# **LOS ANGELES WORLD AIRPORTS** Terminal Wayfinding Standards



October 2014

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#### Signage Design Guide

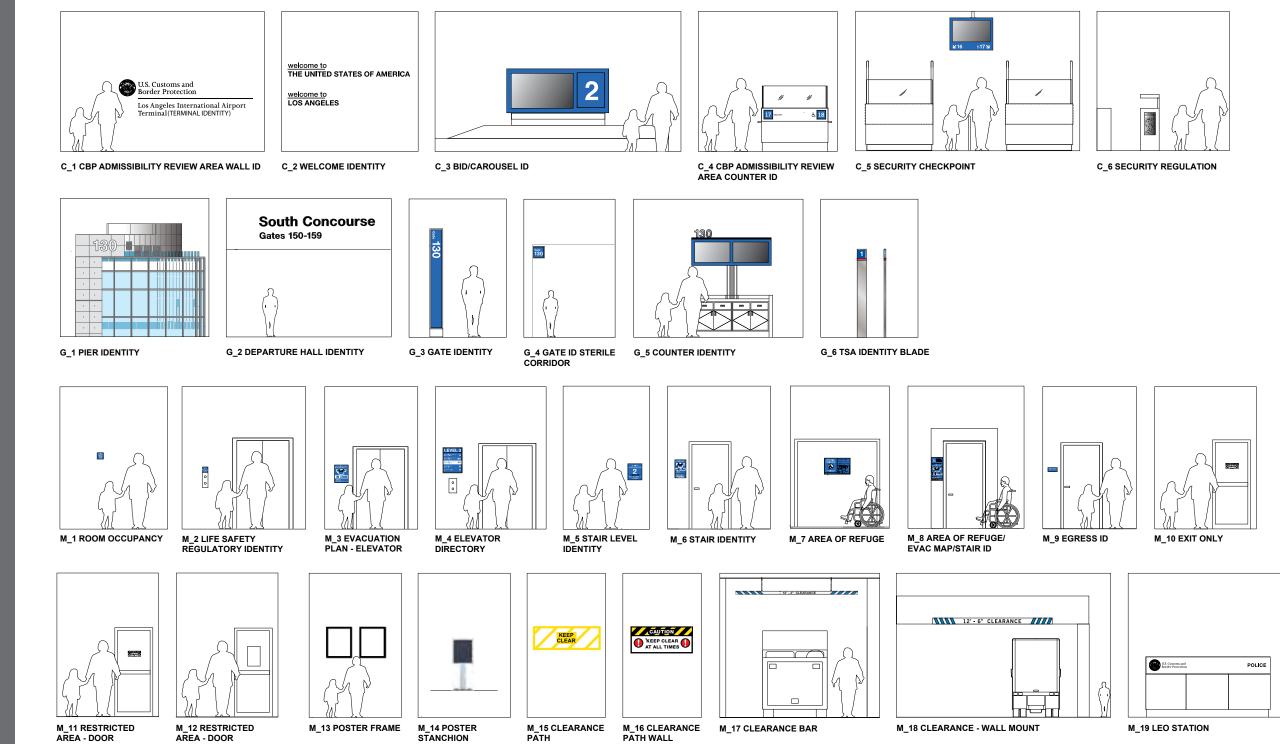
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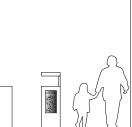
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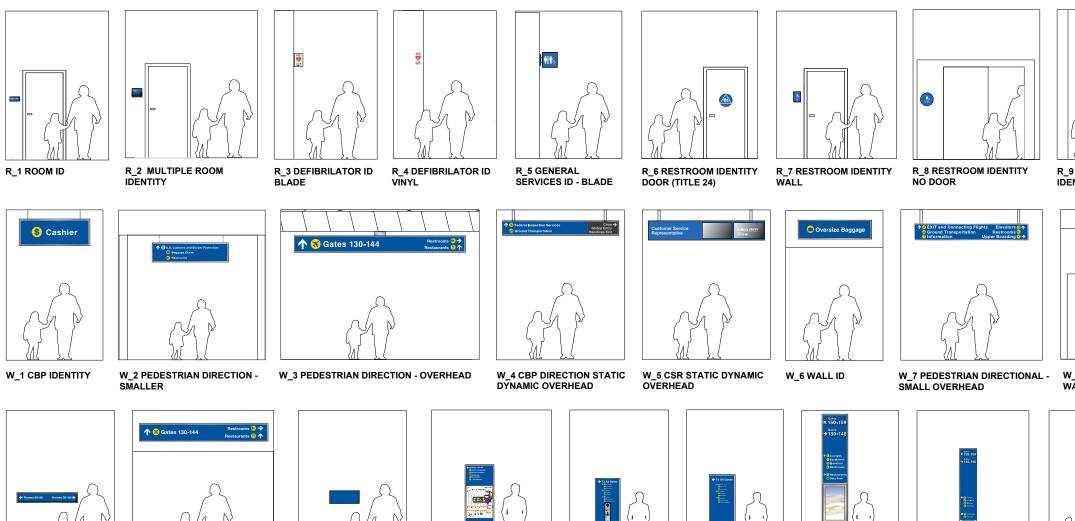
# Summary of Sign Types



