



Austin-Bergstrom International Airport

Exterior Wayfinding Standards
Best Practices Manual



General Specifications

- 1 - Table of Contents
- 2 - Exterior Wayfinding Fonts
- 3 - Text Height and Visibility Guide
- 4 - Exterior/Loop Directional Arrow Design and Usage
- 5 - Parking Garage Directional Arrow and Usage
- 6 - Sign Substrate Color and Material Palette
- 7 - ABIA Logo Standards
- 8 - ABIA Logos and Wayfinding Arrows
- 9 - Surface Parking Lot Color Schedule
- 10 - Symbols

Sign Types

- 11 - Sign Type 1: Building Identification
- 14 - Sign Type 2: Vehicular Directional (Full)
- 16 - Sign Type 3: Vehicular Directional (Half)
- 18 - Sign Type 4: Lot Identification (Pole Mounted)
- 20 - Sign Type 4: Lot Identification (Lamp Post Mounted)
- 22 - Sign Type 5: Lot Identification (Ground Mounted)
- 24 - Sign Type 6: Accessible Stall Identification
- 27 - Sign Type 7: Exit Directional
- 29 - Sign Type 8: Building Identification (Secondary)
- 31 - Sign Type 9: Garage Entry Refurbishing
- 32 - Sign Type 10: Overhead Directional (Full)
- 33 - Sign Type 10.1: Overhead Directional (Half)
- 34 - Sign Type 11: Garage Level Identification
- 35 - Sign Type 12: Garage Stair Identification
- 36 - Sign Type 13: Pickup Area Identification
- 39 - Sign Type 14: Pickup Area Diagram
- 41 - Sign Type 15: Pickup Area Identification
- 44 - Sign Type 16: Overhead Directional
- 45 - Sign Type 18: Large Exit Sign
- 46 - Sign Type 19: Secondary Entry Sign



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

① Font 1 - Futura Md BT Medium
Scale: None

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

② Font 2 - Futura Md BT Condensed
Scale: None

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

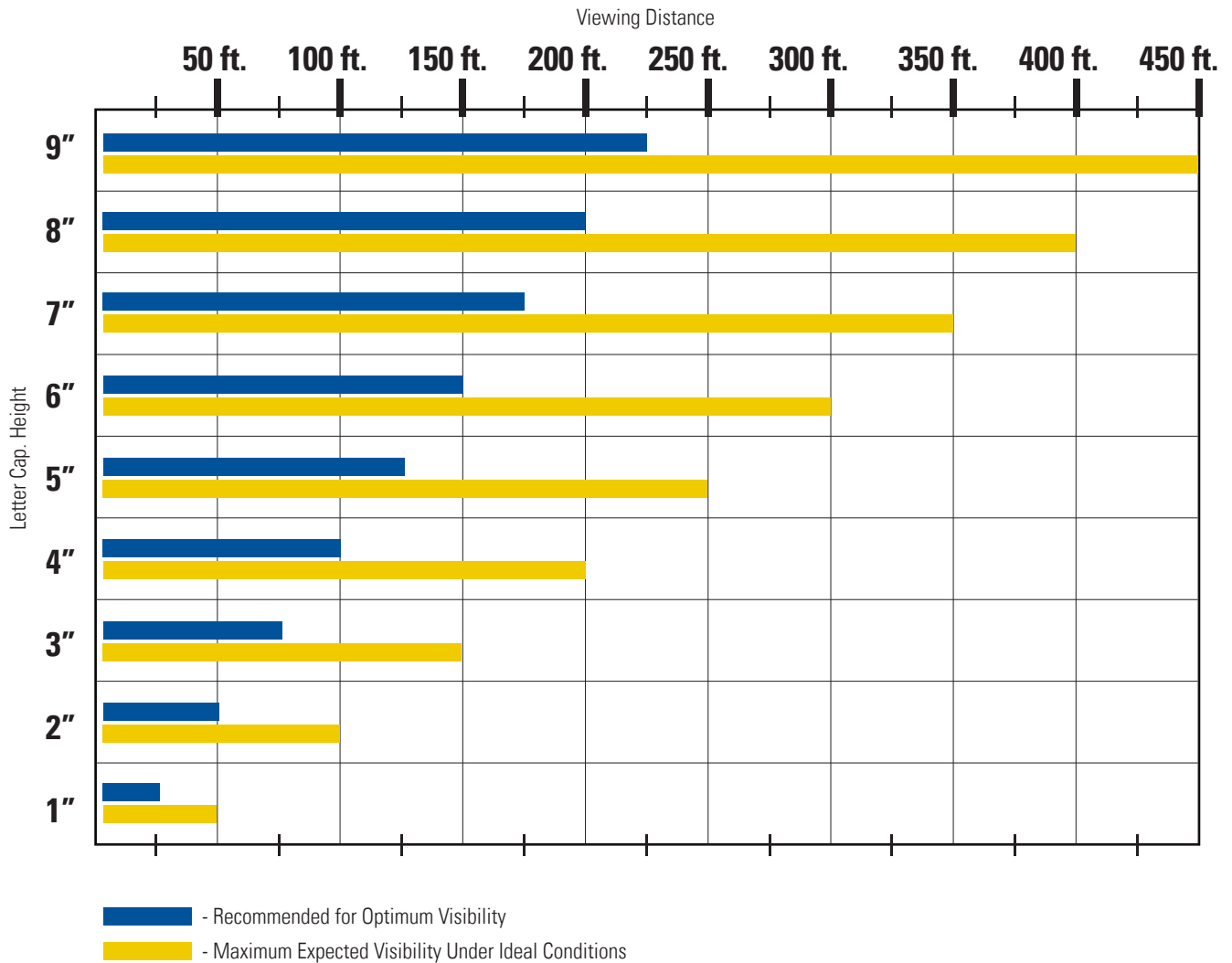
③ Font 3 - Futura Md BT Bold
Scale: None



Distance and Visibility

Font style, size, material, color contrast and viewing condition contribute the legibility of text. The overall size of the lettering shall be determined by the distance from which the sign can be safely and easily read. The message should be concise as practical. Letters shall be adequately spaced and not crowded.

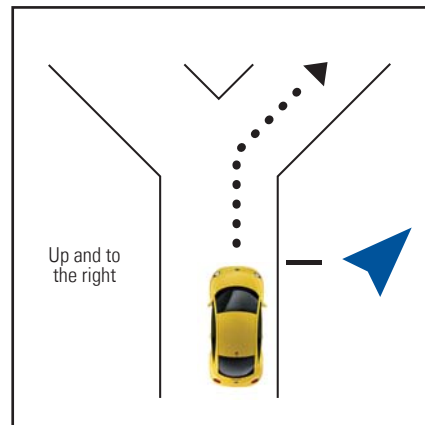
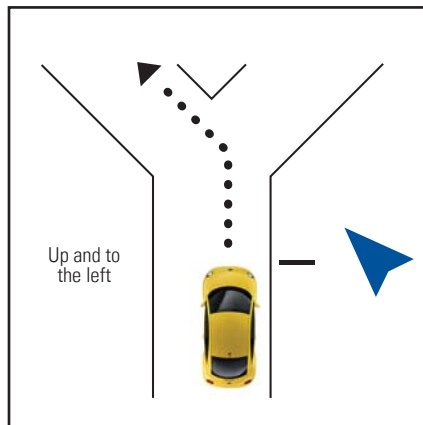
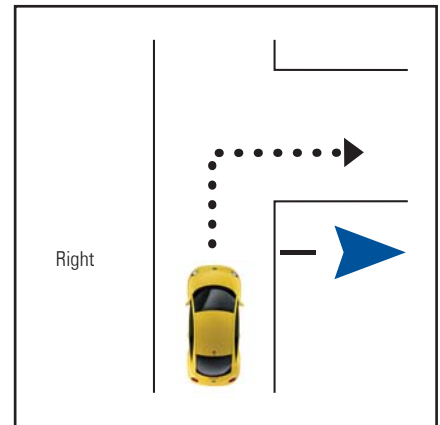
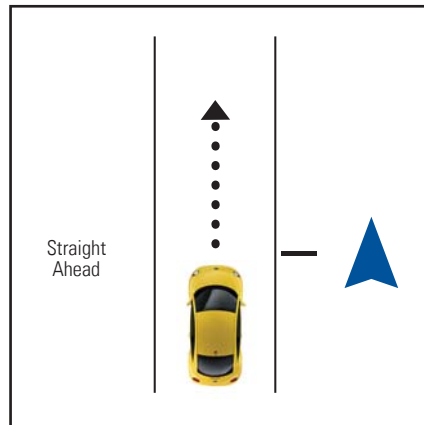
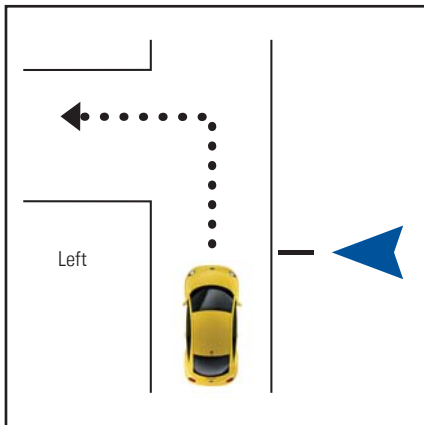
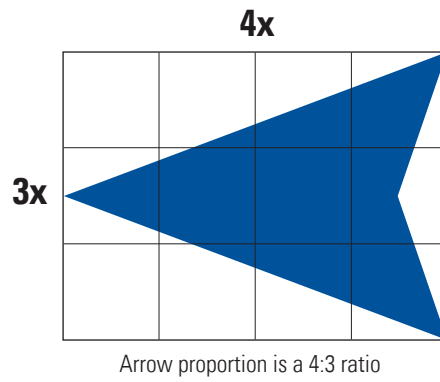
Below is a standard "rule of thumb" guide for legibility under ideal condition.





Exterior/Loop Directional Arrow Usability

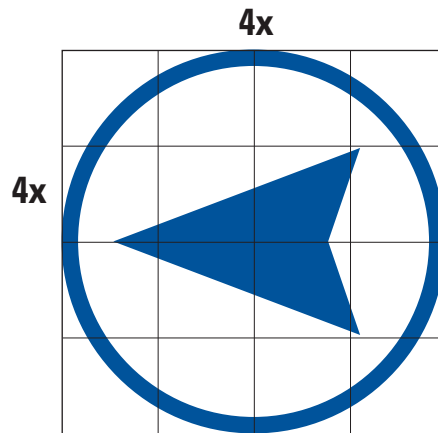
Directional arrows used in this signage system are to be of the design and useage described on this page.



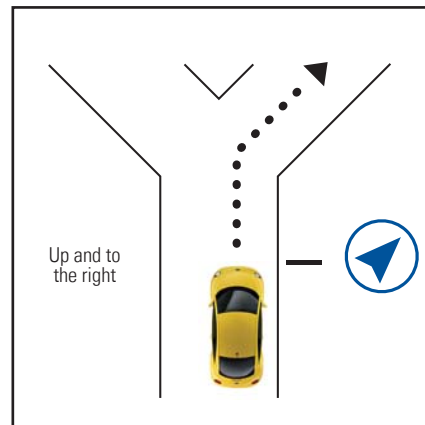
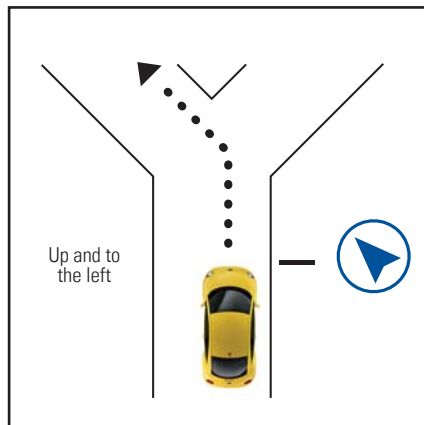
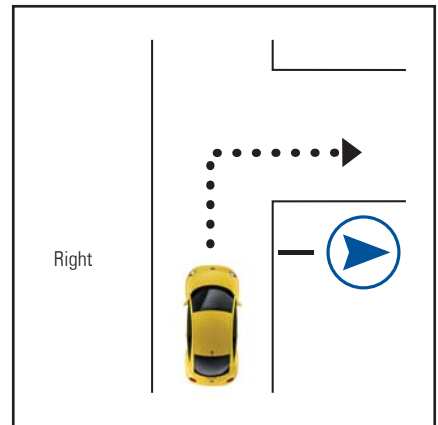
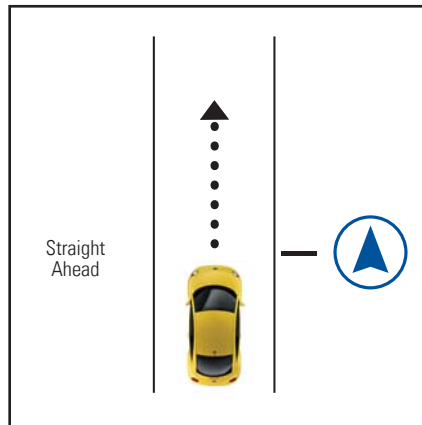
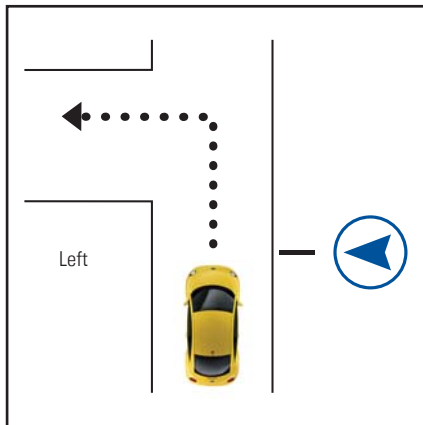


Parking Garage Directional Arrow Usability

Directional arrows used in this signage system are to be of the design and useage described on this page.



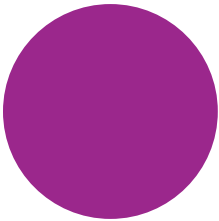
Arrow proportion is a 1:1 ratio





Sign Substrate Color & Materials Palette

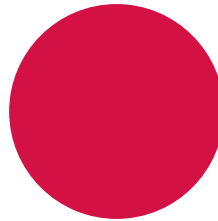
Important: Colors shown are for representation only. Use correct formula for accurate color match.



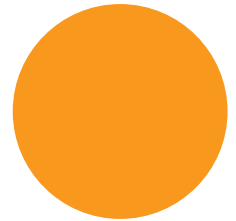
Matthews Paint Co.
MP00285
"Magenta"



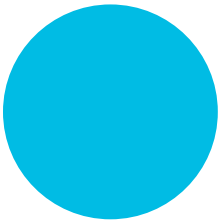
Matthews Paint Co.
MP00056
"Green"



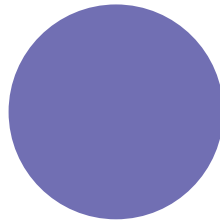
Matthews Paint Co.
MP12602
"Red"



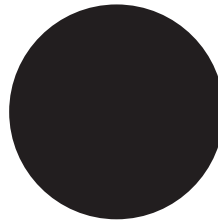
Matthews Paint Co.
MP01229
"Orange"



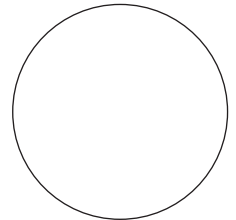
Matthews Paint Co.
MP07932
"Cyan"



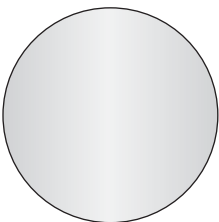
Matthews Paint Co.
MP14722
"Purple"



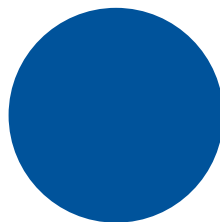
Matthews Paint Co.
MP "Black"



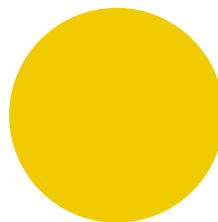
Matthews Paint Co.
MP "White"



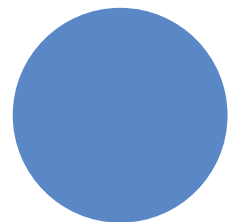
Matthews Paint Co.
MP "Brushed
Aluminum"



Pantone Solid Coated
PMS 287
"ABIA Blue"



Pantone Solid Coated
PMS 110
"ABIA Yellow"



Pantone Solid Coated
PMS 2718
"Light Blue"



Leuders
Sawn Limestone



ABIA Logo Standards

The *logosymbol* and *logotype* that together make up the *logo* were developed within a grid system to form a well-designed composition. The proportions are set within a ratio which must remain consistent. The circle, "A" with swoop, and jet are all part of the *logosymbol*. All three components must always be present. The arrangement of the *logosymbol* and *logotype* is called the *logo*.

Color

The *logo* can be used in black, color, or white:

BLACK: The *logo* can be used over a color as long as the letter "A" knocks out the background to white. Also, be careful of using a color that is too dark to the point you cannot read the *logotype*.

COLOR: Logos are to be only in the ABIA colors of the Pantone Matching System (PMS) 287 blue for the circle and type and 110 yellow for the jet. If these colors are not available, the *logo* should be painted only as black or reversed. The *logo* can be used over a color as long as the letter "A" knocks out the background to white. Do not use a color too close in value to the yellow jet or too dark to the point you cannot read the *logotype*.

WHITE: The *logo* can be used over a color background. In this case the letter "A" DOES NOT knock out of the background to white. Instead the color background shows through the letter "A".



