{2}$  (.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

**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.

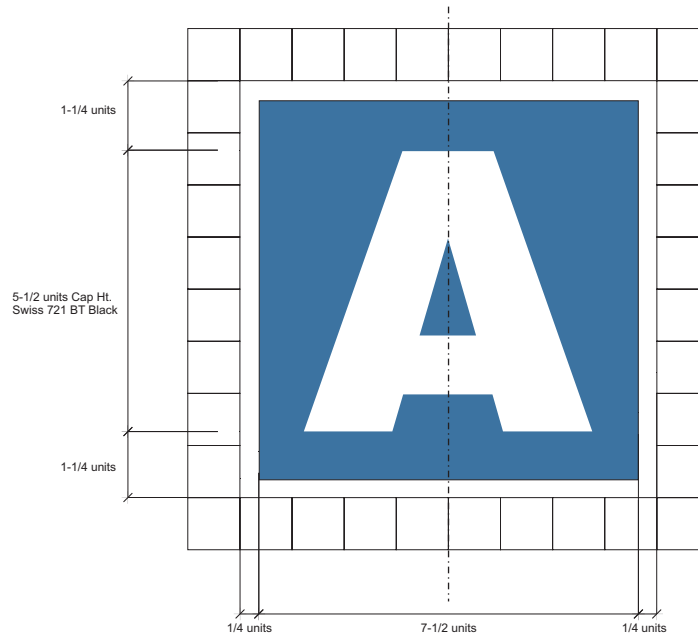


Symbols - Basic Requirements cont'd

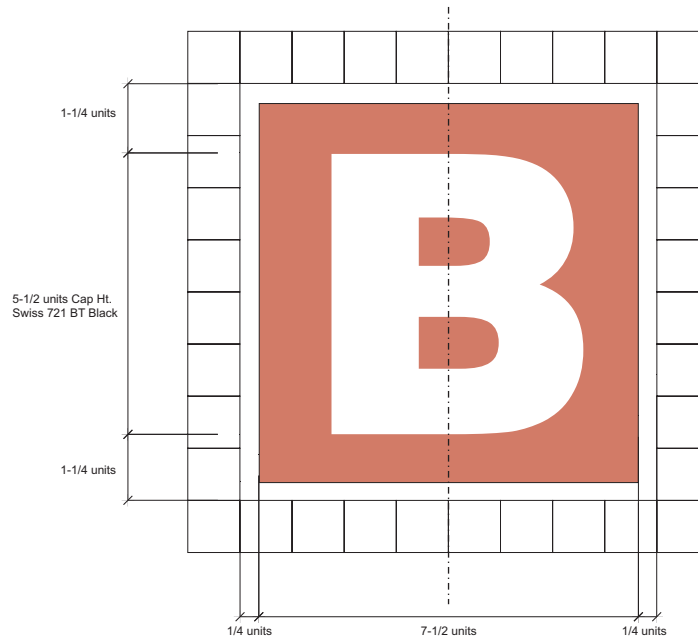
2.2.2

#	Revision	Date

Terminal A Identification Icon:



Terminal B Identification Icon:



Terminal/Parking Identification Icons

Figure 2.2.1

2.0 GRAPHIC STANDARDS



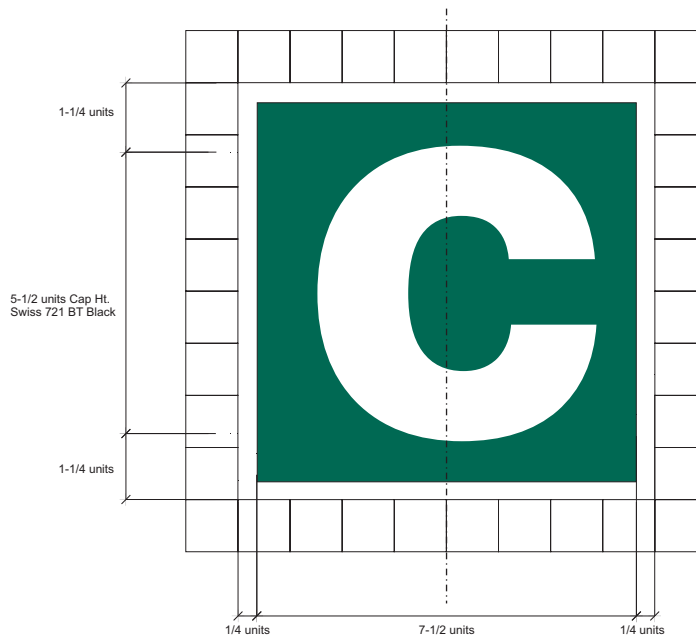


Symbols - Basic Requirements cont'd

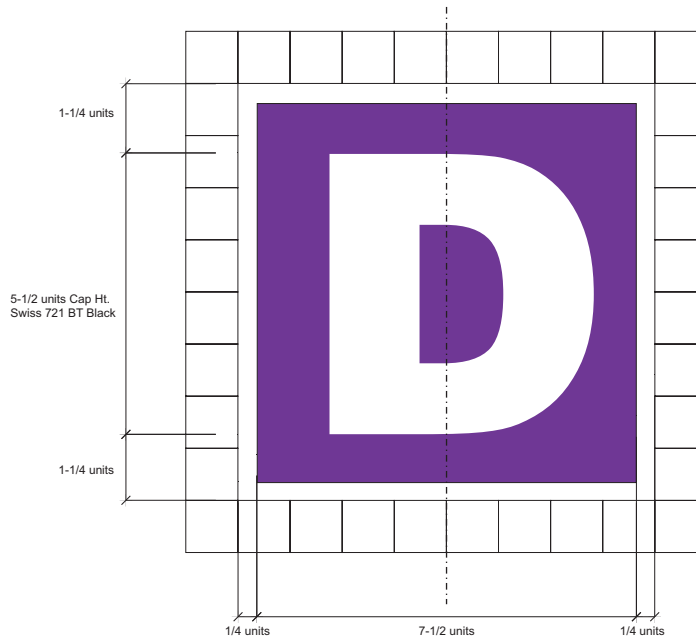
2.2.2

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Terminal C Identification Icon:



Terminal D Identification Icon:



Terminal/Parking Identification Icons

Figure 2.2.1

2.0 GRAPHIC STANDARDS

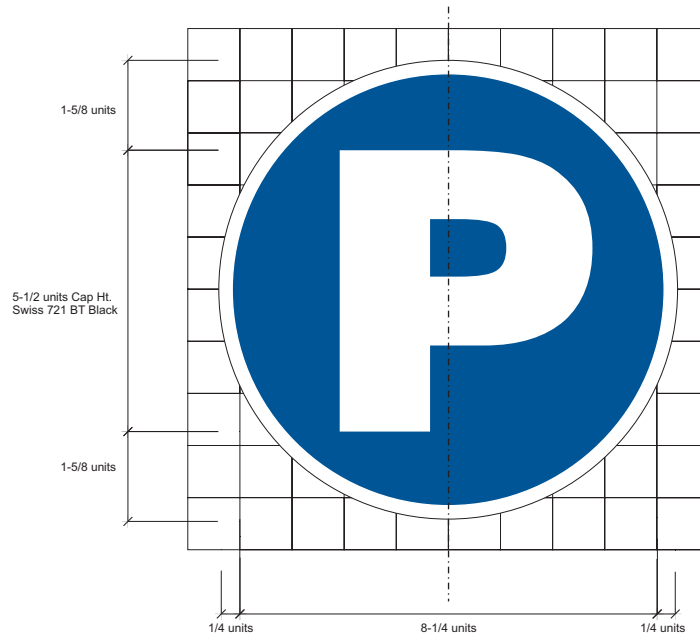


Symbols - Basic Requirements cont'd

2.2.2

#	Revision	Date

Parking Identification Icon:



Terminal/Parking Identification Icons

Figure 2.2.1

2.0 GRAPHIC STANDARDS








Terminology and Corresponding Symbol Applications





2.2.3

#	Revision	Date

Principal Airport Nomenclature

TERMINOLOGY	SYMBOL	INTERIOR APPLICATIONS
Terminal A		<ul style="list-style-type: none"> <li>Identifies the terminal that is designated as "A".</li> <li>Is always used in conjunction with the term "Terminal."</li> <li>Should not be used as an international symbol</li> </ul>
Terminal B		<ul style="list-style-type: none"> <li>Identifies the terminal that is designated as "B".</li> <li>Is always used in conjunction with the term "Terminal."</li> <li>Should not be used as an international symbol</li> </ul>
Terminal C		<ul style="list-style-type: none"> <li>Identifies the terminal that is designated as "C".</li> <li>Is always used in conjunction with the term "Terminal."</li> <li>Should not be used as an international symbol</li> </ul>
Terminal D		<ul style="list-style-type: none"> <li>Identifies the terminal that is designated as "D".</li> <li>Is always used in conjunction with the term "Terminal."</li> <li>Should not be used as an international symbol</li> </ul>
Parking		<ul style="list-style-type: none"> <li>Identifies the Parking facilities.</li> <li>To be used as an international symbol.</li> </ul>

Fundamental Airport Functions

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

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

2.0 GRAPHIC STANDARDS




Terminology and Corresponding Symbol Applications cont'd.


2.2.3

#	Revision	Date

**Fundamental Airport Functions cont'd.**

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

**Parking Facilities**

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

**Transportation Methods**

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

2.0 GRAPHIC STANDARDS









Terminology and Corresponding Symbol Applications cont'd.

2.2.3

#	Revision	Date

Transportation Methods cont'd.

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






**Terminology and Corresponding Symbol Applications cont'd.**






2.2.3

#	Revision	Date

**Transportation Methods cont'd.**

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

**Building Circulation**

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

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Terminology and Corresponding Symbol Applications cont'd.

2.2.3

#	Revision	Date

Services

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













Terminology and Corresponding Symbol Applications cont'd.

2.2.3

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Services cont'd.

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









**Terminology and Corresponding Symbol Applications cont'd.**





**2.2.3**

#	Revision	Date

**Services cont'd.**

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

**Safety and Regulations**

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

**2.0 GRAPHIC STANDARDS**







**Terminology and Corresponding Symbol Applications cont'd.**




2.2.3

#	Revision	Date

**Safety and Regulations cont'd.**

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

**Concessions**

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

2.0 GRAPHIC STANDARDS



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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, baggage claim locations, parking facilities, 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.

2.0 GRAPHIC STANDARDS



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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:

- Exterior direction to and identification of Terminals, Arrivals, Departures, 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:

- Exterior direction and identification of Ground Transportation, airline names, and Parking.

**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 Ground Transportation area and be 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 airport areas.



**Message Hierarchy Relationships cont'd.**

**2.3.2**

#	Revision	Date

**Functions and Hierarchy Relationships (cont'd):**

Critical to the smooth flow of pedestrian and vehicular 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 exterior messages required for BOS.



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 roadways 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. Figure 2.3.2 shows an example of messaging on a 2 level directional sign.

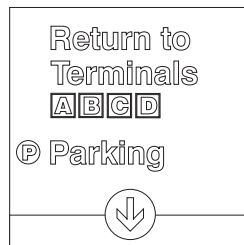
#	Revision	Date

Roadway - Message Hierarchy				
	PRIMARY	SECONDARY	TERTIARY	
MESSAGE FUNCTION	Directional	Departures Arrivals Parking Terminals Terminal A, B, C, D Rental Cars Return to Terminals Boston Mass Pike	Central Parking Terminal B Parking Airport Exit Economy Lot Worcester Revere Ted Williams Tunnel Summer Tunnel	Services Roads Hotels Gas Station CNG Station Fuel
	Identification	Boston Logan International Airport Terminal A, B, C, D Central Parking Terminal B Parking Economy Lot	Airline Names	
	Information or Orientation	Roadway Vertical Clearance		
	Regulatory or Safety	No Parking No Parking Tow Zone No Parking Fire Lane No Parking Authorized Vehicles Only Access Parking EXIT	Emergency Exit Only ENTER DO NOT ENTER All FAA notices and required signs AUTHORIZED PERSONNEL ONLY	

2.0 GRAPHIC STANDARDS

Roadways - Message Hierarchy

Figure 2.3.1



Roadways - Message Hierarchy	
	PRIMARY
FUNCTION	Directional
	Departures Arrivals Parking Terminals Terminal A, B, C, D Rental Cars Return to Terminals Boston Mass Pike

Roadways - Directional Primary Message Hierarchy Example  
N . T . S .