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# Summary of Sign Types S.2



- W\_9 WAYFINDING DIRECTIONAL - WALL
- W 10 PEDESTRIAN DIRECTIONAL - WALL
- W\_11 WAYFINDING INFORMATION - WALL

W 12 FREESTANDING

MAP DIRECTION

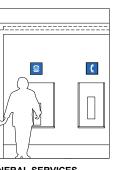
W\_13 ELEVATOR CALL

W 14 FREESTANDING

W\_15 FREESTANDING DIRECTIONAL LARGE DIRECTIONAL SMALL

W\_16 FREESTANDING DIRECTIONAL PRIMARY

W\_17 PET RELIEF STATION



R\_9 GENERAL SERVICES IDENTITY - WALL



W\_8 SMALL DIRECTIONAL -WALL



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# INTRODUCTION

### 1.1

### Purpose

The Terminal Wayfinding Standards for Los Angeles World Airports has been developed to assist the industry involved in delivering wayfinding information to travellers at Los Angeles International Airport.

The Standards includes information and advice on wayfinding practices as well as guidance on designing signs. It is intended to provide a reference and instruction on the important aspects of wayfinding as well as sources for more detailed and specific information.

The use of the Standards should be taken into consideration in wayfinding planning activities throughout all terminals at LAX. Any variations to the guidelines should be presented to the proper department for approval.

All signs in these standards are in compliance with the current ADA guidelines that regulates the size of symbols and accompanying text. To further aid the traveling public, LAWA emphasizes the use of international symbols on its wayfinding. LAWA encourages the use of symbols by making them as large and as dominant as possible. Super graphics incorporating international symbols can be utilized as a wayfinding aid supplementing the existing signage to make the path of travel an intuitive experience.

# WAYFINDING

## 2.1

## What is Wayfinding

Wayfinding can be defined as a process in which people navigate an environment using information support systems such as architectural clues, lighting, sight lines and signage.

Successful wayfinding systems can be measured by how travellers experience the airport environment and how the information facilitates self-navigation from point A to point B. Wayfinding systems should create a welcoming and enjoyable environment, reassure travellers and provide answers to questions before they have to ask for assistance.

Wayfinding is achieved by focussing on the travellers needs, especially during the planning and design phases, and encompasses environmental factors, building design, user expectation and signage information.

# to travellers:

- identify their location
- reinforce they are travelling in the right direction
- identify their destination on arrival (of each area)
- know where to exit safely in an emergency

#### Wayfinding information can be delivered through the following:

- dynamic information
- static signs
- temporary information
- lighting
- building design
- user's prior knowledge and experience
- staff
- audible information

#### Wayfinding systems should provide the following information

### **Influencing Factors**

#### HUMAN

These are the factors concerned with the individual and their ability to interpret wayfinding information being conveyed to them. This is influenced by their experience in the airport environment and their familiarity with the type of information they encounter. Inexperienced travellers tend not to have a good understanding of how to move through an airport and will look for more information.

