

Hartsfield-Jackson Atlanta International Airport

City of Atlanta

Department of Aviation

Office of Infrastructure Planning & Development

Design Guidelines – Roadway Signage and Wayfinding

Design Standards

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1.0 Purpose

The primary purpose of the roadway wayfinding signage system at Hartsfield-Jackson Atlanta International Airport (HJAIA) is enhancing the safe and efficient movement of the travelling public to our facilities. The purpose of these guidelines is to provide an introduction to the Roadway Signage and Wayfinding Standards, requirements and design criteria to be used for all exterior signing applications at HJAIA. This volume is the introduction to the primary reference for those designing and implementing the Airport Capital Construction Program, continuing and maintenance program. These guidelines describe the aesthetic, functional and technical design standards established by HJAIA. However, the guidelines are not so restrictive as to preclude competitive review and analysis of other products. It is the designer's challenge to respect and comply with the design standards described herein when developing solutions for airports signing problems. This document is the introduction to the primary design guideline for all roadway signing at HJAIA. The standards reflect the quality and character required of signing at HJAIA and promotes consistency in signing installations. The Airport Roadway and Wayfinding Signage Standards provides illustrations of all HJAIA sign components.

2.0 Referenced Standards

Use of referenced standards: The designer must use the appropriate standards for sign designs and layouts, colors, overall sign shapes, dimensions, illumination/reflectivity, symbol designs, materials, finishes, supports, and clearances from roadways. The standards and requirements include those of the Federal Department of Transportation (DOT), the Georgia Department of Transportation (GDOT), and the American Association of State Highway and Transportation Officials (AASHTO). The following key documents have been referenced throughout these guidelines: GDOT: Road and Bridge Specifications. DOT: Manual On Uniform Traffic Control Devices (MUTCD) and the Georgia Supplement to the same. DOT: Standard Highway Signs manual. DOT: Standard Alphabets for Highway Signs Booklet (HTO- 20). AASHTO: A Policy on Geometric Design of Highways and Streets. AASHTO: Standard Specifications for Structural Supports for Highway Signs and Traffic Signals. AIGA: American Institute of Graphic Arts. AAEE: American Association of Airport Executives. Designers must consult the above standards as appropriate for final design.

A. Graphic Elements

Pictograms, Arrows, and Symbols Pictograms are images designed to aid the non-English-speaking traveler navigate the airport. For consistency, HJAIA uses a pictogram with each message on directional signage. HJAIA primarily uses a set of symbols that were developed by The American Institute of Graphics Arts for the U.S. Department of Transportation supplemented with a few that our fellow airports have designed to meet changing needs.

1. Pictograms are displayed using dark gray characters on a square, white field. Optimally the pictogram is twice the capital height of the message. To develop such the pictogram system, AIGA and DOT compiled an inventory of symbols that had been used in various locations worldwide, from airports and train stations to the Olympic Games. AIGA appointed a committee of five leading

designers of environmental graphics, who evaluated the symbols and made recommendations for adapting or redesigning them. Based on their conclusions, a team of AIGA member designers produced the symbols. Pictograms are images designed to aid the non-English speaking traveler navigate the airport. Pictograms are displayed using dark gray characters on a square, white field. Optimally the pictogram is twice the capital height of the message.

2. Arrows are typically white and depicted centered near the text it supports for direction. Arrows are oriented in one of eight angles to indicate the direction of the message. The angles are derived from the degrees of a circle and/or the positions on an analog clock face. Preferably arrows will not point into text but will "pull" the message. Reticulated arrows are not used for permanent wayfinding signage, but may be required for temporary signs, particularly construction signage.
3. Other symbols such as a stop or yield signs and cross walk indicators are commonly used where necessary on the airport roadways and may be used on interior signage with approval from the interior signage manager.

B. Lettering and Spacing

When lettering is larger than 3 inches kerning manipulation is required and varies as lettering height varies. Computer generated sign artwork is created using design software, not cad, for wayfinding signage. Spacing between lettering and graphics elements is based on the height of the capital letter "X" (cap height); the size of the graphic elements is also derived from the cap height.

C. Colors and Finishes

HJAIA uses a limited palette of colors to keep wayfinding in this complex environment as simple as possible. Control samples of all colors outlined for use in these guidelines are on file and available at the airport. Contractors shall provide their vendor(s) with control samples obtained from HJAIA's signage and wayfinding department. The acceptance of all samples for color and appearance shall be from field applied samples. Contractor shall prepare a sample on all substrates to be used and deliver the field-applied samples to the signage and graphics group for their visual comparison with the control sample. The finishes on our signs vary, but all paint has a satin finish to comply with ADA guidelines.

D. Wayfinding / Directional Signage

Consistent directional signage is necessary to expeditiously guide passengers to our facilities. HJAIA uses a limited number of sign types and a limited number of colors to help assure passengers of the path they are following. HJAIA's sign types are often modified as the airport property grows through capital construction projects to meet updated or modern requirements such as digital signage.