Figure 2.3.2



#	Revision	Date

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 for pedestrian specific traffic. However, vehicular specific traffic typically uses only the "down arrow" to convey "straight ahead" information. 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 for pedestrian specific traffic and five (5) for vehicular specific traffic. No alternate orientations are acceptable, unless approved by Massport.
- Vehicular Signs: Arrow orientation should follow the guidelines provided in this section. Straight-ahead vehicular movement should be indicated by downward facing arrows, unless an upward facing arrow can be shown to be clearly advantageous in a specific circumstance (See *figure 2.4.2*).



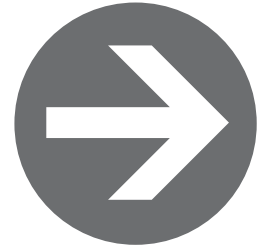
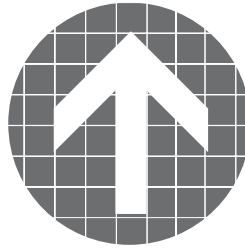
Arrow Orientations cont'd.

2.4.1

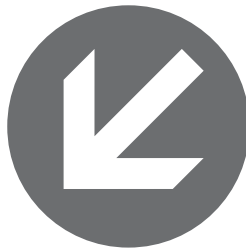
#	Revision	Date



To the Left



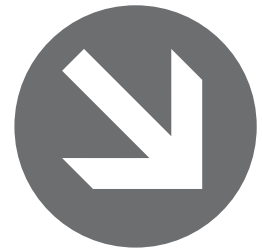
To the Right



Straight Ahead on the Left



Straight Ahead



Straight Ahead on the Right

Vehicular Arrow Orientation  
N.T.S.

Figure 2.4.2

2.0 GRAPHIC STANDARDS





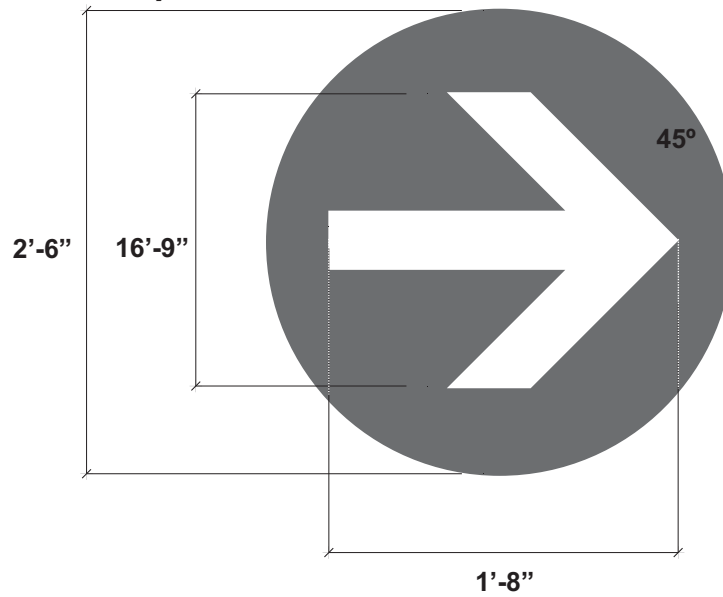
Arrow Sizes

2.4.2

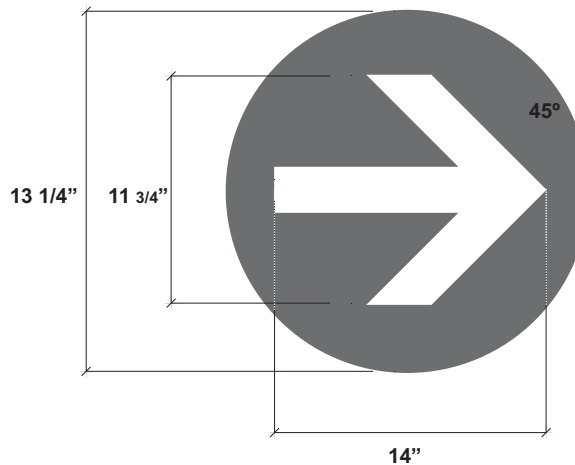
#	Revision	Date

These figures define the arrow sizes that shall be used throughout the roadways. All vehicular primary signs shall utilize a 10 1/2" x 7 1/4" or 9" x 6 1/2" arrow size depending on sign type (See Section 3.5 for Sign Type Layouts). All vehicular secondary signs shall use a 6" x 5 1/4" arrow size.