When a person is unable to locate the information they require, they will seek alternative sources such as asking staff. People are unable to store a lot of information in their short term memory and they may ignore important information when they are unable to distinguish it from other less relevant information.

#### INFORMATION

The type of information provided to travellers (visual, audible or physical) and how they interpret and understand this information will affect how they find their way through the airport.

Wayfinding information that is similar to other airport information may be confusing and should be avoided wherever possible. Travellers should be able to distinguish wayfinding information from other types of information, such as operational or advertising.

#### ENVIRONMENT

An airport's physical layout and architectural features will also influence successful wayfinding. Providing information and reassurance at decision points will help travellers make decisions. The use of sight lines and other visual clues will also aid wayfinding.

## **Benefits of Good Wayfinding**

Travellers need consistent, concise, accurate and timely information when they are in the airport environment. If a traveller is unable to find their way it can lead to frustration and a poor experience.

#### Good wayfinding can offer a number of benefits, including:

- traveller satisfaction
- aid traveller flow and reduce airport crowding
- assist travellers get to their flights on time
- them time to explore their environment (e.g. shopping, eating, relaxing) reduce enquiries to airport staff

reduce clutter and unnecessary information in the airport environment

- allows travellers to reach their destination easily and quickly, allowing

# SIGNAGE DESIGN GUIDE

### 3.1

### Signage Systems

The primary purpose of an airport sign system is to move travellers through the airport using a concise and comprehensive system of directional, operational, informational and regulatory messages.

The following are sign design guidelines for use at all of the Los Angeles International Airport terminals.

making points.

visual attention.

Provide travellers with key information at critical decision making points. To support decision making, travellers need clear directions at decision points.

Signs should be positioned to ensure consistency, visual clutter is reduced and travellers are presented with key information at critical decision

Avoid positioning several contrasting signs in close proximity to each other. Signs and posters should not compete with other signs for the user's

#### **GENERAL REQUIREMENTS FOR INFRASTRUCTURE**

Admonition to Environmental Graphics Designers

When working for Los Angeles World Airports (LAWA), designers must adhere to the following procedures during the design phases of all signage projects. All submittals shall conform to the design direction set forth in this design manual.

It is expected and required that all environmental graphics designers participating in any graphics/signage projects with LAWA ensure that all work associated with the fabrication and installation of the signage maintain its aesthetic integrity.

Engineering services must be retained for the purpose of graphics/ signage construction in order for documentation to be complete and thorough. This documentation includes, but is not limited to structural, electrical, data, and any other engineering services required for the successful implementation of the graphics/signage program.

It shall be the responsibility of the engineering/fabricating team to perform the complete review of the sign's infrastructure connections and to incorporate all the reasonable safety factors necessary to protect the Owner and their representatives, against public liability.