Austin-Bergstrom
International Airport

Color



Austin-Bergstrom
International Airport

Black

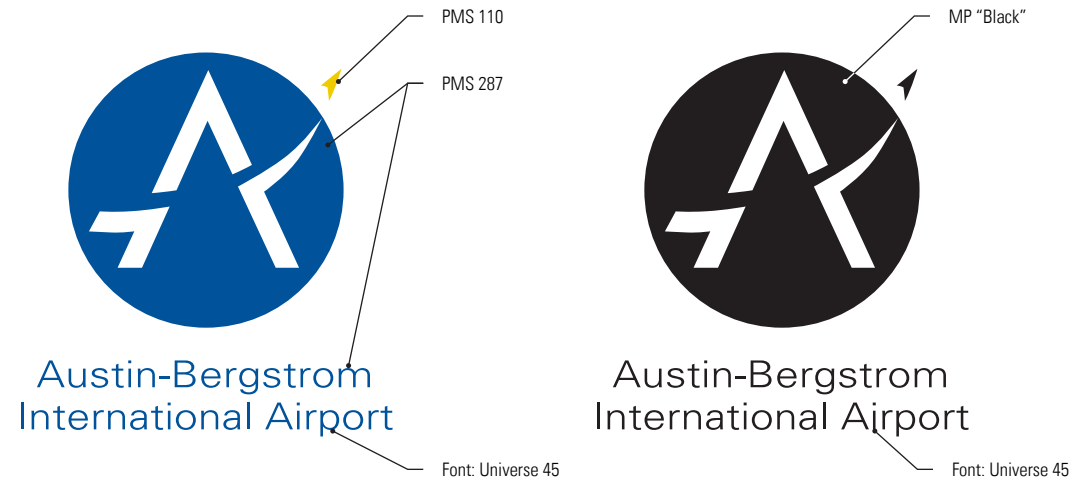


White

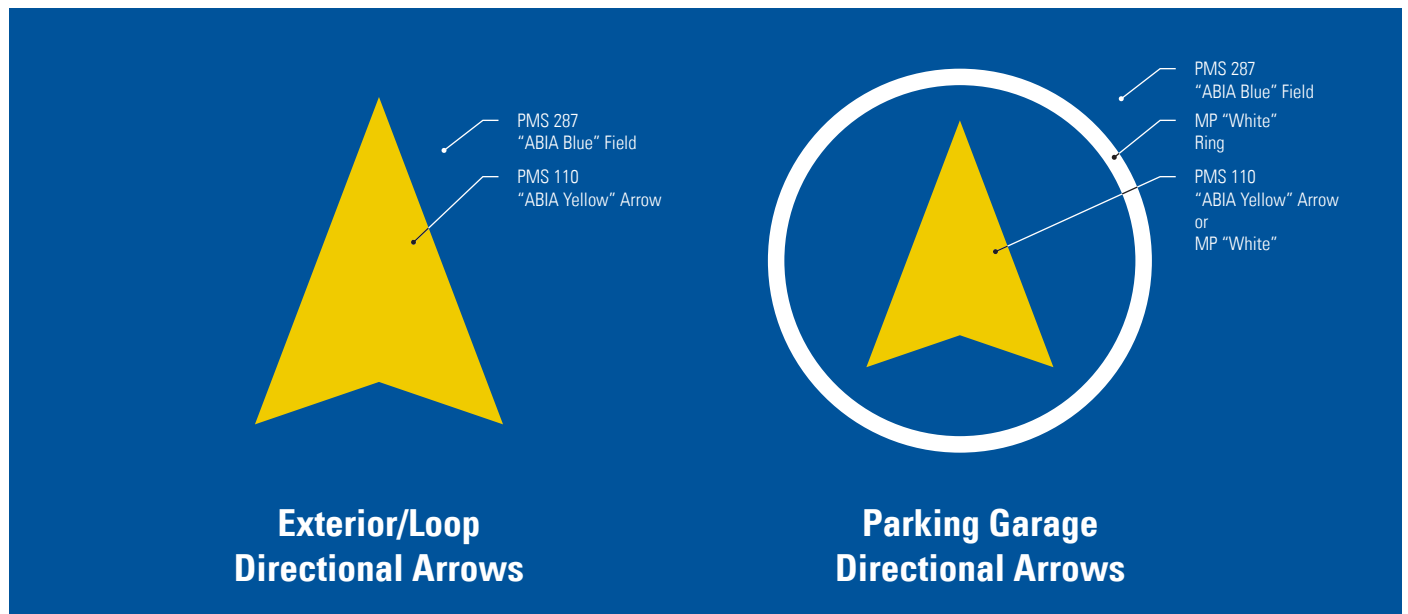




ABIA Logos in Wayfinding

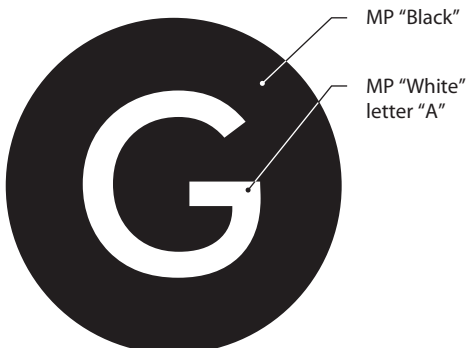
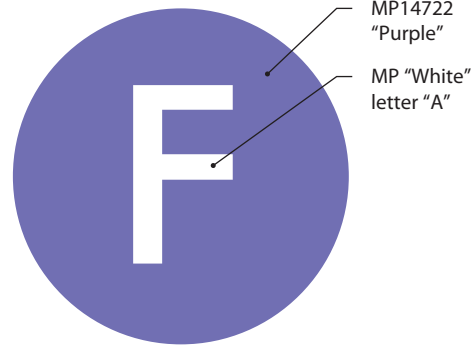
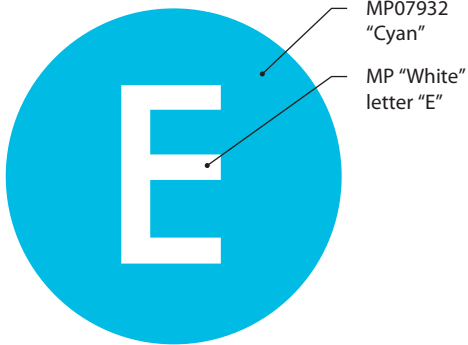
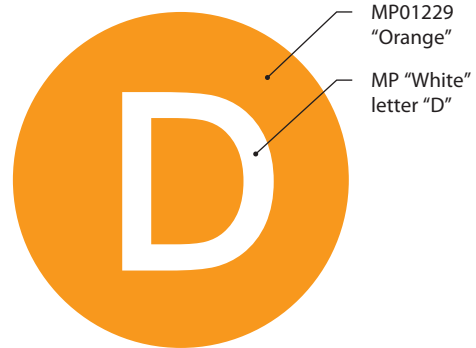
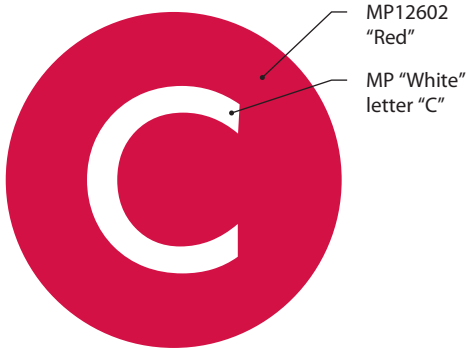
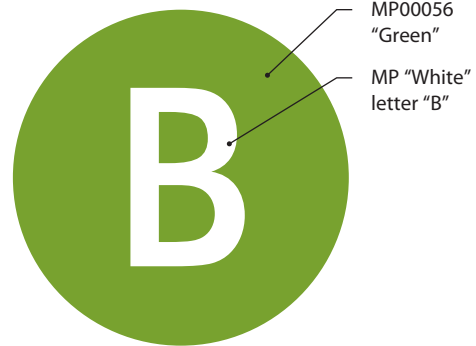
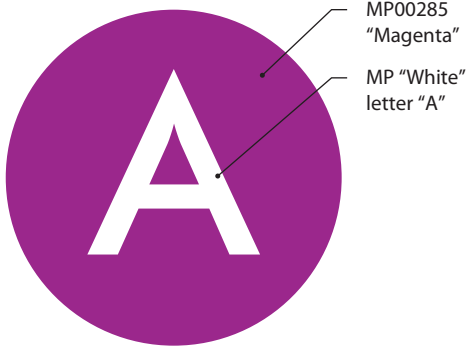


ABIA Arrows in Wayfinding





Surface Parking Lot Color Schedule



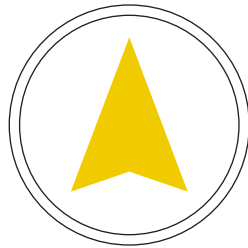


Symbols

Symbols shown below should not be reproduced from this page. Digital files of these graphics are available from TBG Partners, Inc. at 512.327.1011.



Directional Arrow
(Exterior/Loop)



Directional Arrow
(Parking Garage)



Accessible Stall



Stairs



Offsite Parking
Super Shuttle



Bus
(Various)