Vehicular - Primary



Vehicular - Secondary



Arrow Sizes  
N.T.S

Figure 2.4.2


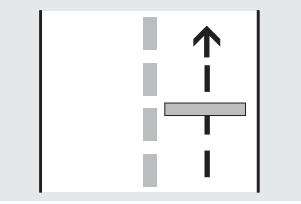

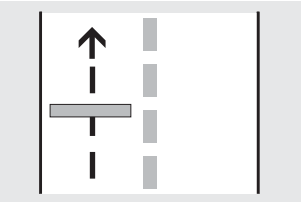

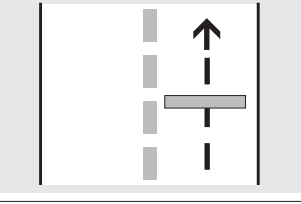

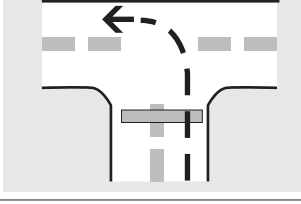

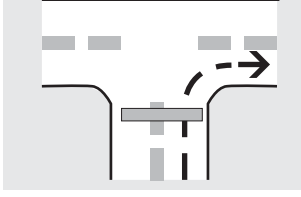
2.0 GRAPHIC STANDARDS



Arrow Application/Orientation cont'd.

2.4.3

#	Revision	Date

APPLICATION/ ORIENTATION	LOCATION PLAN	INTERPRETATION
		Straight Ahead
		Ahead on Left
		Ahead on Right
		Left
		Right

2.0 GRAPHIC STANDARDS

Vehicular Arrow Application  
N.T.S.

Figure 2.4.5



#	Revision	Date

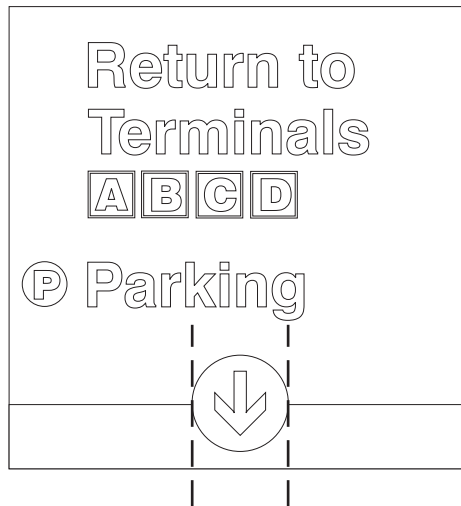
**Arrow Placement**

2.4.4

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.



\* See Sign Type Index - Section 3.4 for arrow location dimensions

Arrow Placement  
N.T.S.

Figure 2.4.6













#	Revision	Date

This section of the document shall specify colors and applications that are to be used in the roadways areas.

**Color Specifications**

**2.5.1**

**Sign Color System - Roadways**

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

\*or approved equal

Color Specification  
N.T.S.

Figure 2.5.1

2.0 GRAPHIC STANDARDS



#	Revision	Date

Color Application

2.5.2



Sign Color Application - Parking

Color Application	Color
<b>1 Color</b>	
Terminal A	Blue
Terminal B	Red
Terminal C	Green
Terminal D	Purple
<b>2 Arrow Background</b>	70% Black
<b>3 Arrows</b>	White
<b>4 Sign Face</b>	Black
<b>5 Symbol Frame</b>	White
<b>6 Parking Symbol Background</b>	Blue
<b>7 Symbol Image</b>	White
<b>8 Text</b>	White

2.0 GRAPHIC STANDARDS

Color Application Examples  
N.T.S.

Figure 2.5.2