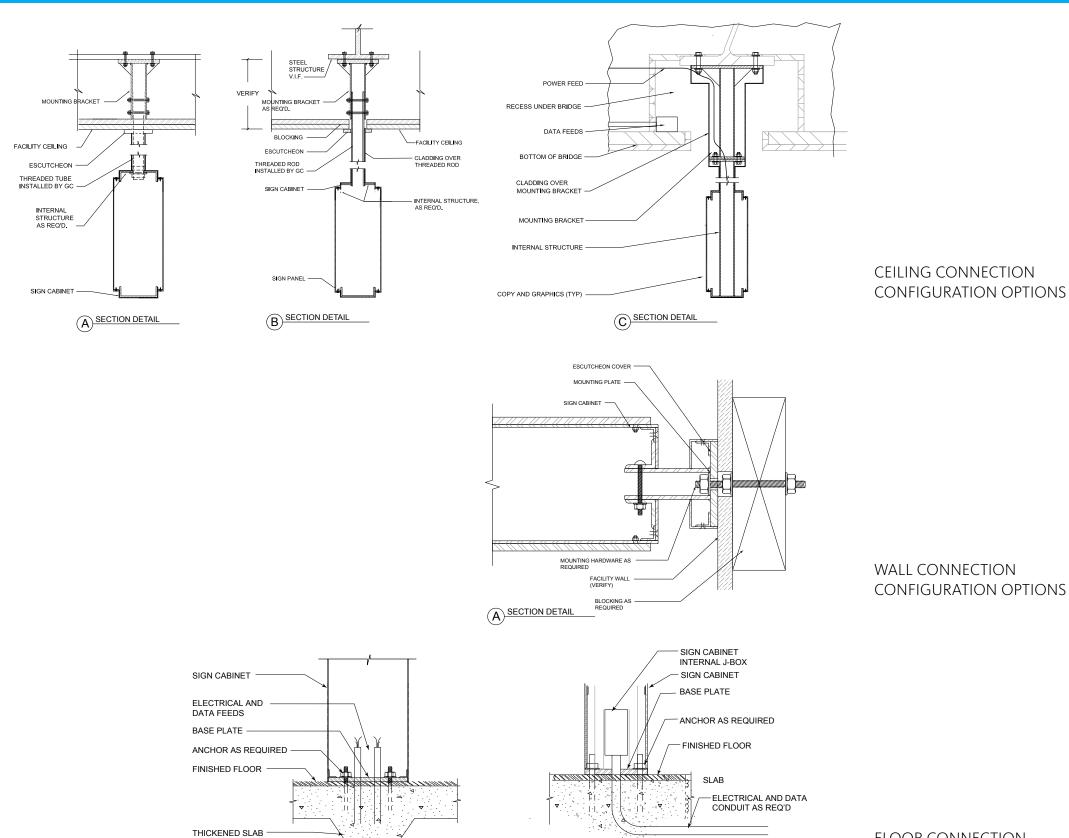
All electrical and data requirements shall be identified by the licensed electrical engineer and will provide all "panel to install locations" specifications and circuitry information.

The sign fabricator will review all types of signs, messages, and graphics that are indicated on the design drawings and specifications, and confirm various materials, finishes, electrical and data requirements. The structural design and calculations for all signage will require certification by an Engineer licensed in the State of California. The fabricator will complete the structural design of the signs and coordinate with the engineer for infrastructure connections.

Submittal documents (shop drawings) shall be complete in application, size, details, materials and specifications and reflect the sign types and designs described in this manual. The Engineering team will coordinate with the sign fabricator and the general contractor on all infrastructure footings, structural attachments, and penetrations of slabs in new and existing building conditions.

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### 3.2 Infrastructure Connectivity Details



(A) SECTION DETAIL

(B) SECTION DETAIL

FLOOR CONNECTION CONFIGURATION OPTIONS

Los Angeles World Airports Terminal Wayfinding Standards Signage Design Guide

# Typography

Helvetica Neue Lt Pro 65 Medium

# abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$%^&\*()

Helvetica Neue Lt Pro 75 Bold

# abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$%^&\*()

Los Angeles World Airports Terminal Wayfinding Standards **Signage Design Guide** 



# abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$%^&\*()

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$%^&\*()