Taxi



Hotel

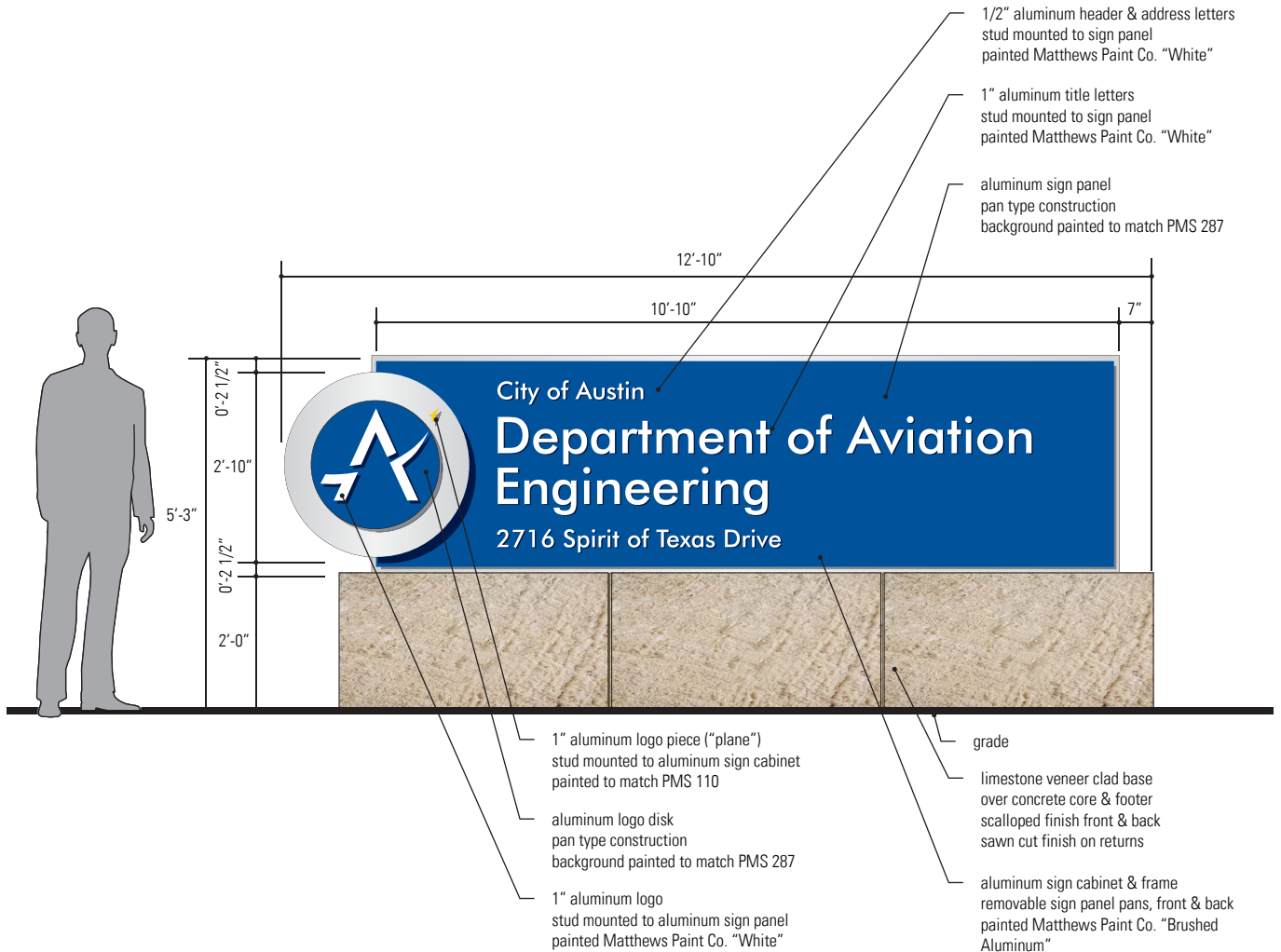


Do Not Enter

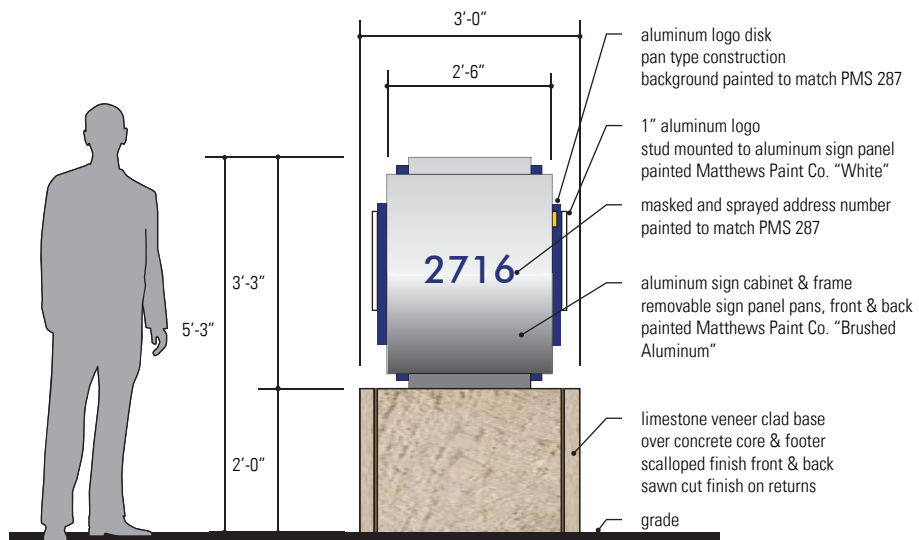


Sign Types

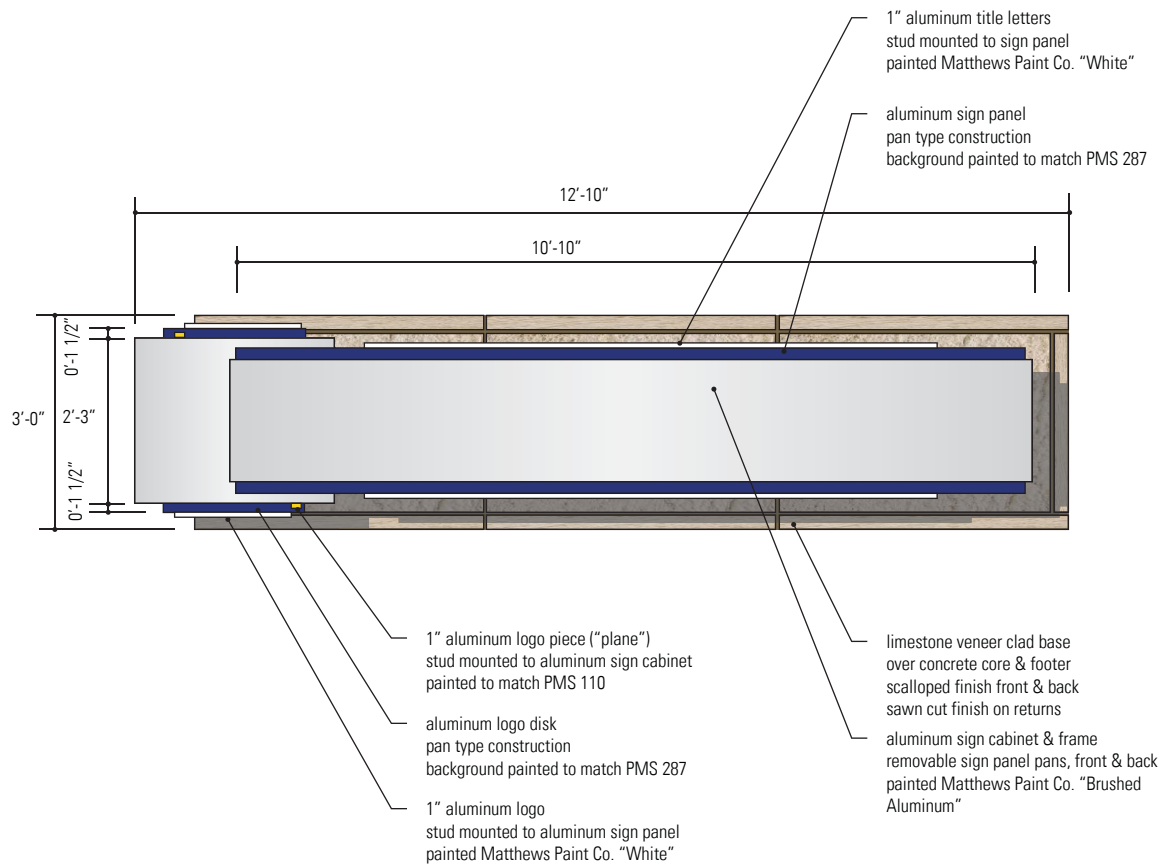
ST 1 - Building Identification



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



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

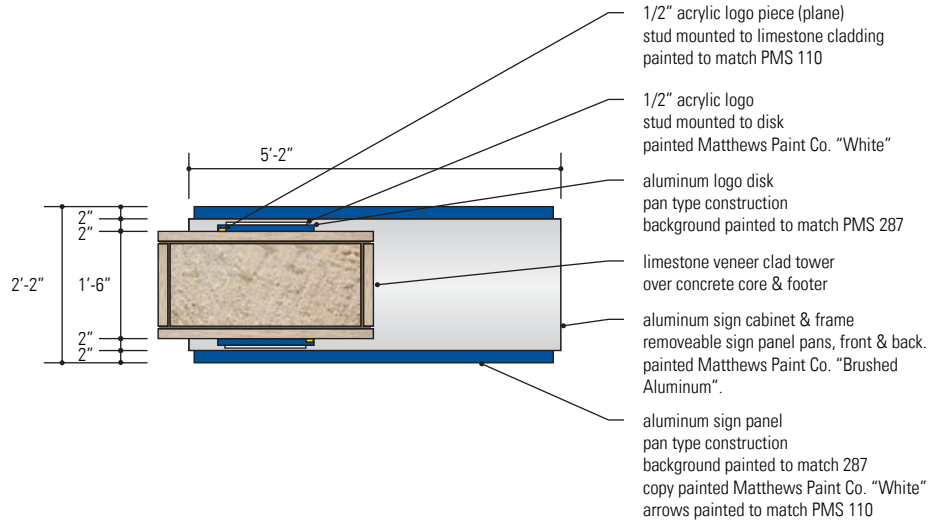


1 Plan
Scale: 3/8" = 1'-0"



Sign Types

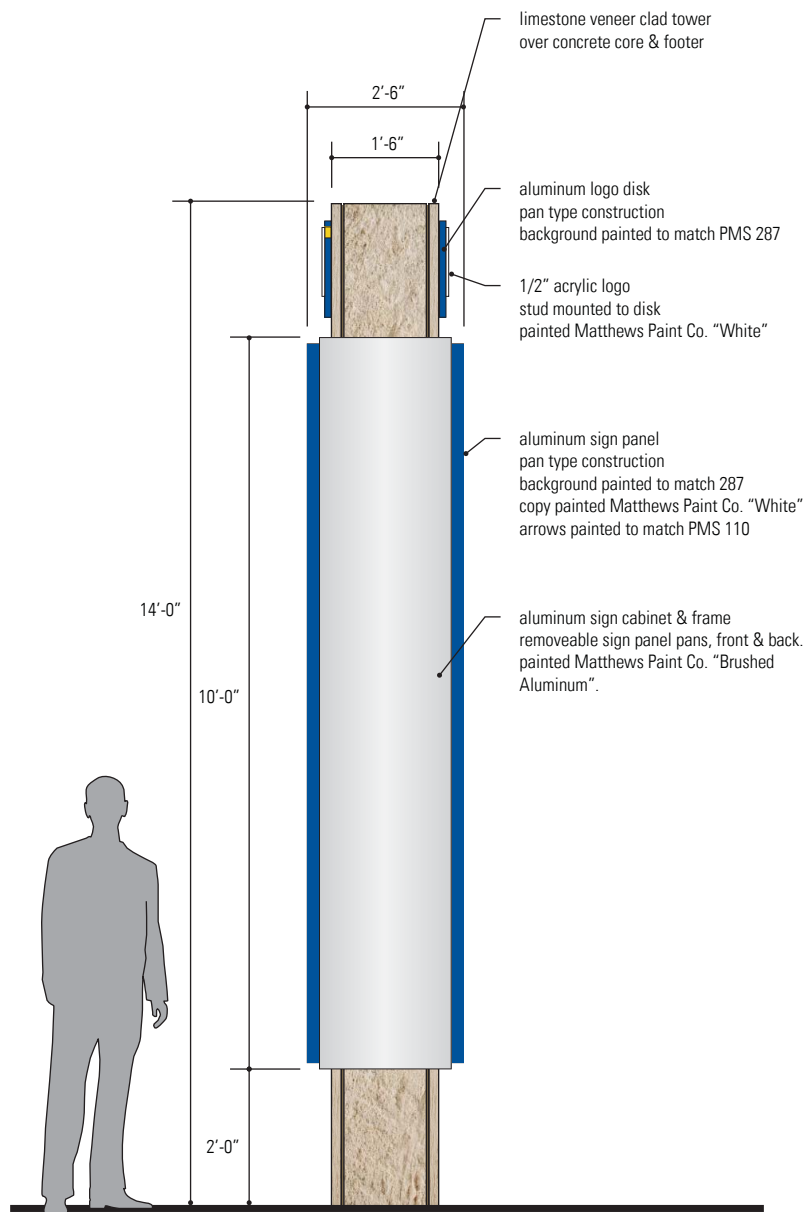
ST 2 - Vehicular Directional - Full



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



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

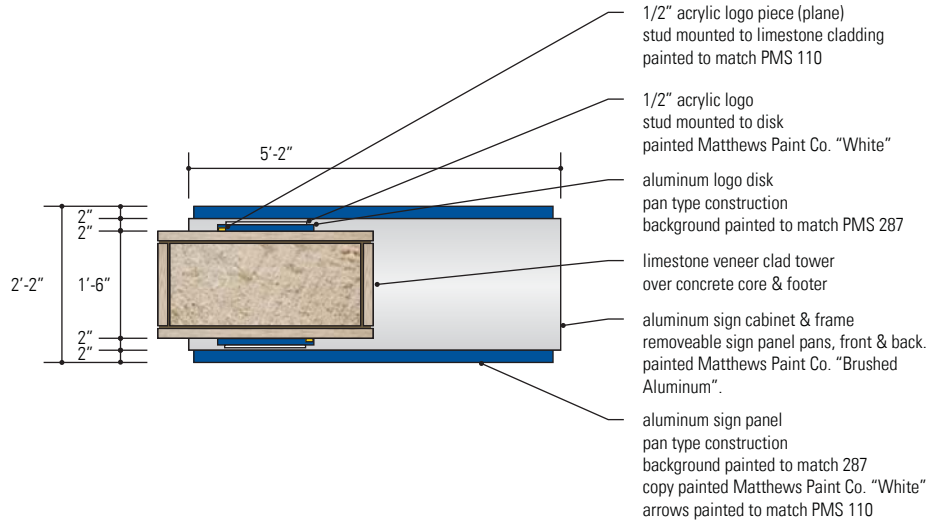


1 Side View
Scale: 3/8" = 1'-0"

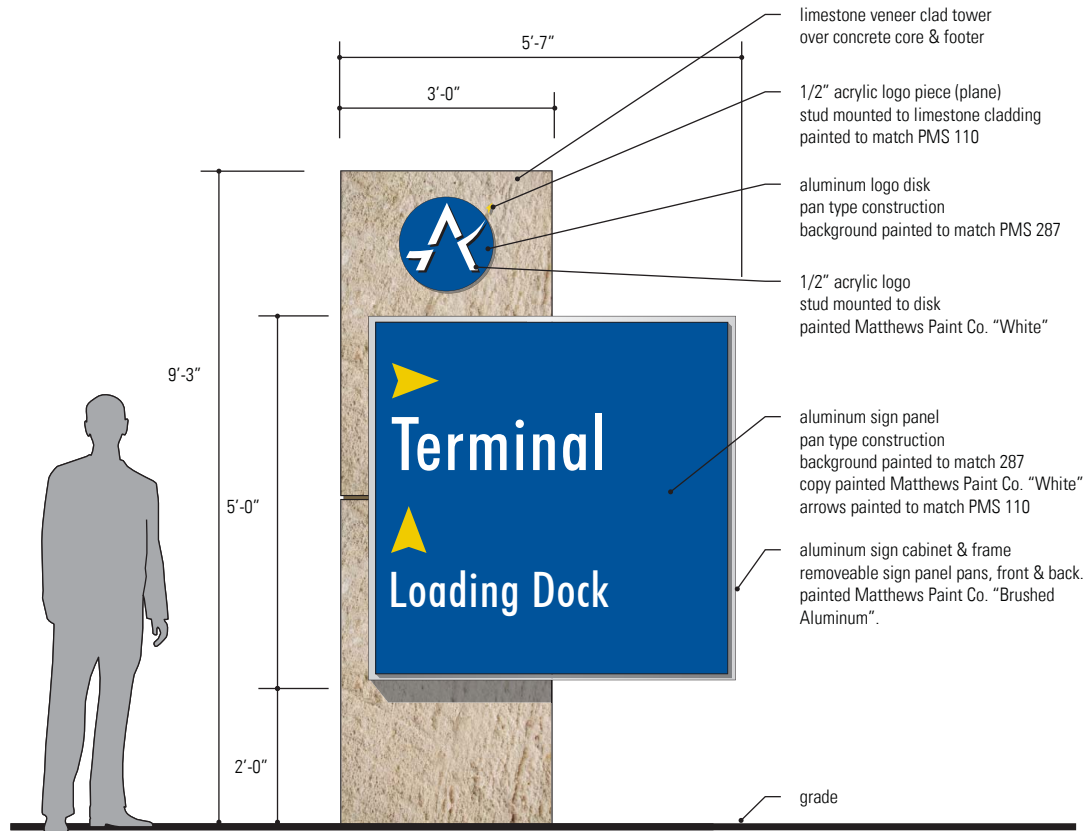


Sign Types

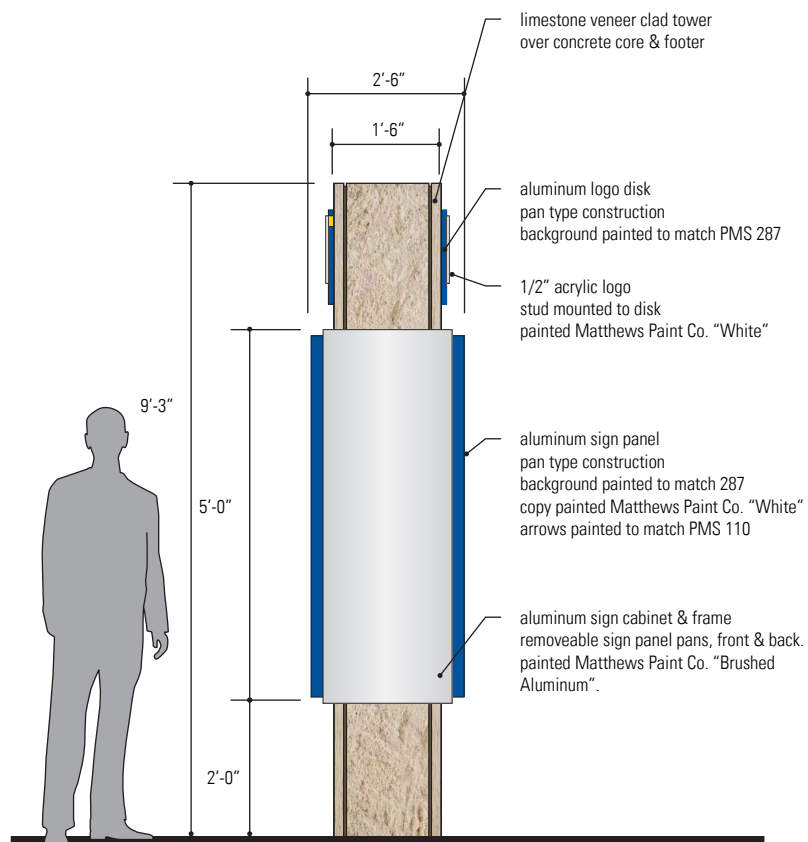
ST 3 - Vehicular Directional - Half



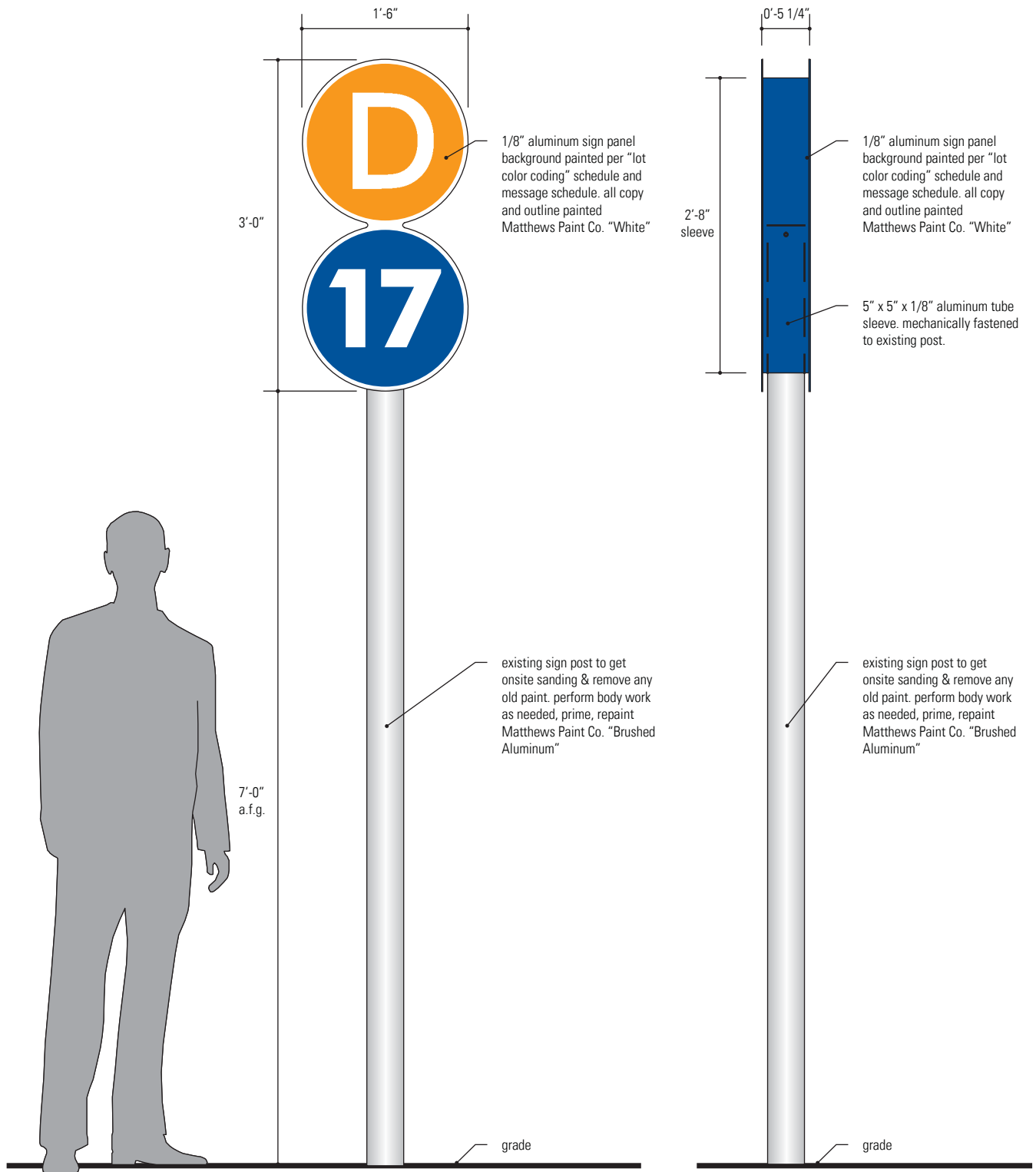
2 Plan
Scale: 3/8" = 1'-0"



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

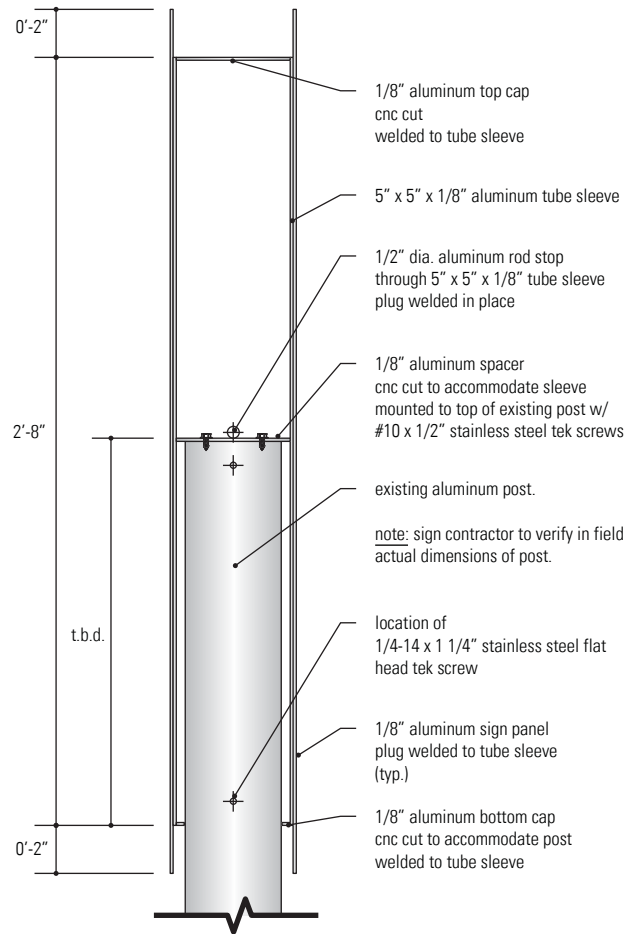


1 Side View
Scale: 3/8" = 1'-0"

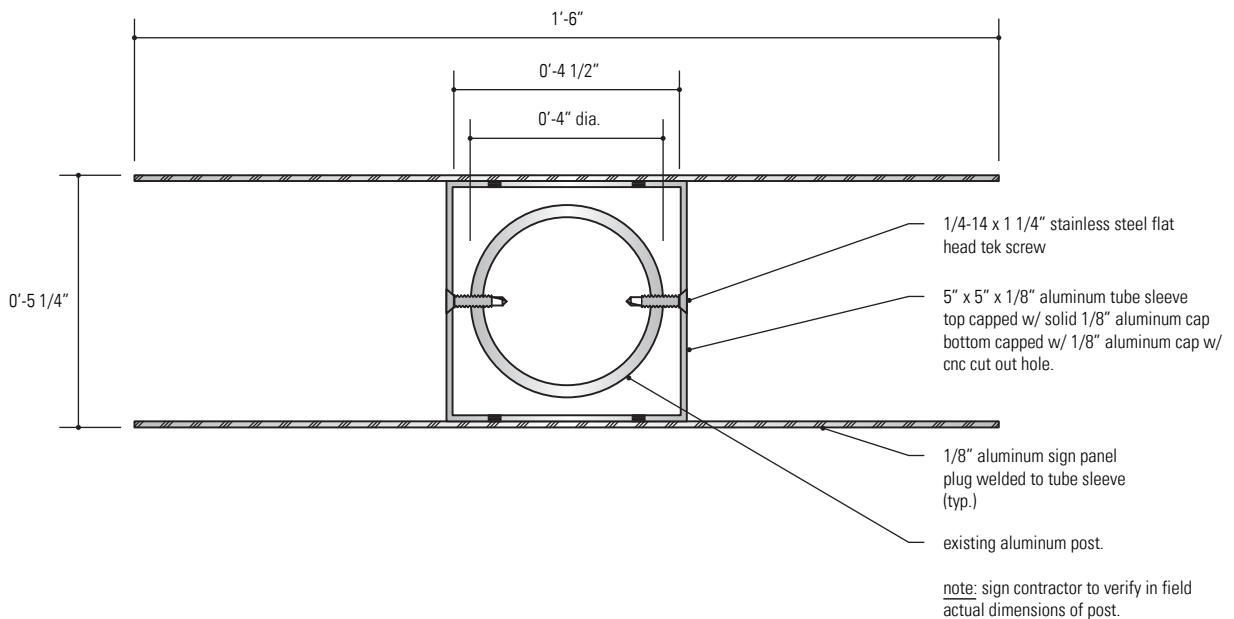


1 Elevation
Scale: 3/4" = 1'-0"

2 Side View
Scale: 3/4" = 1'-0"



B Section - Post Mounted
Scale: 1 1/2" = 1'-0"