E. Digital Sign Text

Text on digital signs shall be treated as standard text, conforming to the guidelines provided for the sign on which it appears. When this requirement proves impossible with sign technology, designers shall employ a typeface or format suitable to the specific technology. This type of digital signage shall require approval by the Department of Aviation's Signage and Graphics Group on a case- by-case basis, and designers shall document the selection process that led to the recommended technology and type format.

1. Illuminated Signs shall meet the following criteria: All electrical components shall be approved by Underwriters Laboratories, Inc. (UL). All lamps, ballasts and fuses shall be designed to be readily accessible for maintenance and easy replacement.
2. Electrical Requirements, the electrical components of illuminated signs shall be UL approved and feature a UL listed cut-off switch and label in an inconspicuous location.

F. Operations Signage

1. The Roadway Signage and Wayfinding department works closely with the landside operations group to provide signage and roadway marking solutions for changing airport operations.

3.0 Responsibilities

Roadway Signage and Wayfinding: public and non-public roads - Overhead Directional Signs, Free-Standing Directional/Informational Signs, Temporary Parking Electronic Signs, Overhead/Free-Standing Electronic Signs, Roadway Markings, and Regulatory Signs. P&D is responsible for the Design and Implementation of all Roadway Signage Capital Projects in coordination with the Operations Airport Director-Signage and P&D Airport Planner- Roadway Signage.

A. DOA Bureau of Planning & Development (P&D)

1. P&D shall be responsible for the Architectural/Engineering technical review of all project submittals submitted to P&D by DOA Signage and Wayfinding and/or their Designers of Record.
2. P&D shall be responsible for ensuring that all project submittals comply with ATL P&D's Signage, New Construction and Modifications Design and Construction Standards.
3. P&D shall be responsible for electronically transmitting technical review comments to DOA Signage and their Designers of Record (Sages).
4. P&D shall be responsible for electronically issuing the final P&D stamped accepted project submittals to DOA Signage, and their Designers of Record.

- B. Designer of Record - Capital Projects - New Construction proposals shall follow a scheduled phasing and submit consultants for signing and graphics projects during the phase of planning, design, and construction:

1. Phase 1

Concept: A written outline of the proposed signs or graphics. Sketches of the proposed concept are desirable.

2. Phase 2

Schematic Design: A design that demonstrates schematically the characteristics, layout and other pertinent aspects of the proposed signs or graphics.

3. Phase 3

Design Development: A design development document will be submitted for review and evaluation by the Committee when the design has attained 60 percent completion of design intent documents.

4. Phase 4

Design Intent Documents: Design Intent Documents, including design drawings and specifications.

4.0 Procedure

A. Capital Project Submittals

1. Delivery of Submittals

- a. All submittals shall be submitted electronically by P&D's Design Sages Software.
- b. Process for Capital Projects.

2. Submittals to P&D

- a. Concept Design, Phase 1-3, (30%, 60%).
- b. Final Design (100% Initial review submittal).
- c. Sealed drawings by the State of Georgia Engineer/Architect of Record are not required for this submittal.
- d. Final Design Re-Submittal (Revised drawings and specifications incorporating all review comments).
- e. Sealed drawings by the State of Georgia Engineer/Architect of Record are not required for this submittal.
- f. Issue for Construction Drawings and Specifications. (Final Conformed set of documents).
 - i. Sealed drawings by the State of Georgia Engineer/Architect of Record are required for this submittal.

- ii. Submit (upload) PDF format of the sealed, signed plans.
- iii. Upload Specifications in .pdf and word (.docx)

B. Review Timing

1. P&D's initial review time shall be fifteen (15) business days.
2. Submitter/Designer comment response shall be ten (10) business days for cycle 1 and five (5) business days for any additional comment response submittals.
3. P&D's re-submittal review time shall be a maximum of five (5) business days.
4. P&D final Issue for Construction stamp acceptance of digital drawings and Release Notification letter shall be a maximum of five (5) business days.

C. Review Responsibility

1. P&D's technical review and stamped acceptance of documents is solely for compliance with P&D's Concessions New Construction and Modifications Design and Signage and Wayfinding Standards.
2. Compliance with City the City of Atlanta, State and Federal Codes, Regulations and Ordinances shall be the responsibility of the Designers of Record.
3. Designers of Record shall be responsible for any liability resulting from their design and construction. And for any errors, omissions and any other conditions resulting from the submitted Issue for Construction documents.

5.0 Project Requirements

- A. Design/Construction Standards: Concessions/Designers of Record shall be responsible for adhering to all P&D's Concessions New Construction and Modifications Design and Constructions Standards. (<https://atlstandards.com/>)
- B. As-Builts: At project completion, Concessions shall be responsible for submitting As-Builts to DOA Concessions and P&D the following:
 1. Two (2) USB Flash drives, one (1) for DOA Signage and Wayfinding and one for P&D Records, containing the final As-Built drawings in CAD/PDF format and specifications in Word/PDF format.