# Typography

# 3.3

Franklin Gothic ITC BY BT – Demi

#### Ioanna MT Semibold Regular

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Paint

Materials

Signage Design Guide

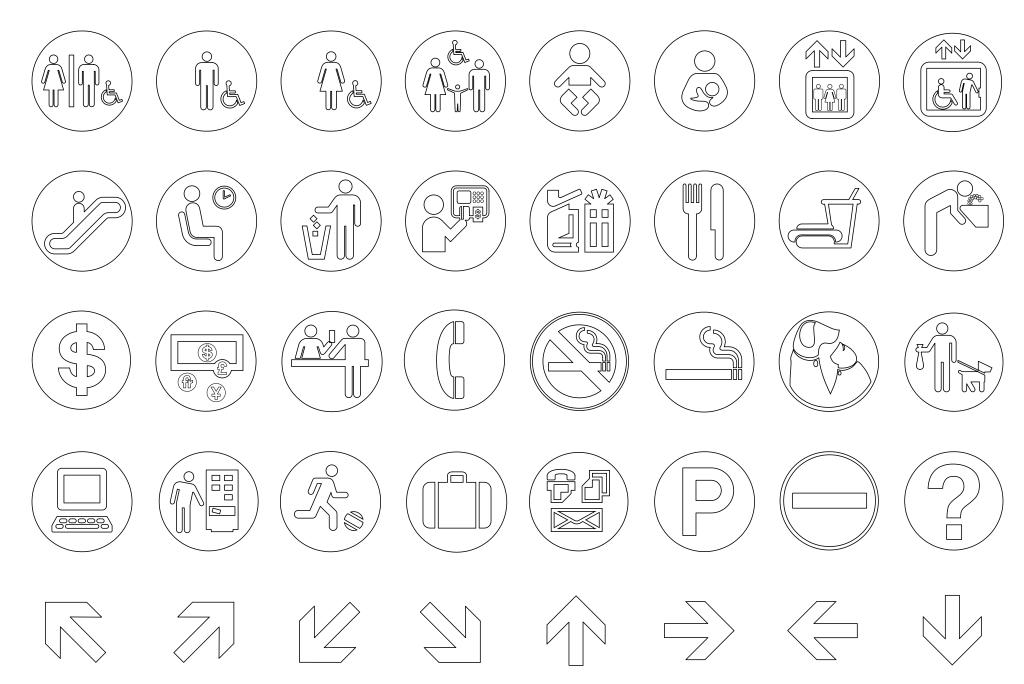
NOTE: GRAPHICS DESIGNER IS TO PROVIDE TERMINAL SPECIFIC MATERIALS WITH SPECIFICATIONS FOR EACH SIGNAGE PACKAGE FOR REVIEW AND APPROVAL. DESIGNER TO PROVIDE THREE(3) PAINT SAMPLES OF EACH FINISH AND MATERIAL PROPOSED. MINIMUM SIZE FOR SAMPLES IS 6"X6".

NOTE: GRAPHICS DESIGNER IS TO PROVIDE TERMINAL SPECIFIC COLORS WITH PAINT SPECIFICATIONS FOR EACH SIGNAGE PACKAGE FOR REVIEW

COLOR PROPOSED. MINIMUM SIZE FOR COLOR SAMPLES IS 3"X3".