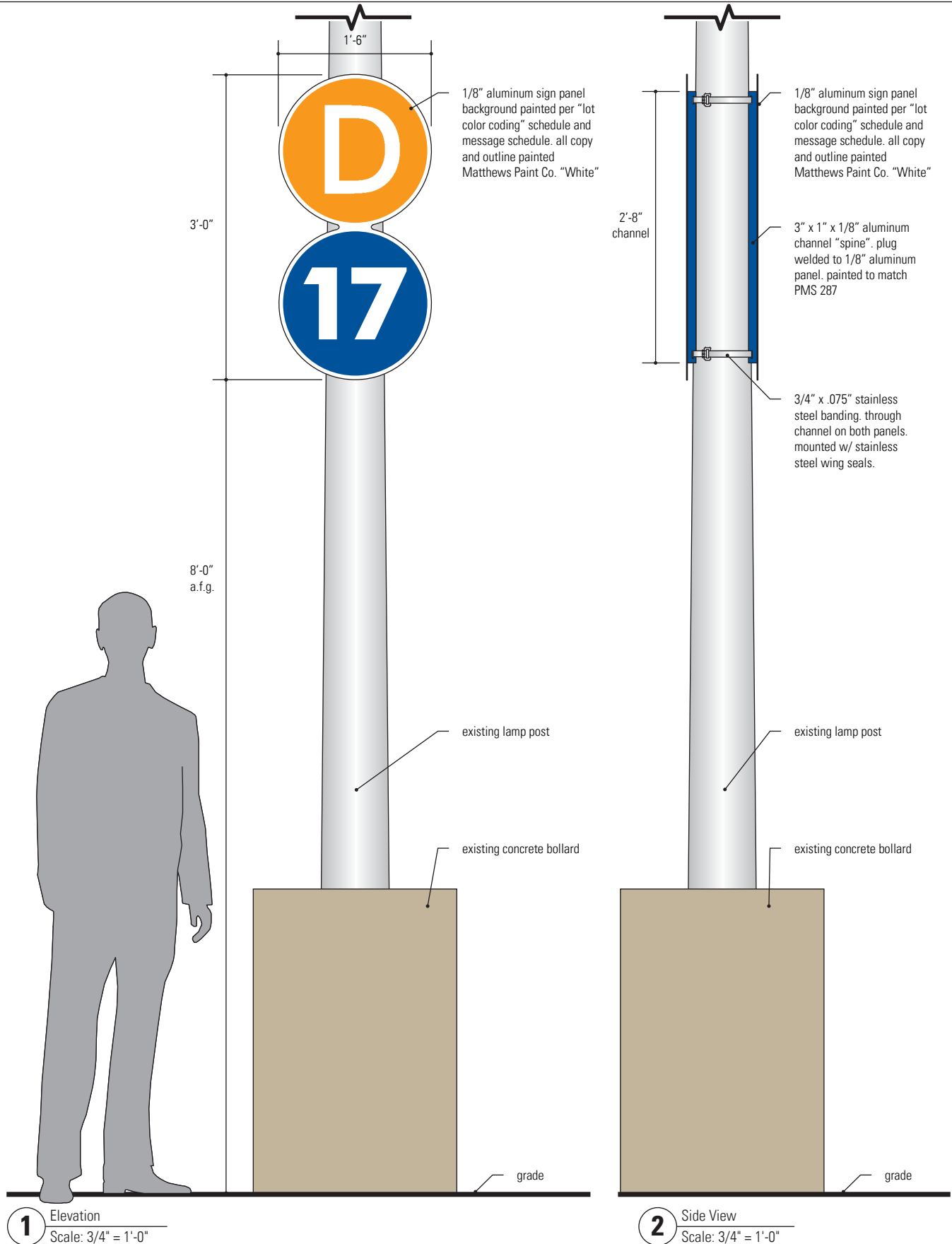


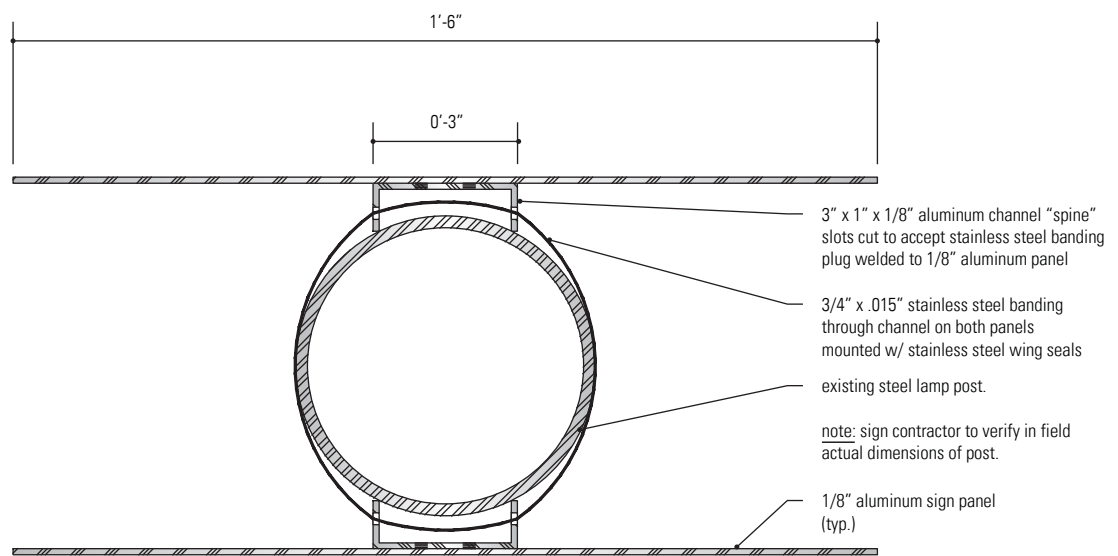
A Section - Post Mounted
Scale: 3" = 1'-0"



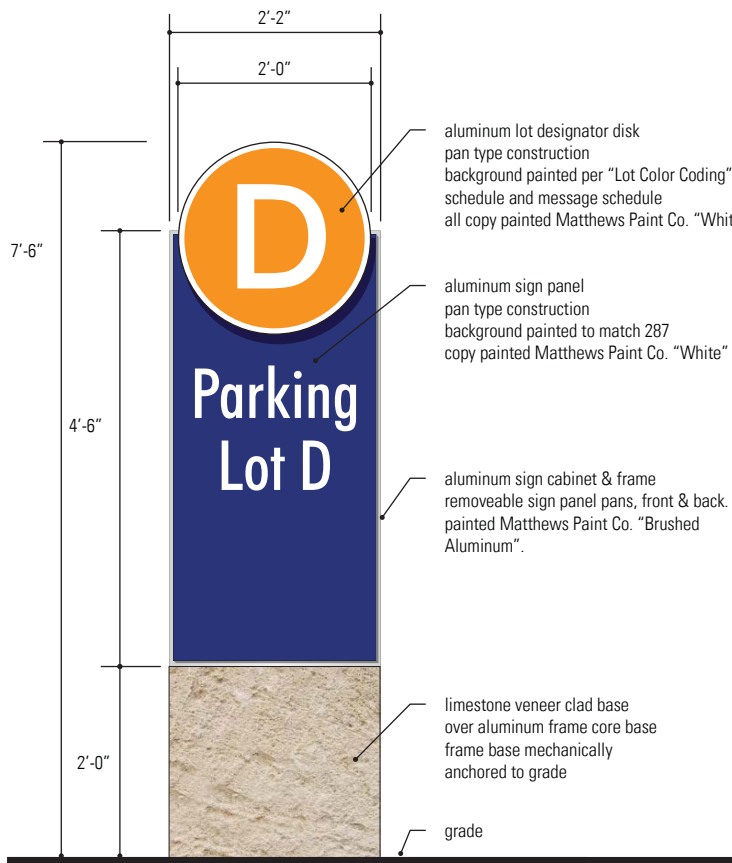
Sign Types

ST 4 - Lot ID - Lamp Post Mounted

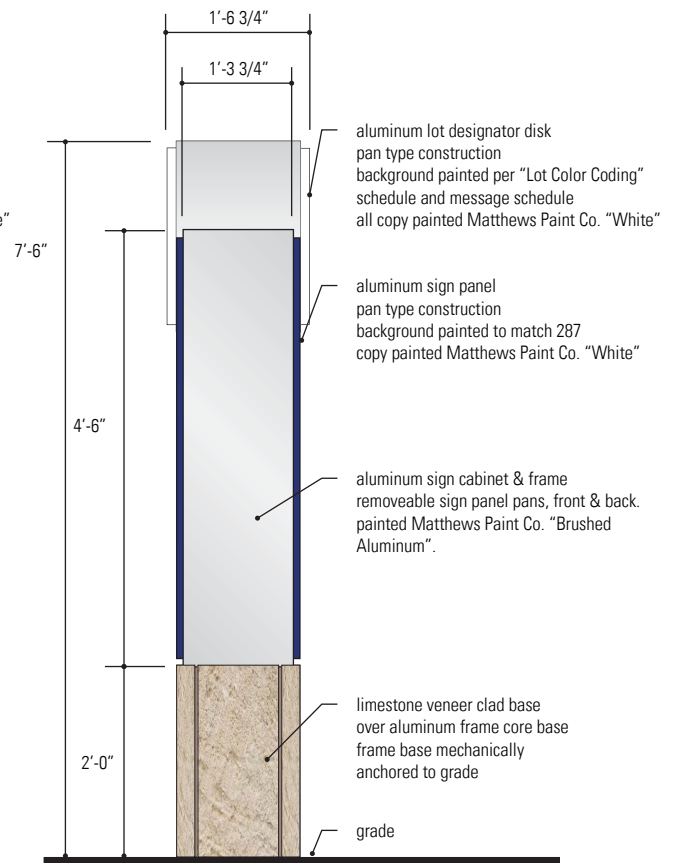




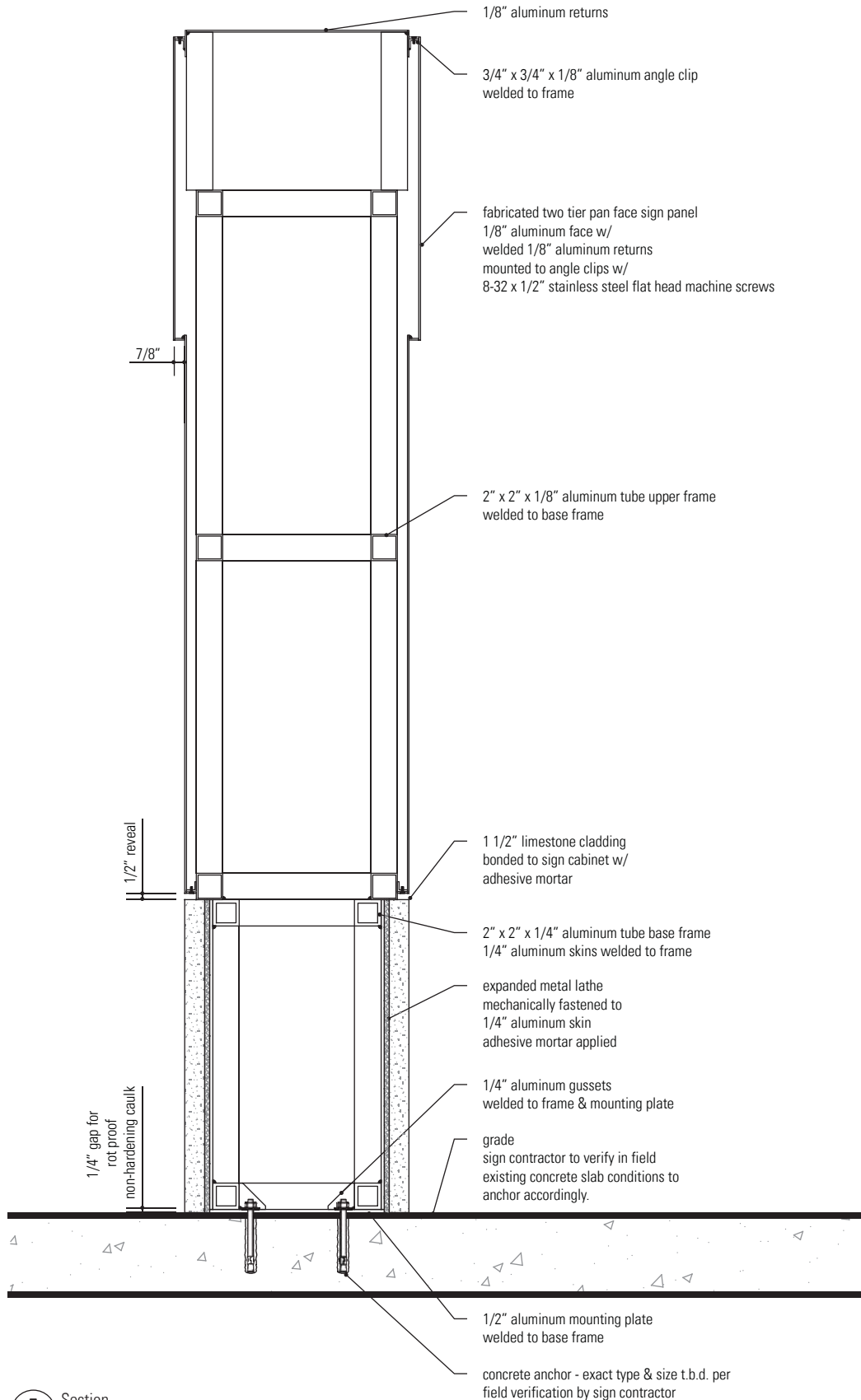
A Section - Lamp Post Mounted
Scale: 3" = 1'-0"



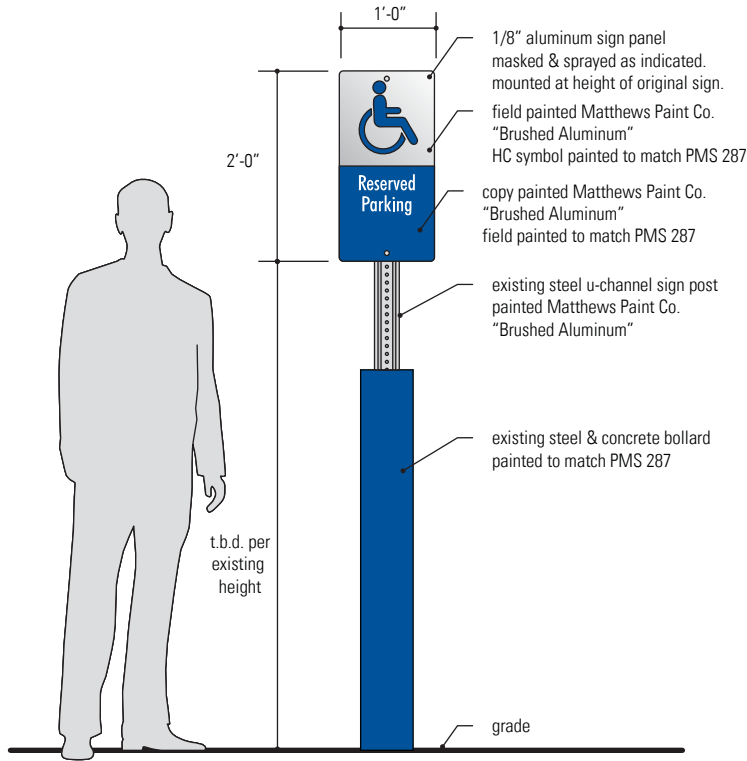
1 Elevation
Scale: 1/2" = 1'-0"



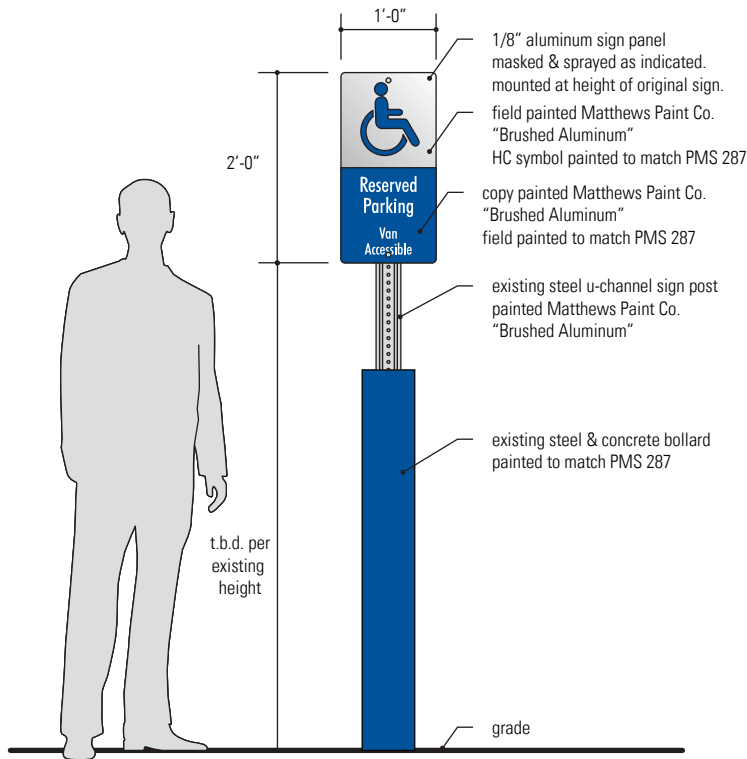
2 Side View
Scale: 1/2" = 1'-0"