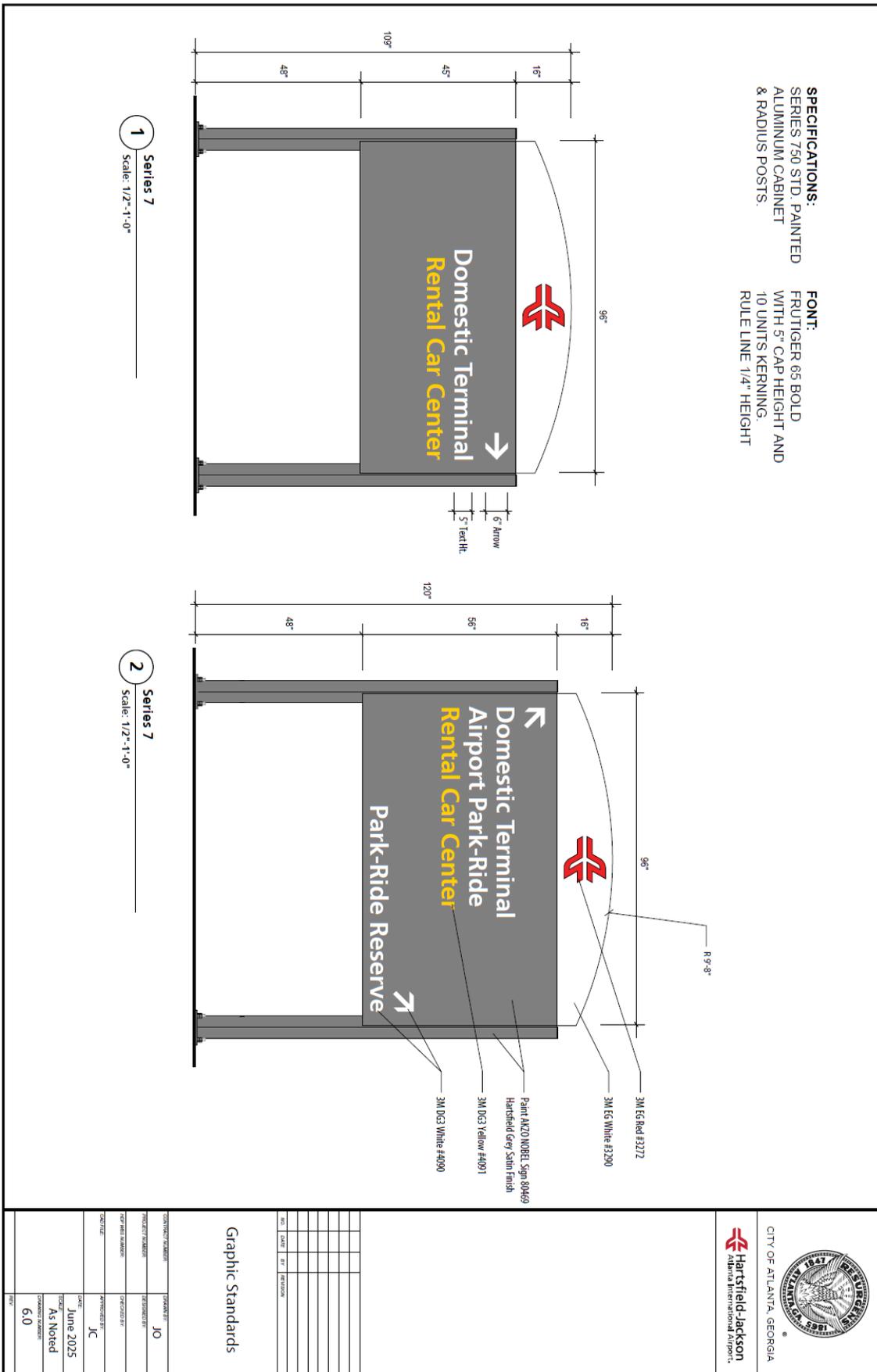
6.0 Appendices

Appendix A - Signage and Wayfinding Graphic and Sign Standards:

Hartsfield - Jackson Atlanta International Airport

ROADWAY SIGNAGE & WAYFINDING STANDARDS





SPECIFICATIONS:
 SERIES 750 STD. PAINTED
 ALUMINUM CABINET
 & RADIUS POSTS

FONT:
 FRUTIGER 65 BOLD
 WITH 5" CAP HEIGHT AND
 10 UNITS KERNING.
 RULE LINE 1/4" HEIGHT

3 Series 7
 Scale: 1/2" = 1'-0"

4 Series 7
 Scale: 1/2" = 1'-0"

3M EG Red #3272
 3M EG White #3290
 3M DG Yellow #4091
 Paint AK20 NOBEL Sign 80469
 Hartfield Grey Satin Finish
 3M DG White #4090

REV	DATE	BY	REVISION

Graphic Standards

CONTRACT NUMBER	CONTRACT NO.
PROJECT NUMBER	PROJECT NO.
CITY/STATE/ZIP	CITY/STATE/ZIP
DATE	DATE
DESIGNER	DESIGNER
CHECKED	CHECKED
SCALE	SCALE
REVISION	REVISION

CITY OF ATLANTA, GEORGIA
Hartfield-Jackson
 Atlanta International Airport

Graphic Standards

CONTRACT NUMBER: 10
 PROJECT NUMBER: 10
 CITY/STATE/ZIP: JC
 DATE: June 2025
 DESIGNER: As Noted
 CHECKED: 7.0