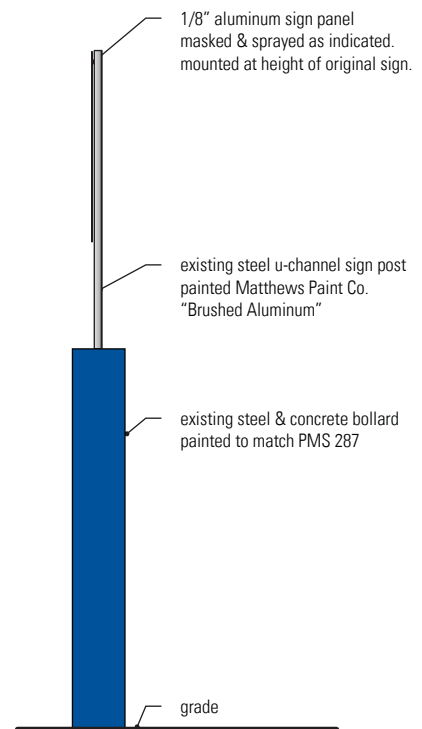
A Section
Scale: 3/4" = 1'-0"



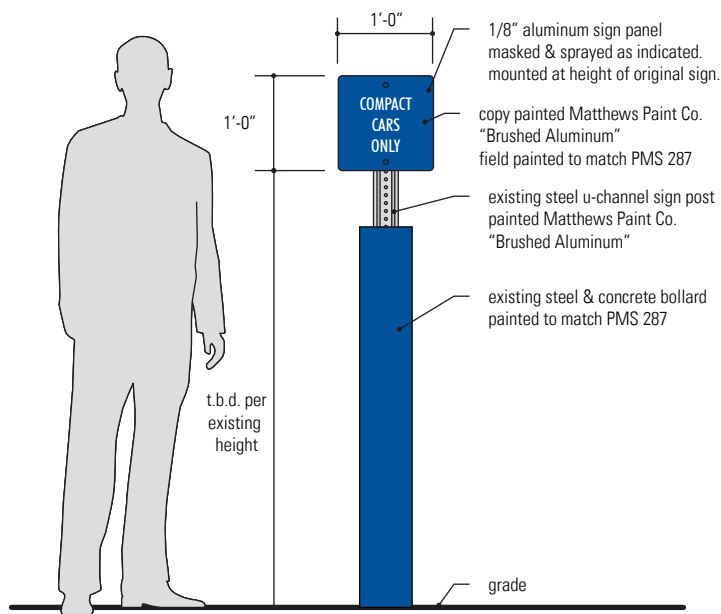
3 Elevation - "Reserved Parking"
Scale: 1/2" = 1'-0"



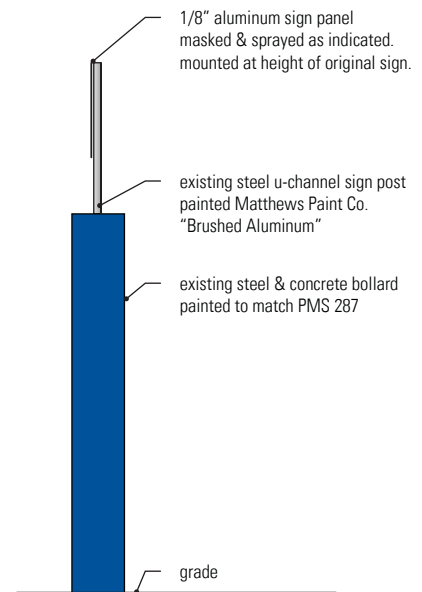
1 Elevation - "Reserved Parking - Van Accessible"
Scale: 1/2" = 1'-0"



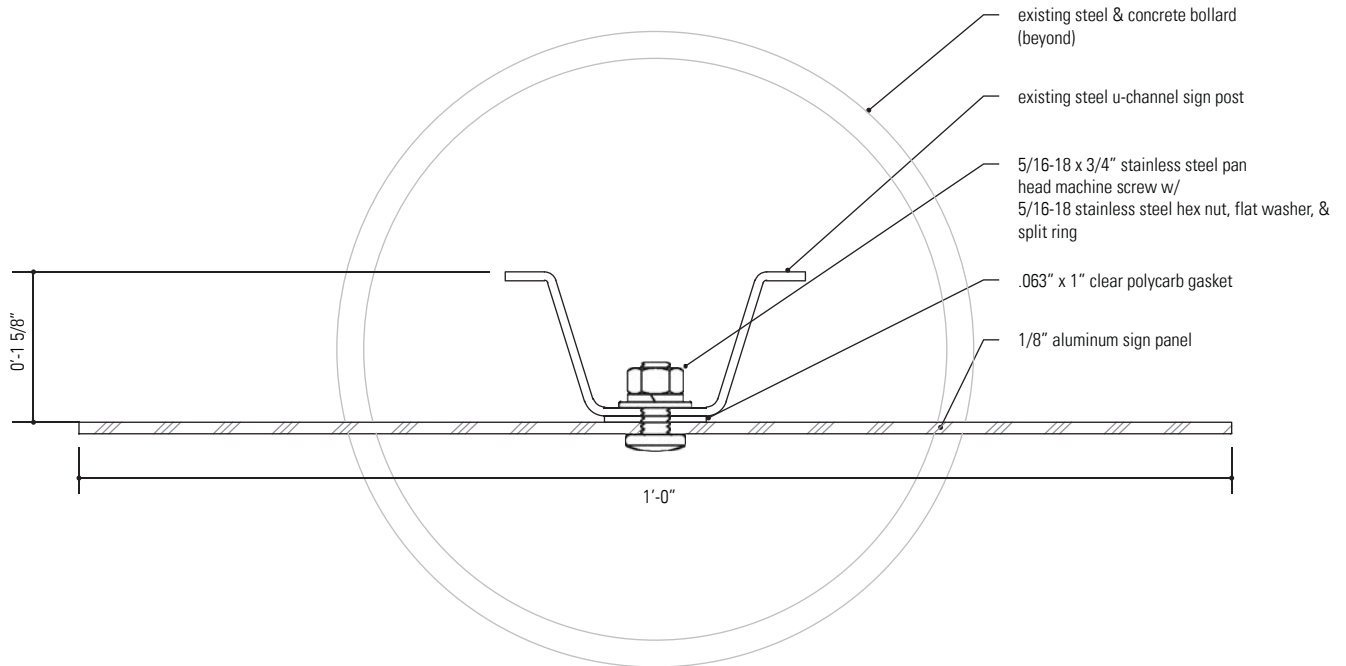
2 Side View
Scale: 1/2" = 1'-0"



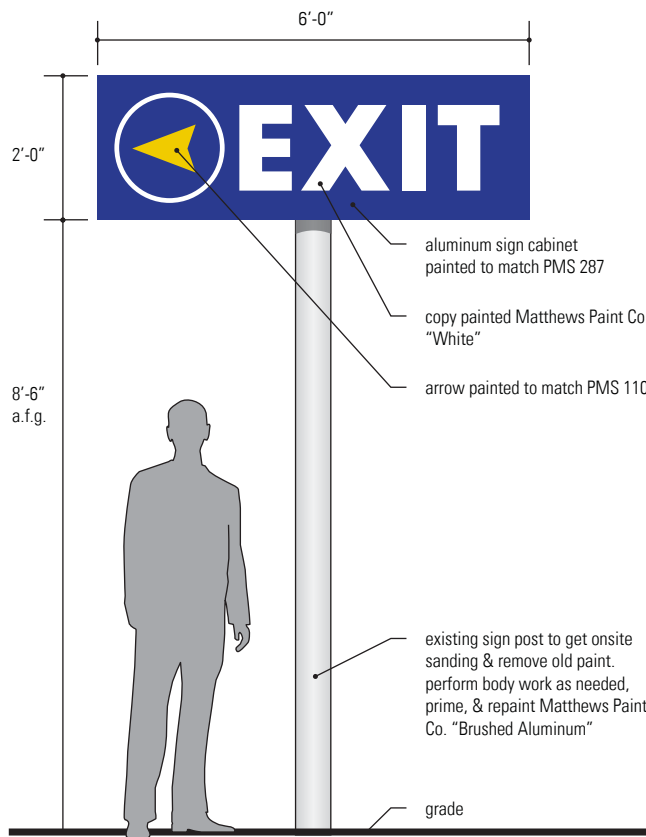
1 Elevation - "Compact Cars Only"
Scale: 1/2" = 1'-0"



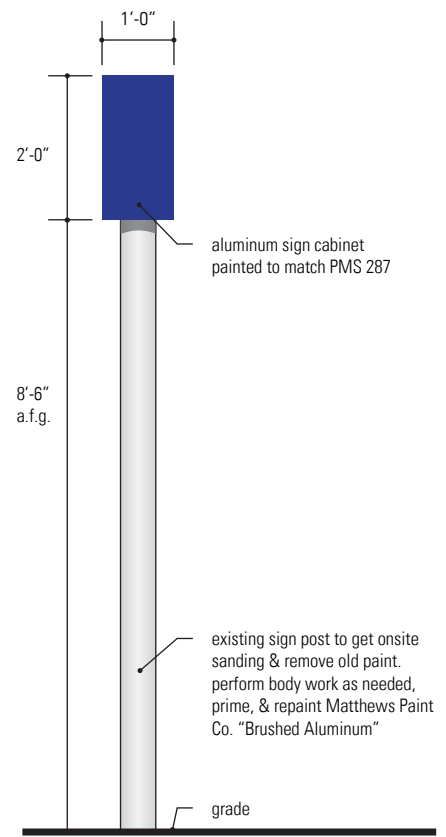
2 Side View
Scale: 1/2" = 1'-0"



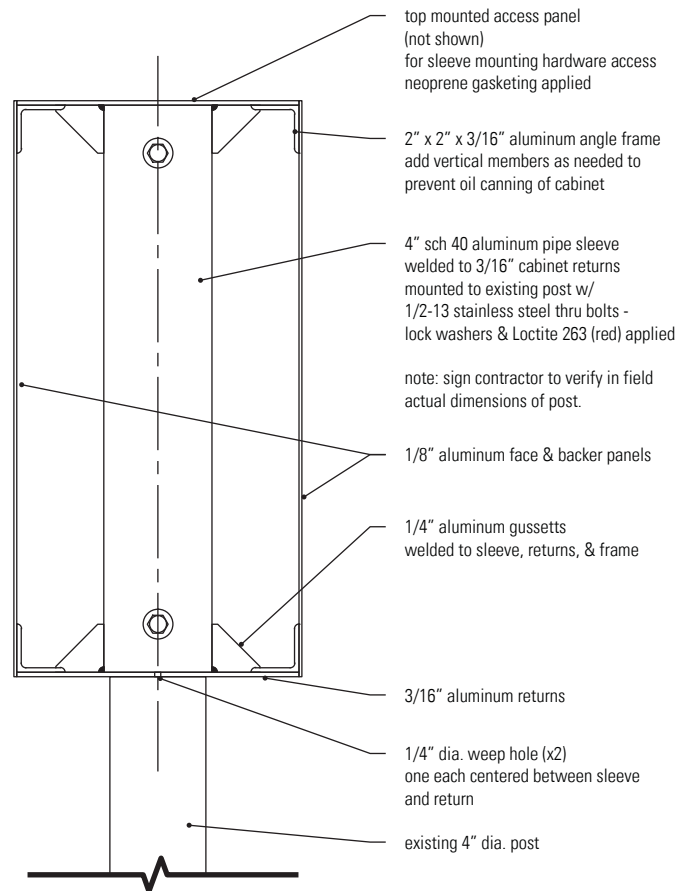
A Section
Scale: 6" = 1'-0"



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



2 Side View
Scale: 3/8" = 1'-0"

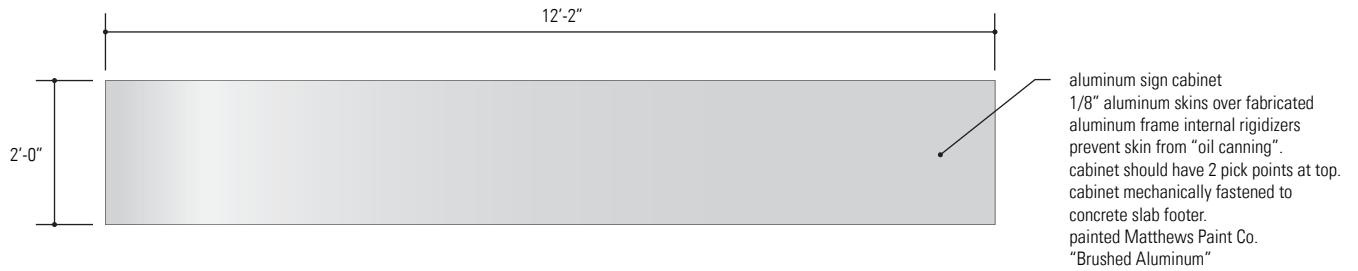


A Section
Scale: 1 1/2" = 1'-0"

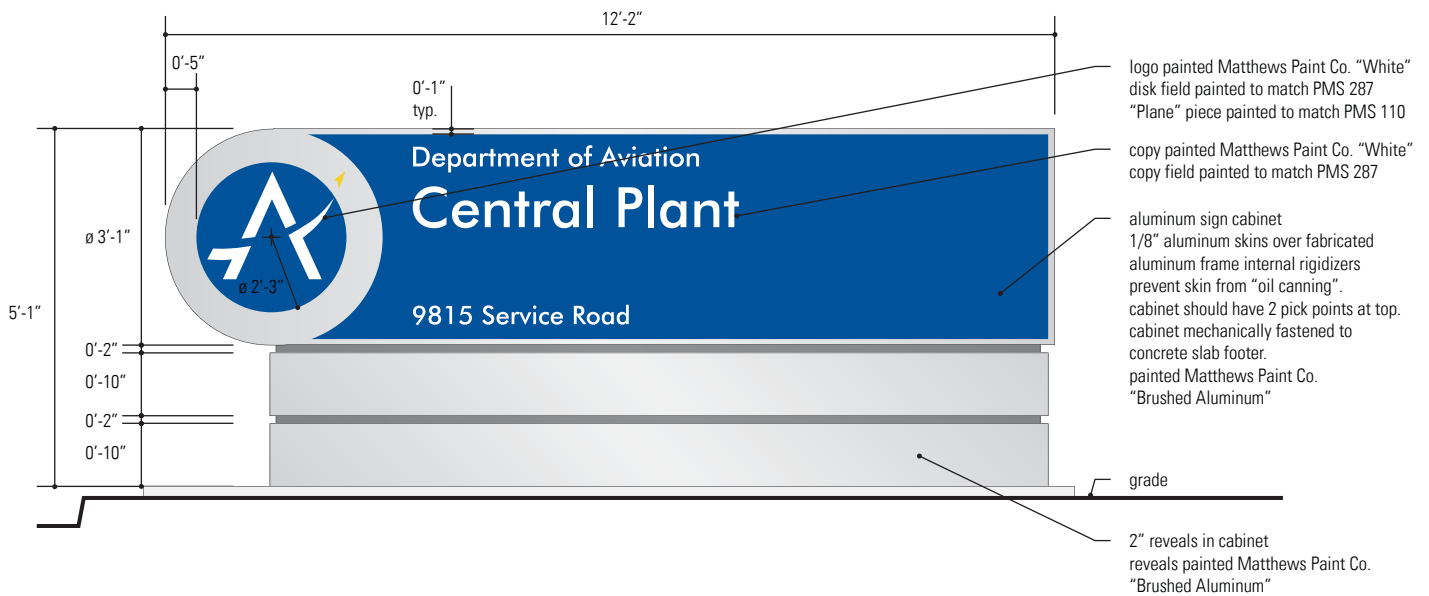


Sign Types

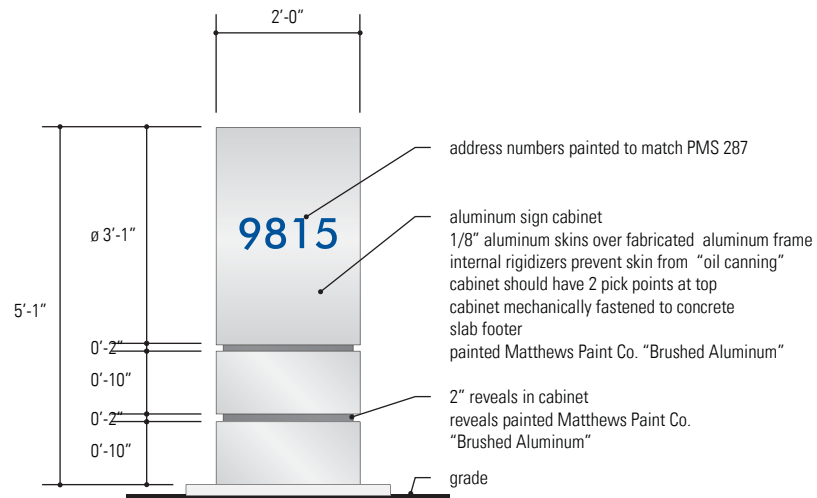
ST 8 - Building Identification - Secondary



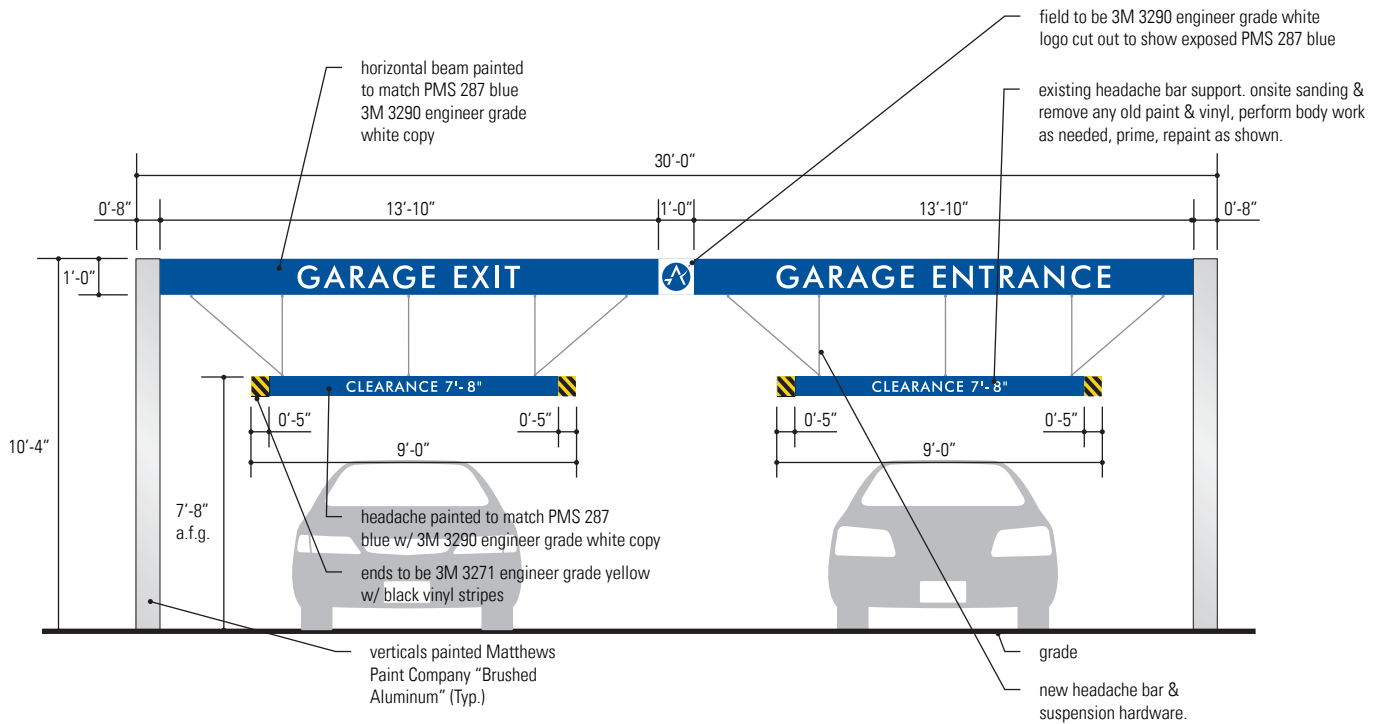
2 Plan
Scale: 3/8" = 1'-0"



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



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

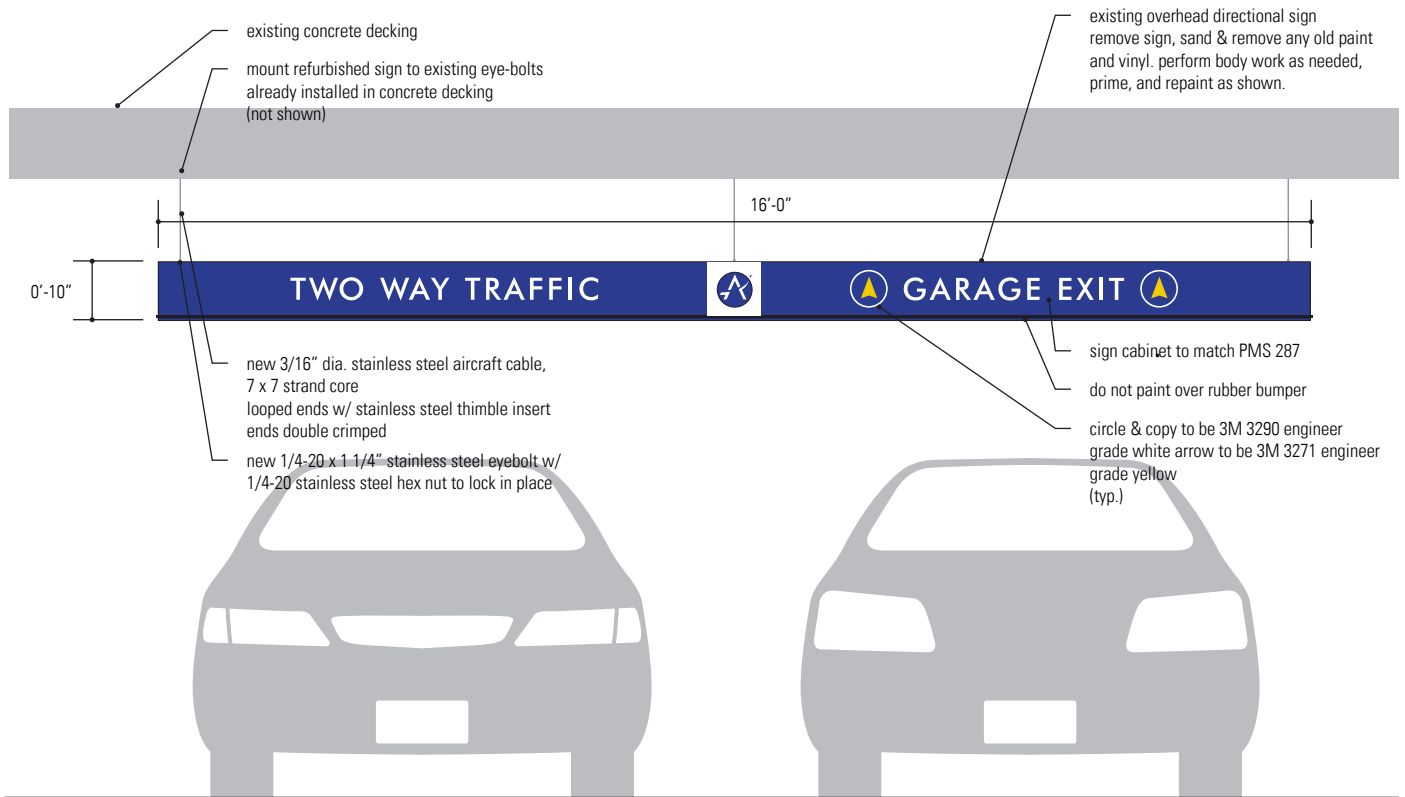


1 Elevation
Scale: 3/16" = 1'-0"



Sign Types

ST 10 - Overhead Directional - Full

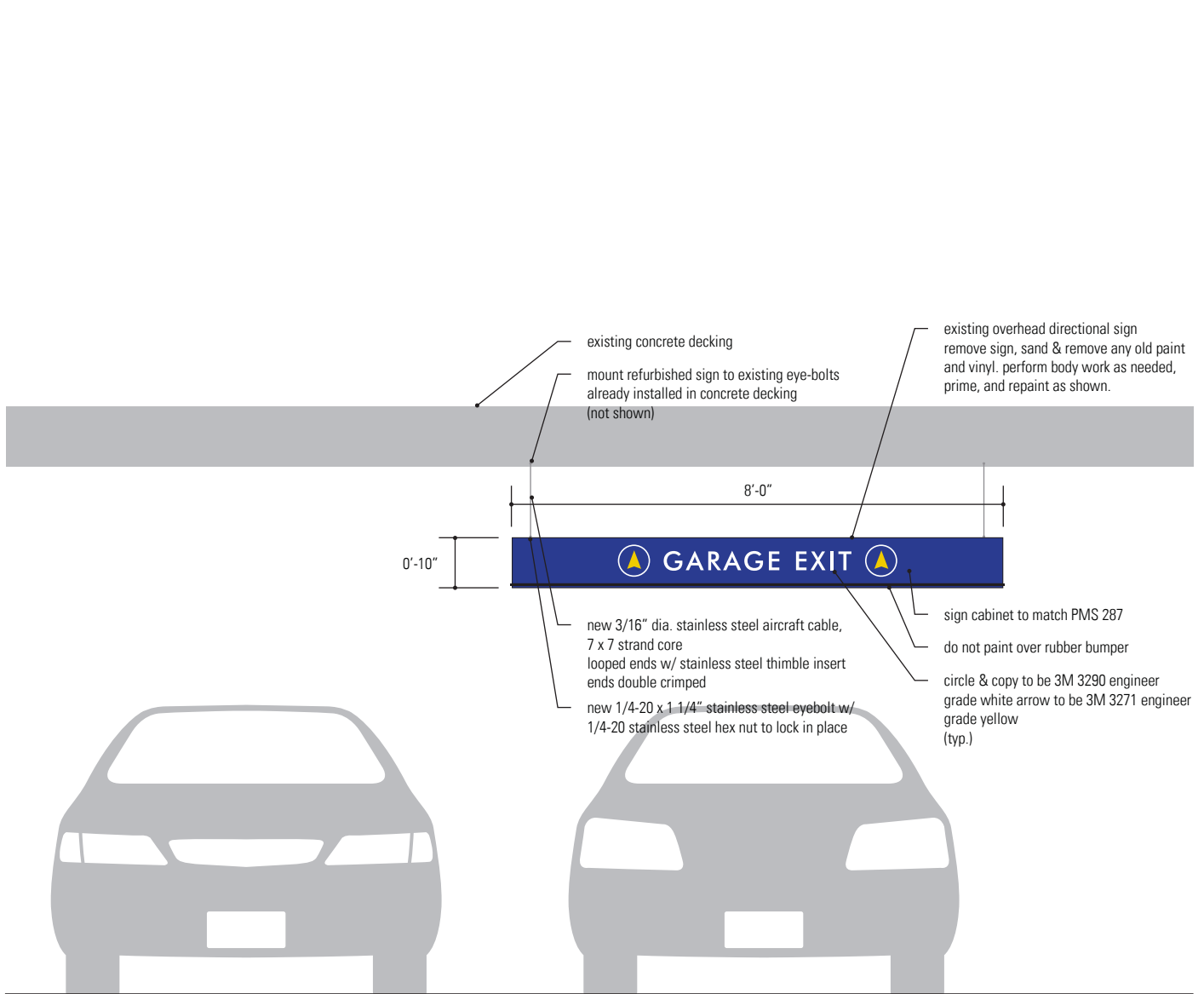


1 Elevation - ST 10
Scale: 3/8" = 1'-0"

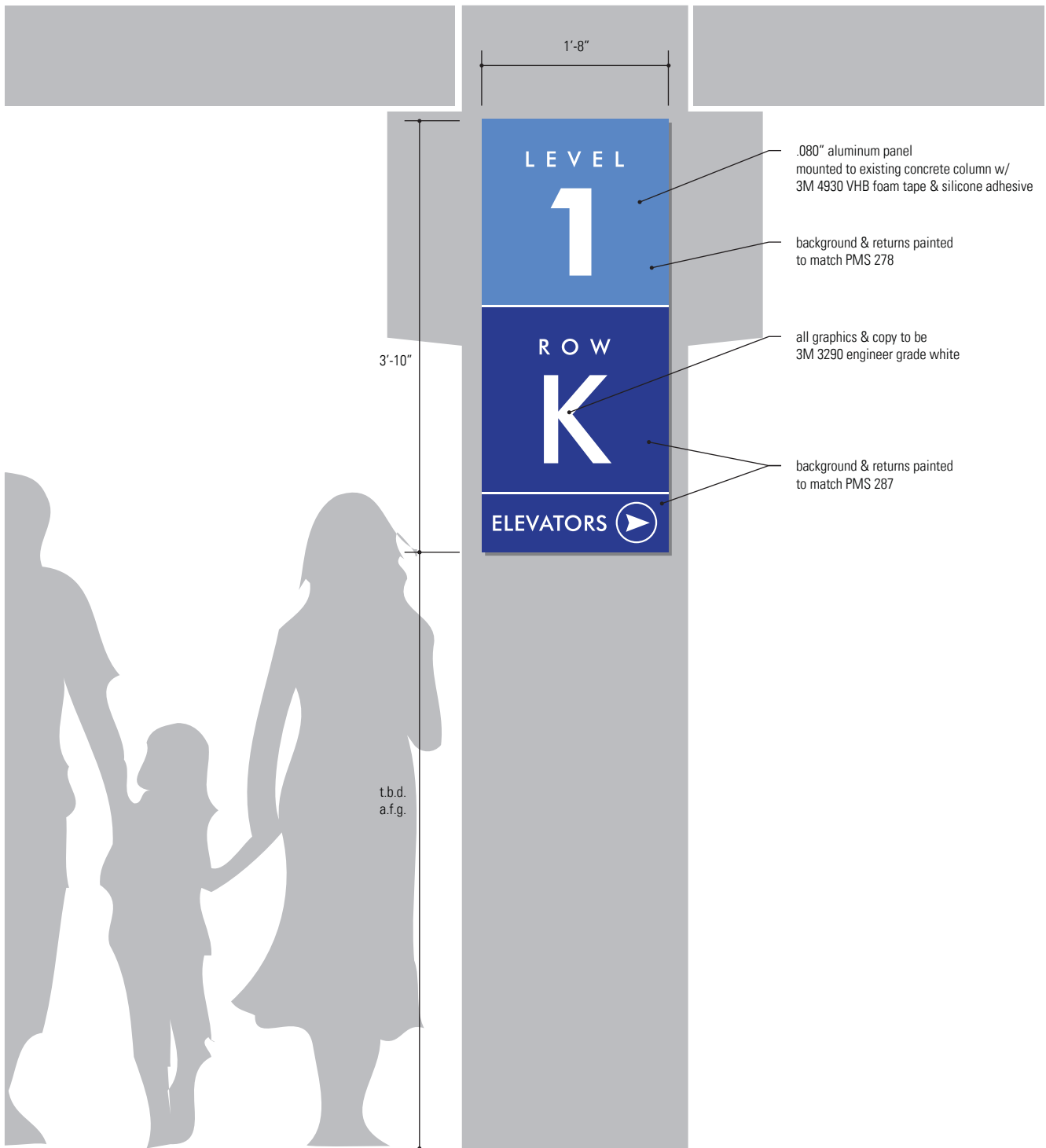


Sign Types

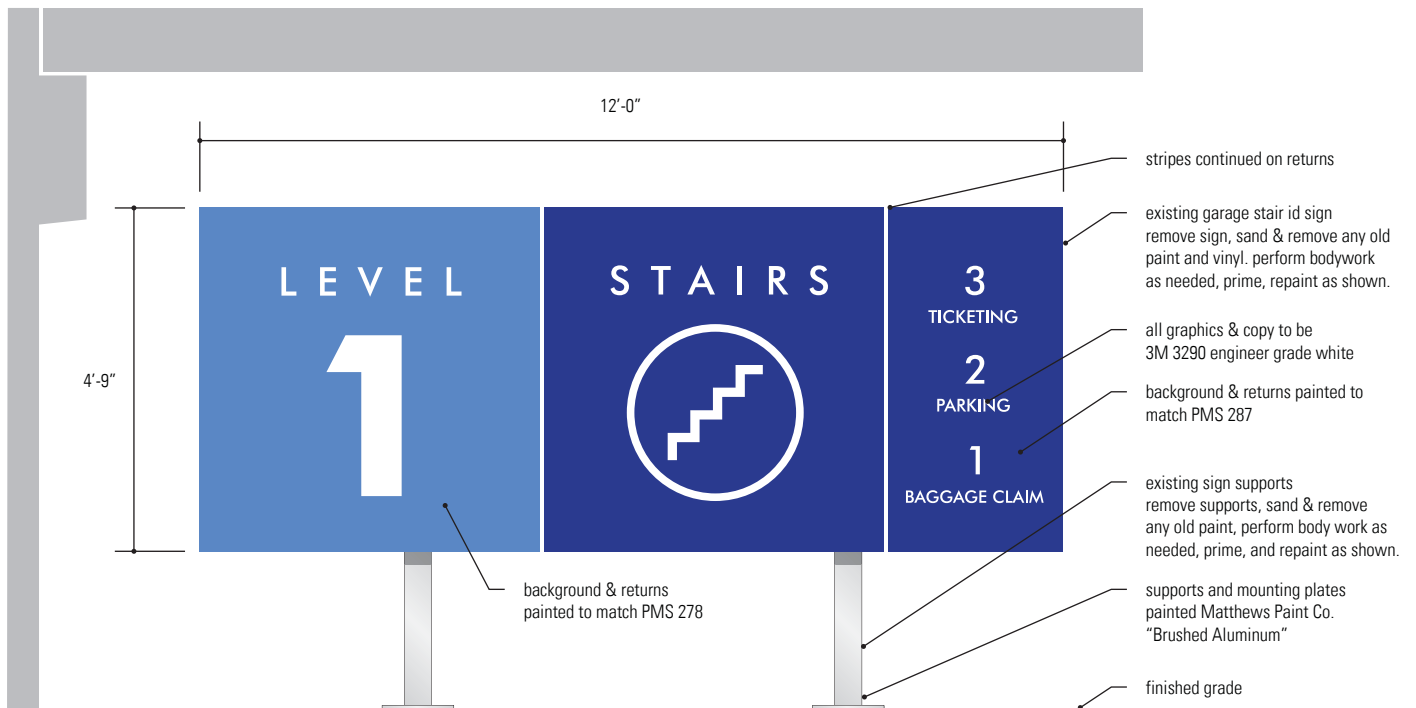
ST 10.1 - Overhead Directional - Half



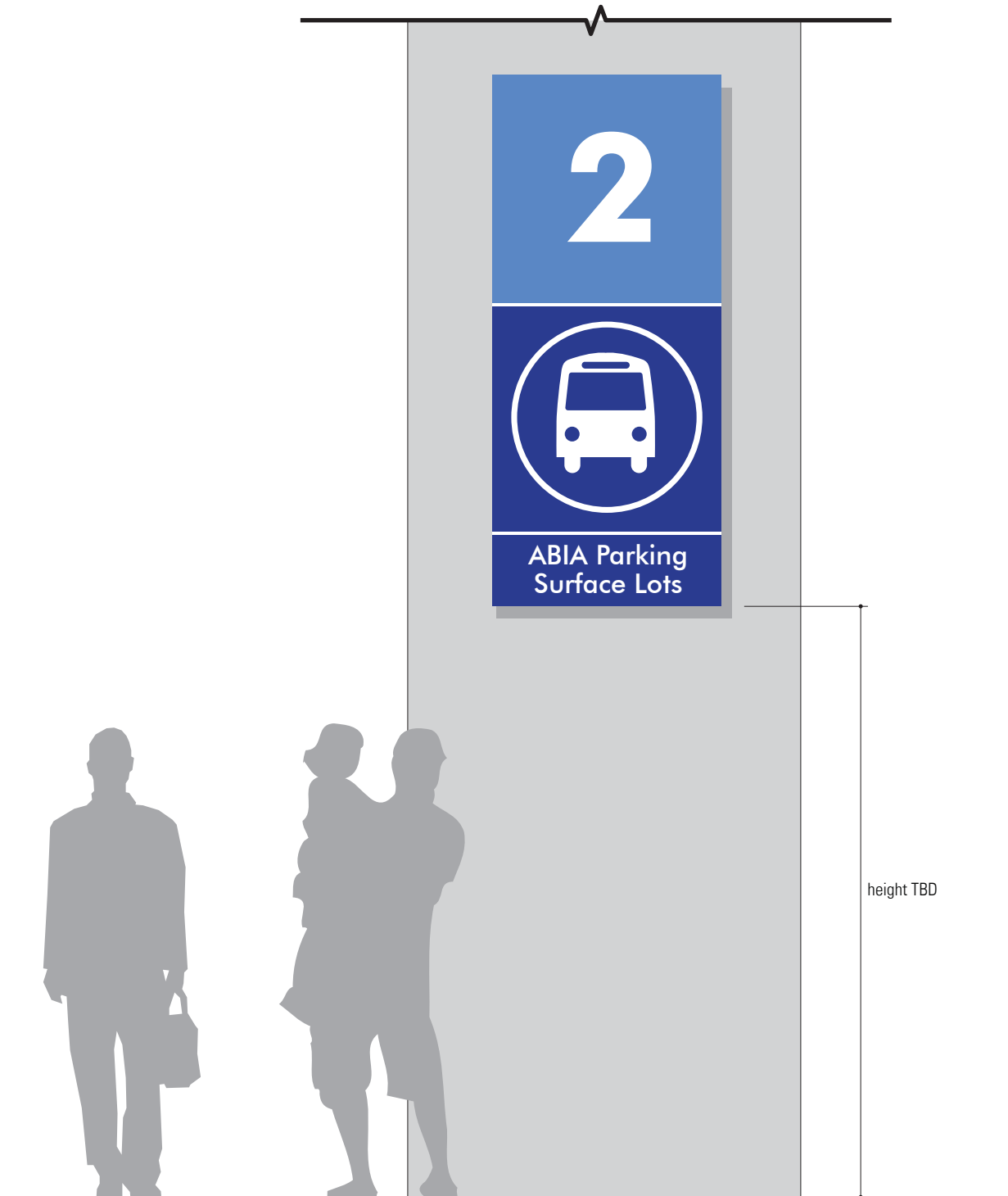
1 Elevation - ST 10.1
Scale: 3/8" = 1'-0"



1 Elevation
Scale: 3/4" = 1'-0"



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

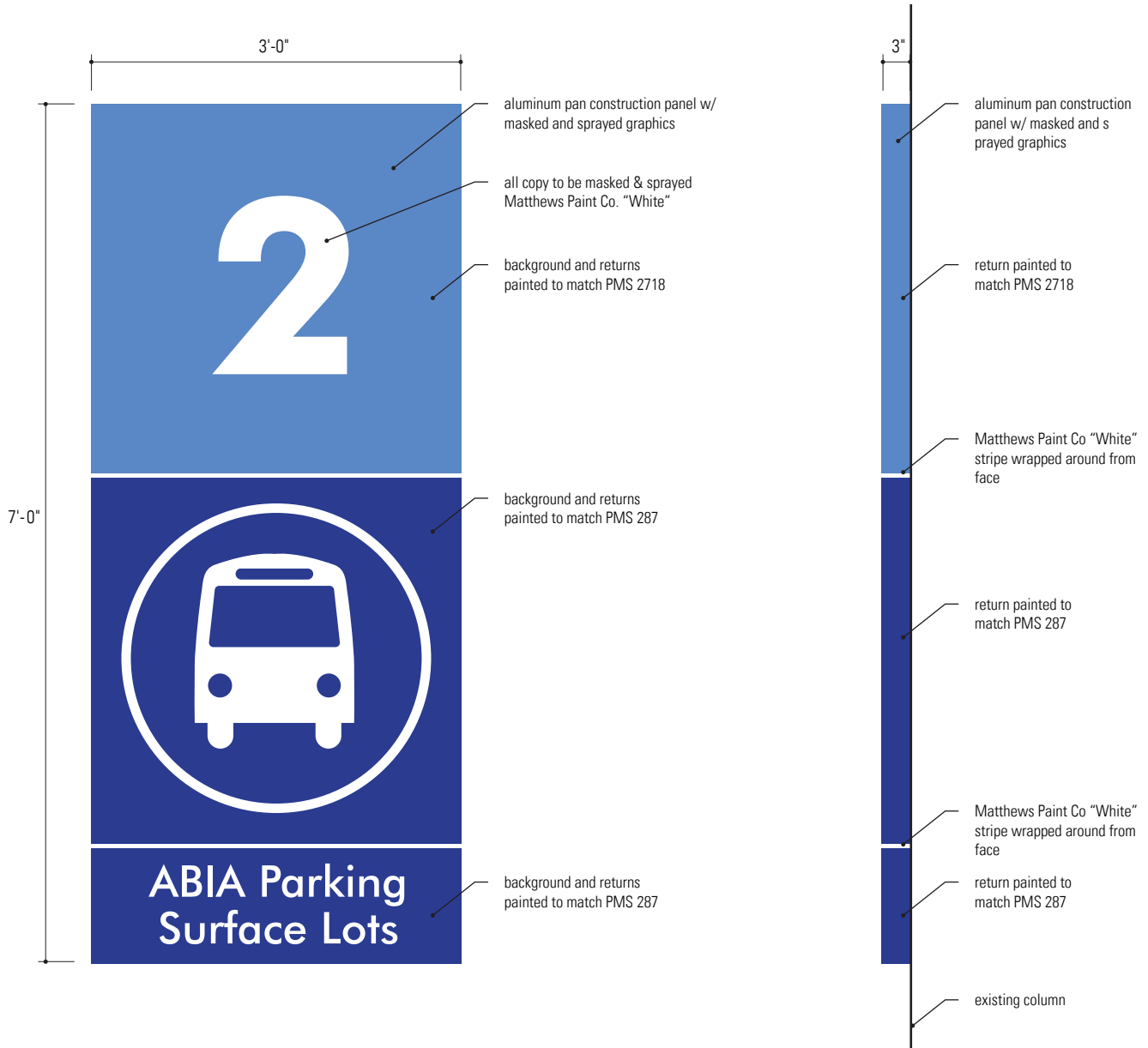


1 Elevation
Scale: 1/4" = 1'-0"



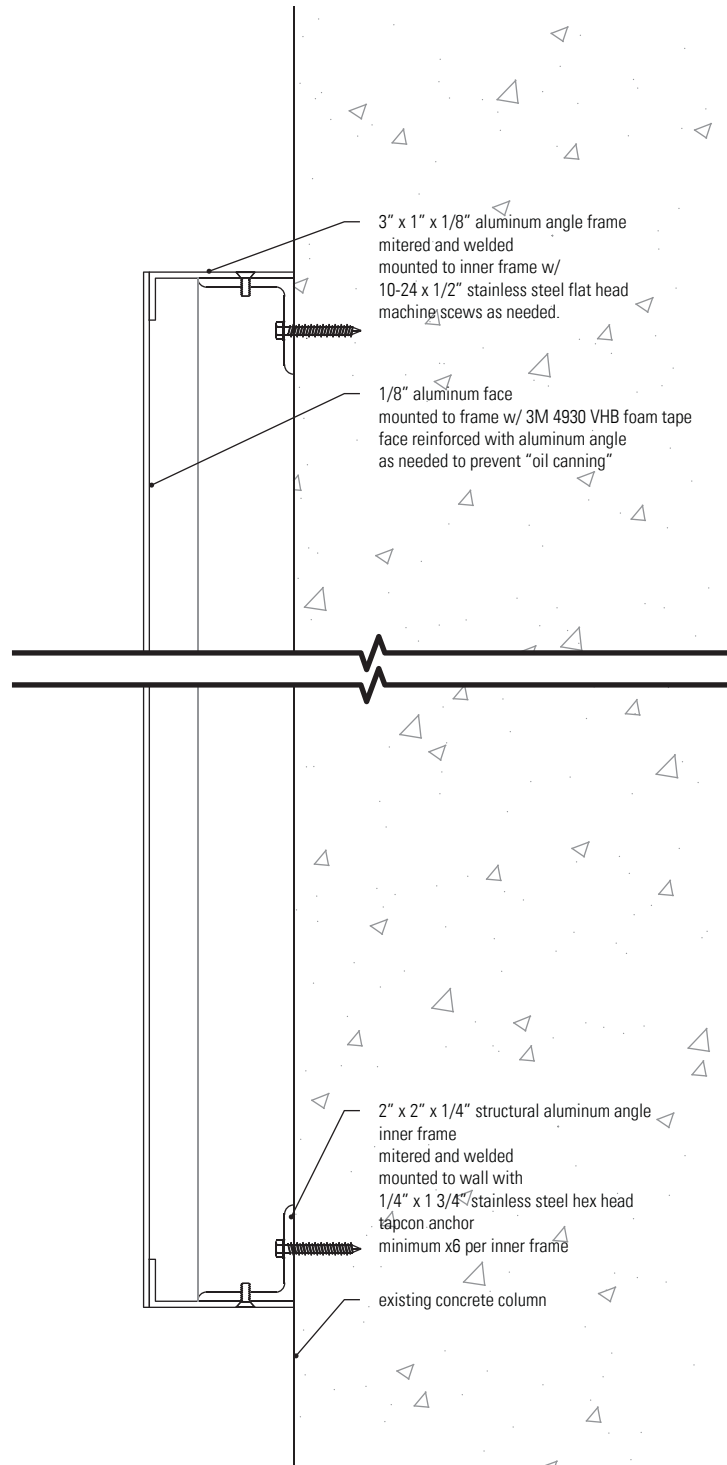
Sign Types

ST 13 - Pickup Area ID

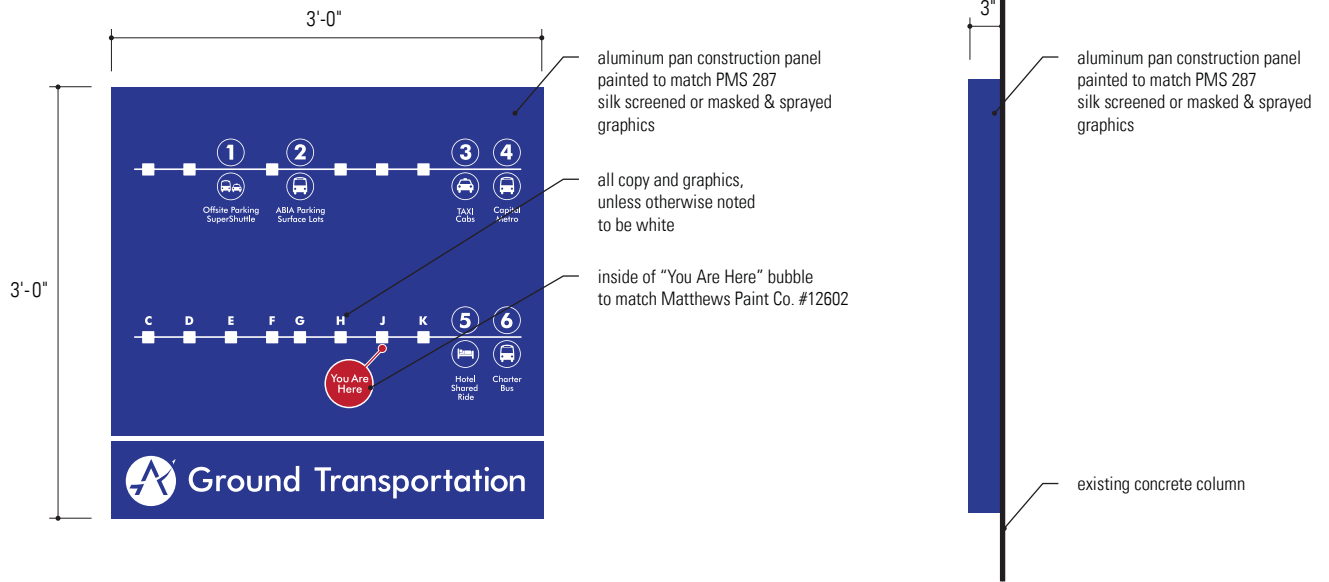


1 Elevation
Scale: 3/4" = 1'-0"

2 Side View
Scale: 3/4" = 1'-0"

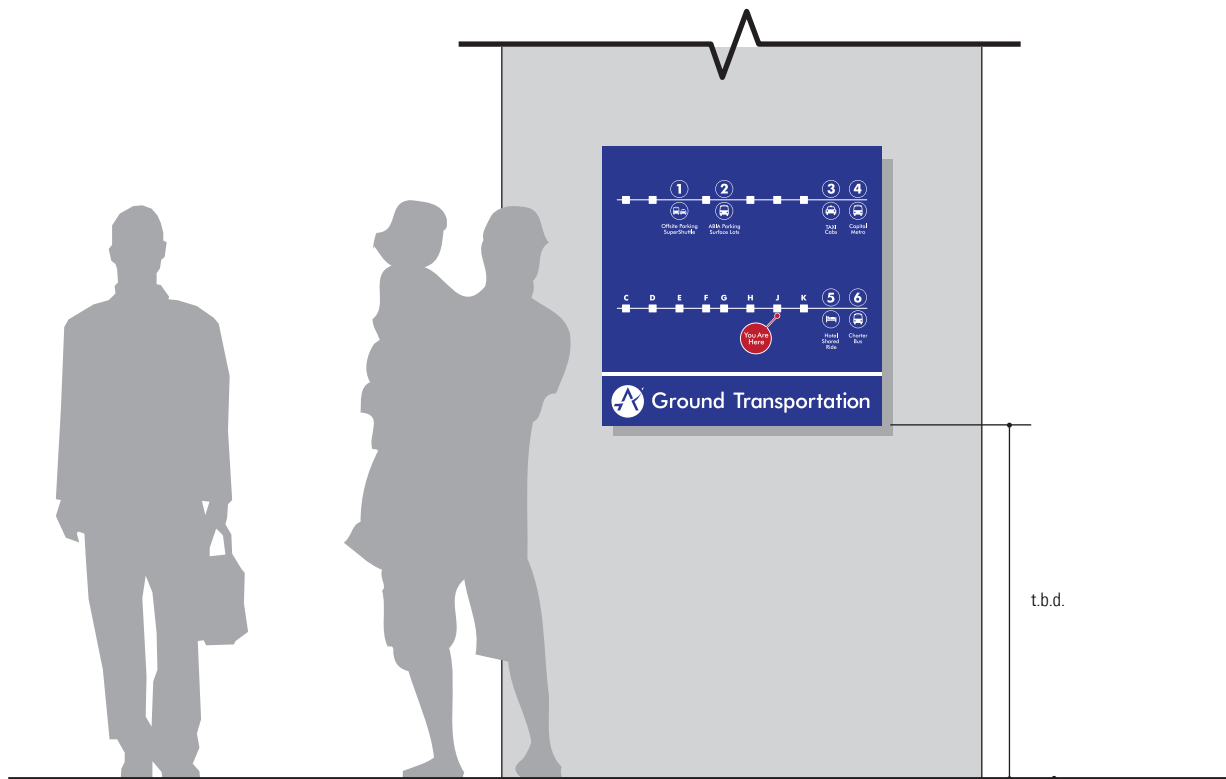


A Section
Scale: 3" = 1'-0"

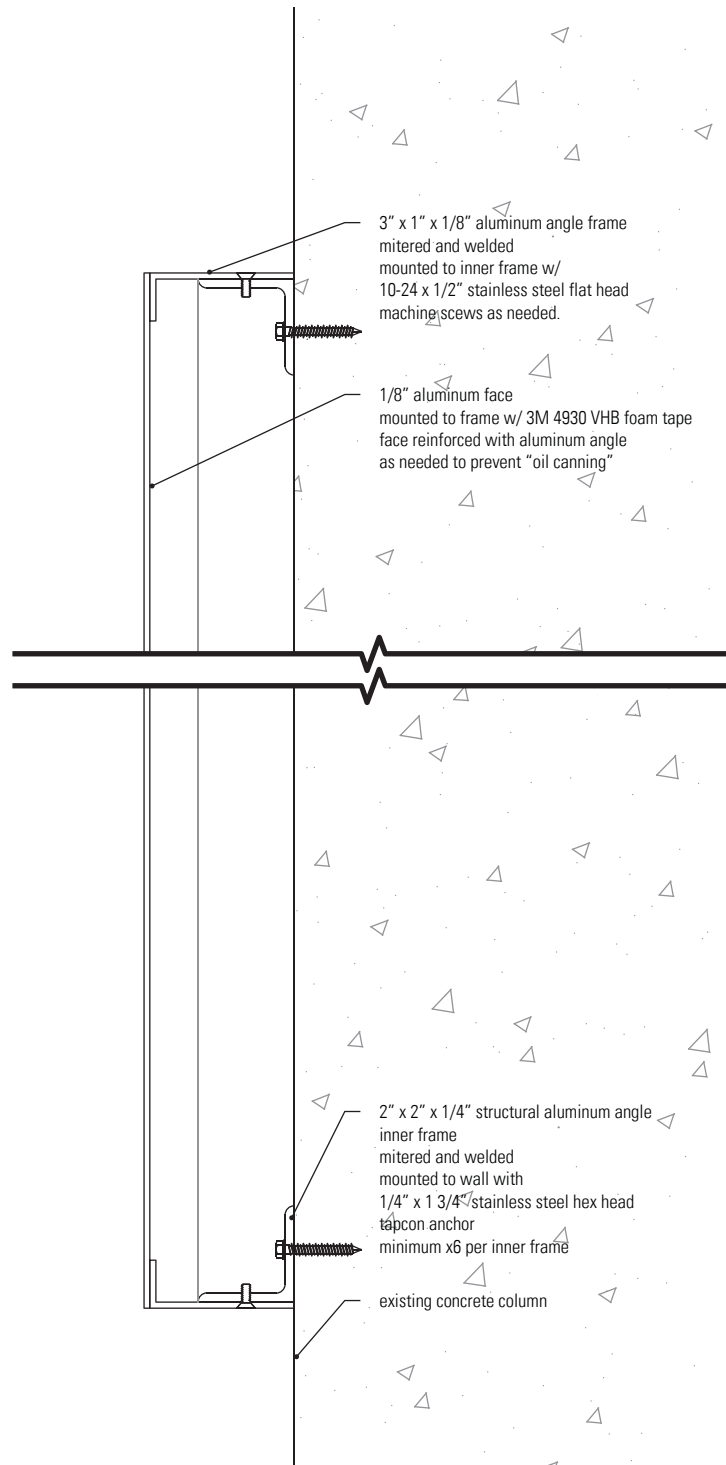


2 Front View
Scale: 3/4" = 1'-0"

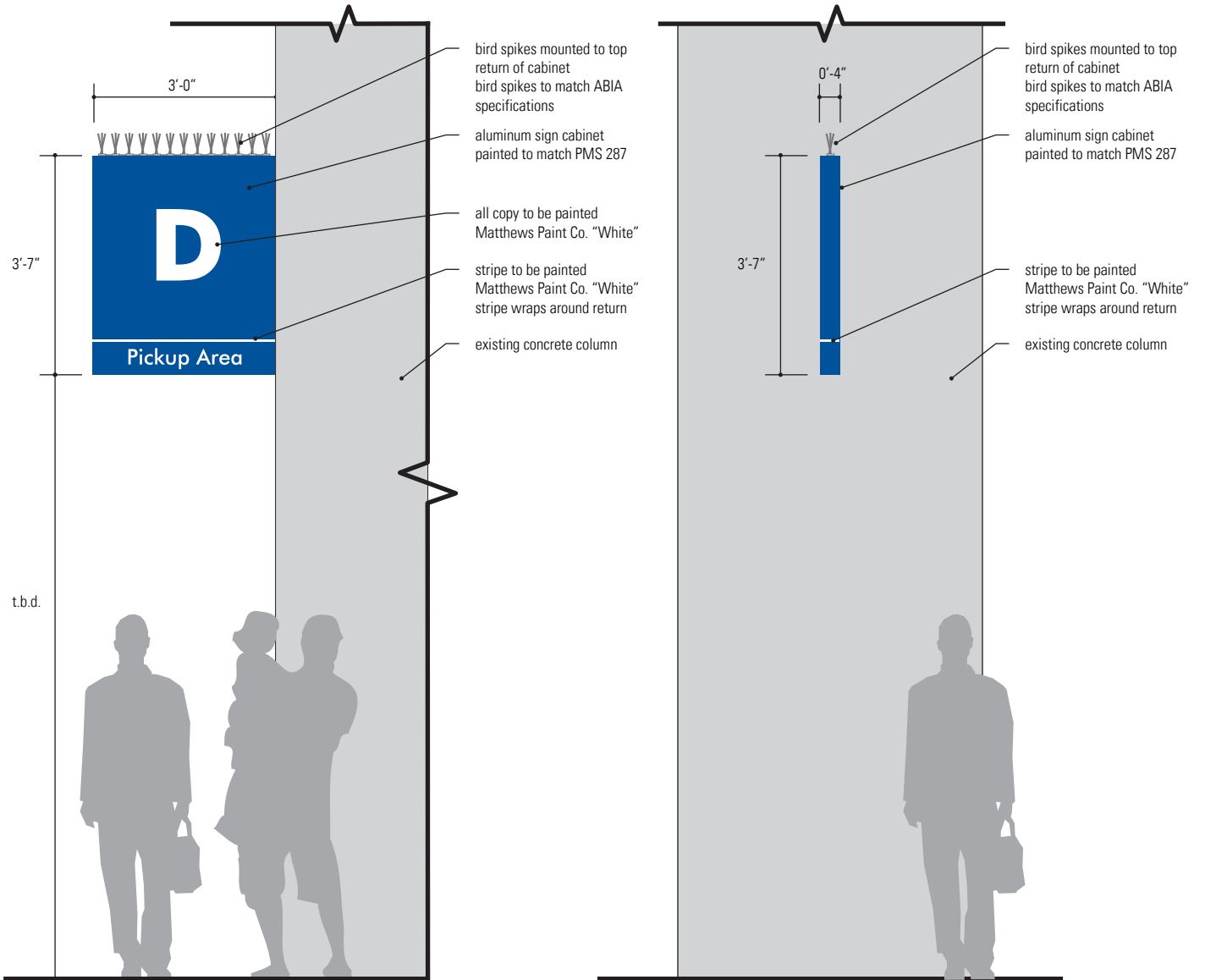
3 End View
Scale: 3/4" = 1'-0"



1 Elevation
Scale: 1/4" = 1'-0"



A Section
Scale: 3" = 1'-0"



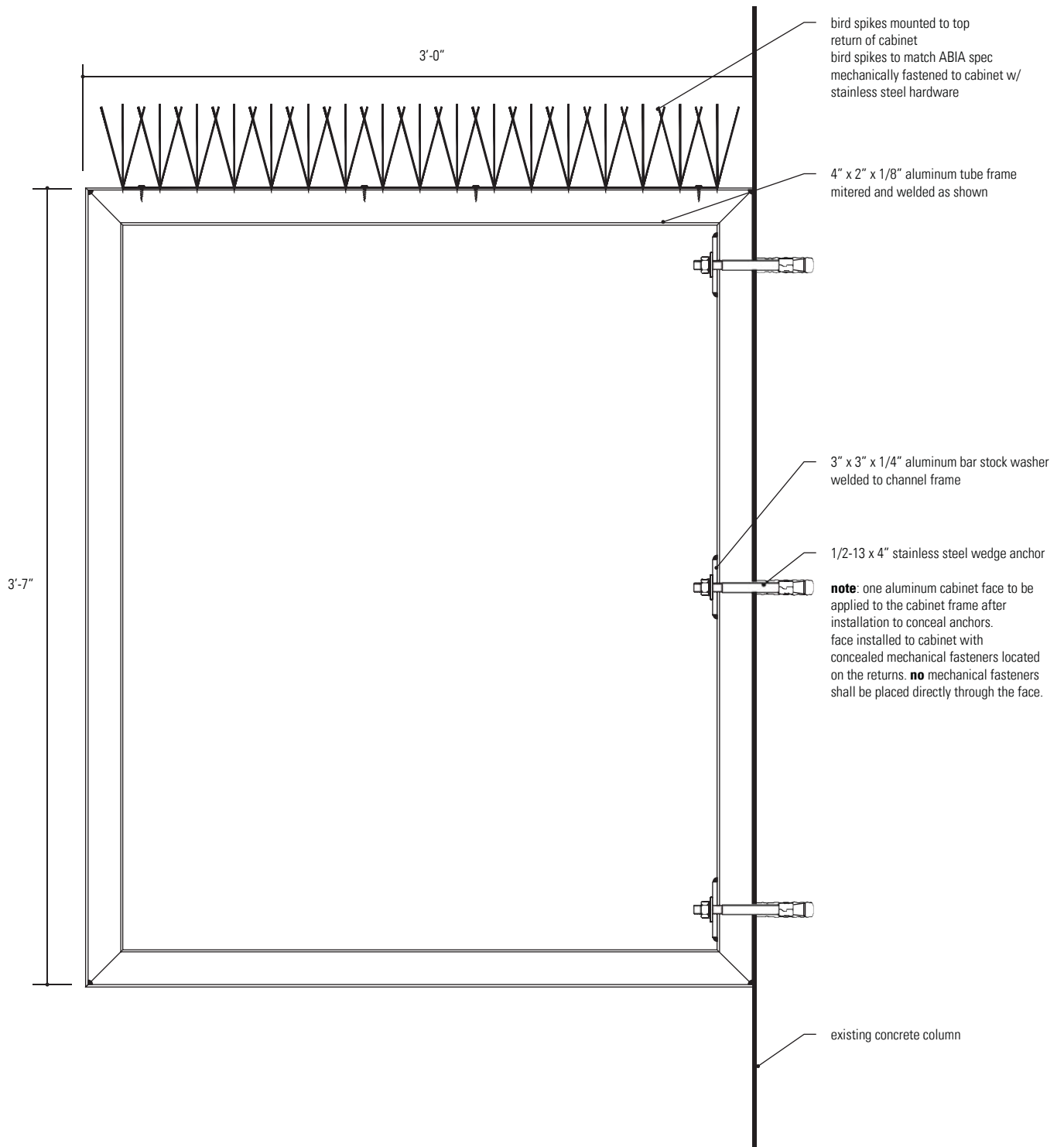
1 Elevation
Scale: 3/8" = 1'-0"

2 Side View
Scale: 3/8" = 1'-0"

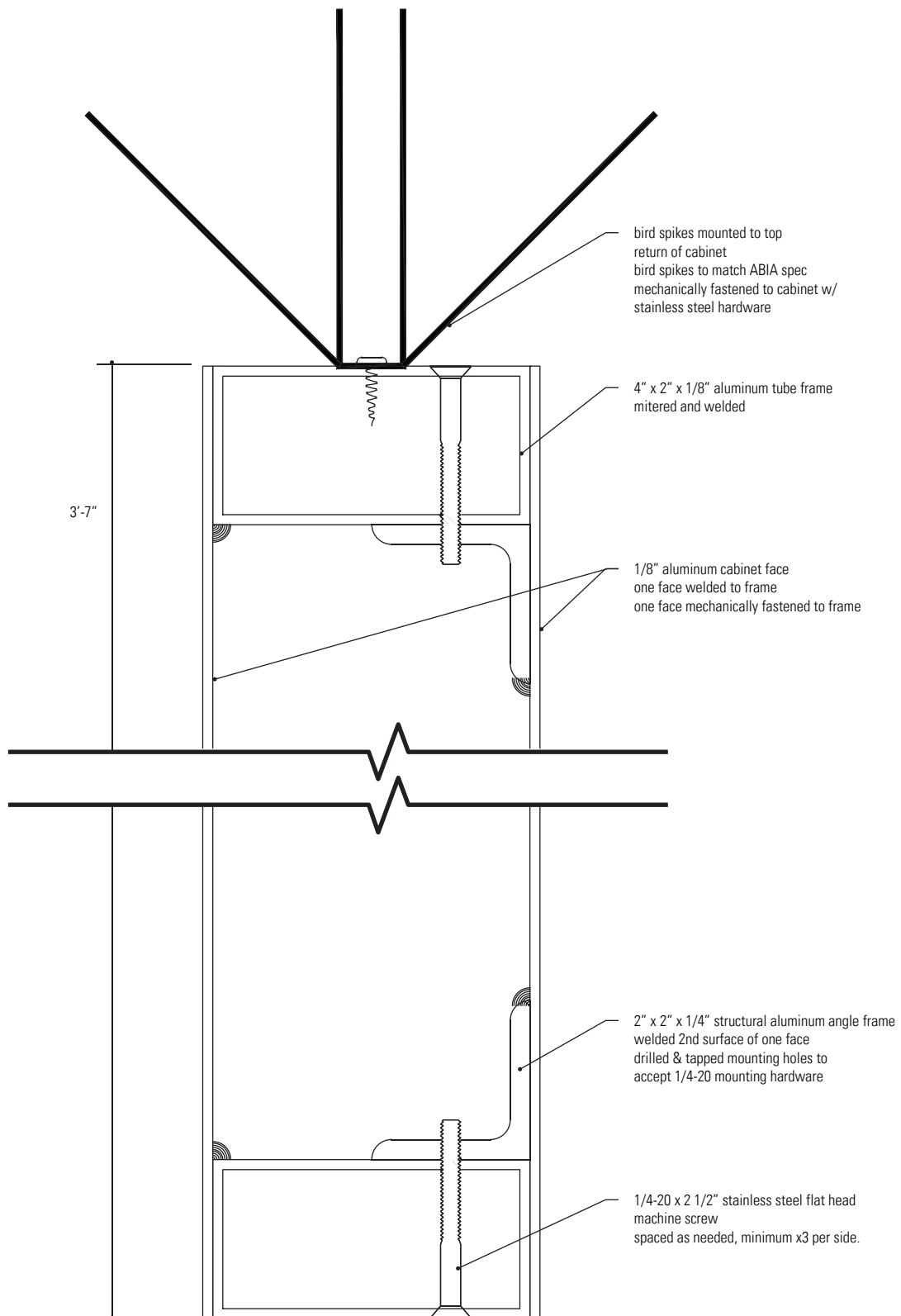


Sign Types

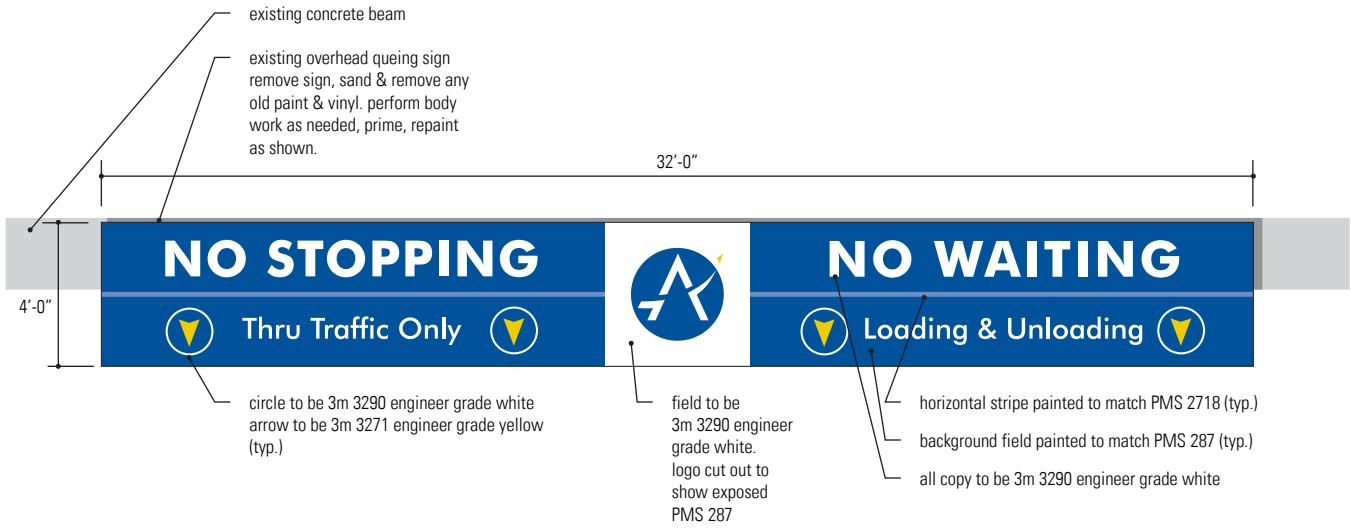
ST 15 - Pickup Area ID



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



B Section
Scale: 6" = 1'-0"

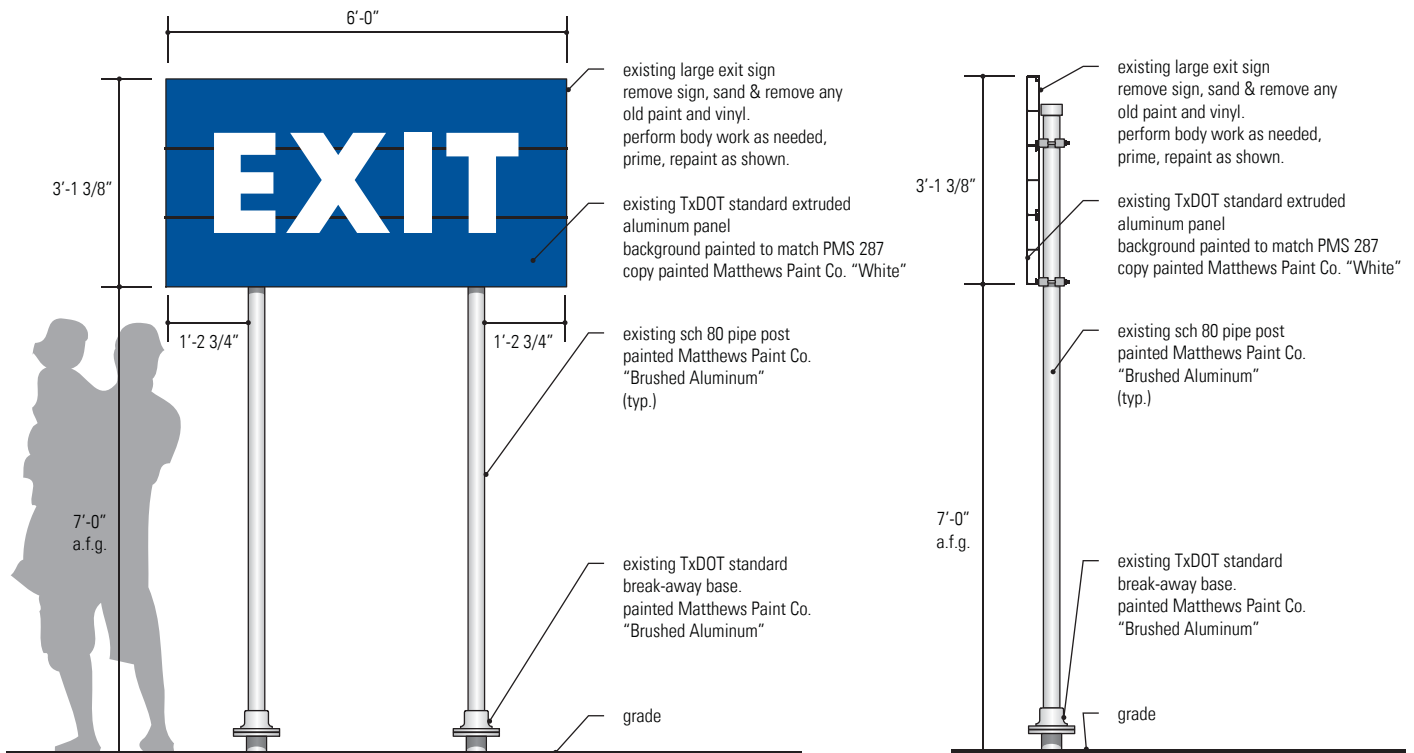


1 Elevation
Scale: 3/16" = 1'-0"



Sign Types

ST 18 - Large Exit Sign



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

2 Side View
Scale: 3/8" = 1'-0"