AND APPROVAL. DESIGNER TO PROVIDE THREE(3) PAINT SAMPLES OF EACH

Los Angeles World Airports Terminal Wayfinding Standards



# Symbols









#### Terminal

3.5

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# 3.5

# Symbols

Roadway



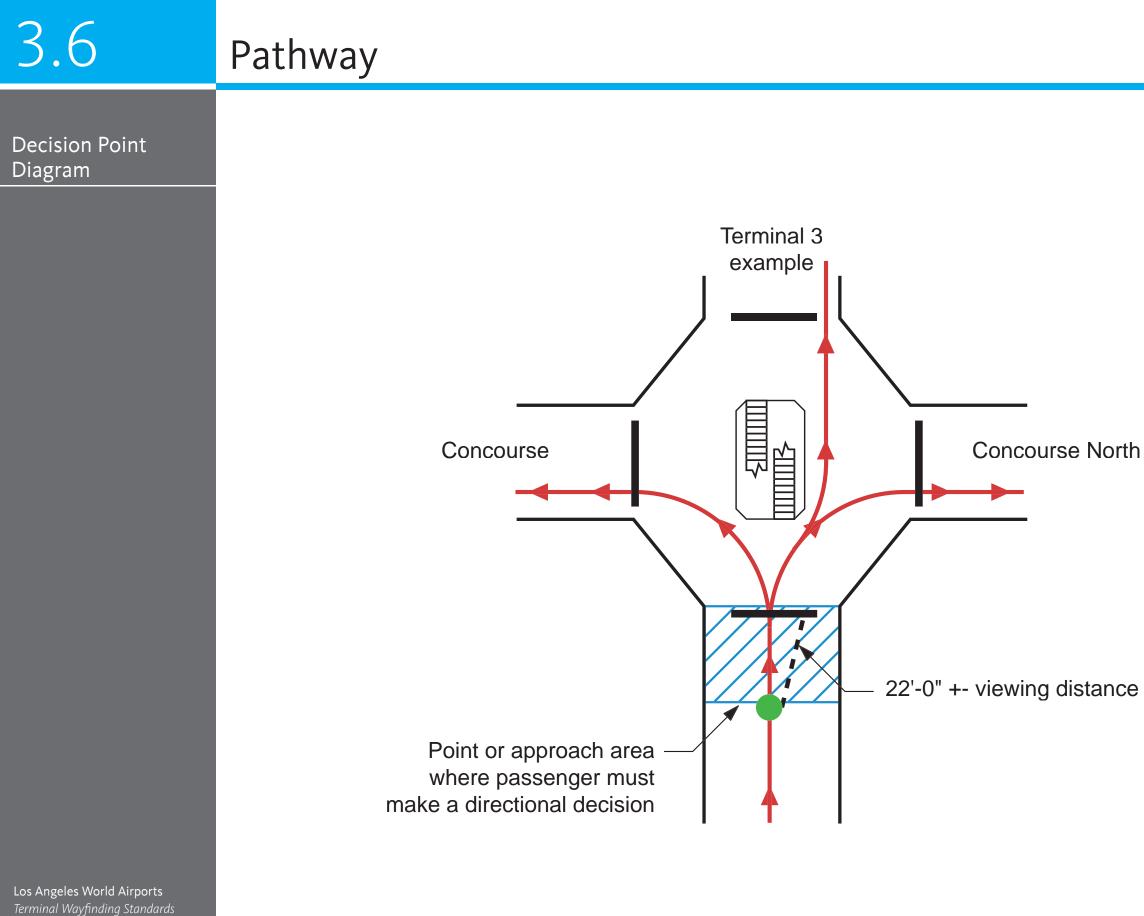
Los Angeles World Airports Terminal Wayfinding Standards **Signage Design Guide** 

APPLICATION/ ORIENTATION	LOCATION PLAN	INTERPRETATION	APPLICATION/ ORIENTATION	LOCATION PLAN	INTERPRETATION
		STRAIGHT AHEAD	Ð		RIGHT
		UP			DOWN ON RIGHT
G		AHEAD ON LEFT	G		LEFT
G		UP ON LEFT	C		DOWN ON LEFT
6	r- <b>?</b>	AHEAD ON RIGHT			DOWN
		UP ON RIGHT			



Orientation & Interpretation

Los Angeles World Airports Terminal Wayfinding Standards **Signage Design Guide** 



Signage Design Guide

- Sign
- Decision point
- ·-- Sight line
- Circulation path

**NOTE:** CBP SIGNAGE MAY BE REQUIRED IN THE TERMINALS. CONTACT THE FOLLOWING FOR DETAILED SIGNAGE INFORMATION AND STANDARDS.

**CUSTOMS & BORDER PROTECTION GENERAL PRINTING & GRAPHICS** (202) 344-1310

**CUSTOMS & BORDER PROTECTION MISSION SUPPORT** (562) 980-3140 ext.102

# $C_1$

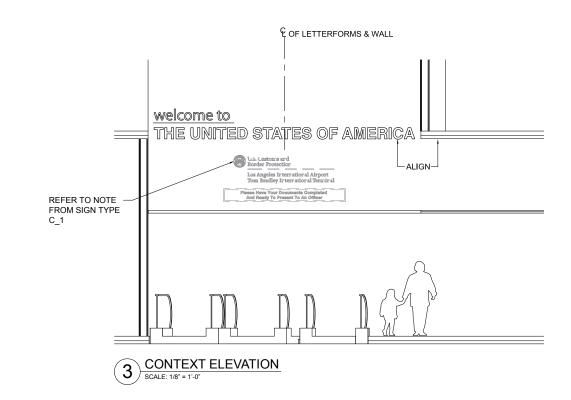
CBP Signage Contact Information

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# Welcome Identity

#### Sign Type Design

# welcome to THE UNITED STATES OF AMERICA



GENERAL NOTES:

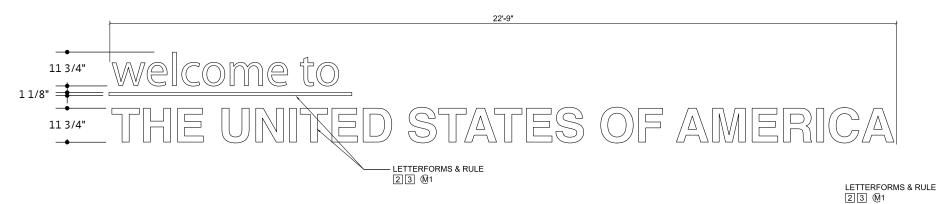
1. FABRICATED ALUMINUM LETTERFORMS AND LOGO.

2. LETTER FACES AND RULE LINES TO BE VERTICAL BRUSHED FINISH WITH MIRROR POLISHED RETURNS.

3. 3" THICK LETTERFORMS AND RULE TO BE PIN MOUNTED 1/2" FROM FACILITY WALL WITH THREADED WELDED STUDS, PAINTED NON-CORROSIVE SPACERS AND EPOXY ADHESIVE.

4. VERIFY WALL CONSTRUCTION PRIOR TO FABRICATION OF SIGN.

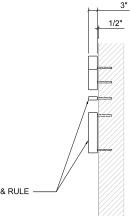
5. SIGNAGE SHOWN IS FOR PLACEMENT PURPOSES ONLY. FINAL MESSAGE AND LOCATION OF SIGN TO BE PROVIDED BY LAWA.



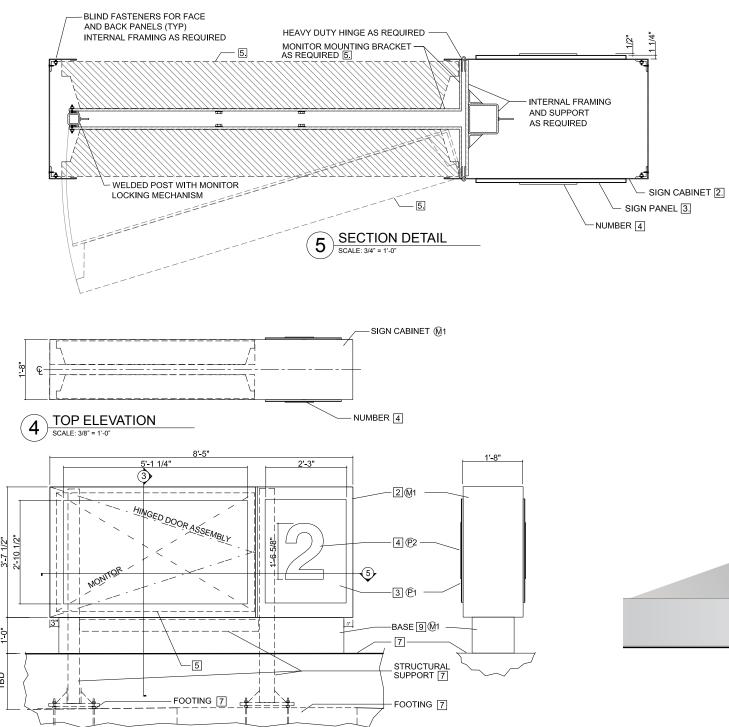
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SIDE ELEVATION

SCALE: 3/8" = 1'-0'

2

FRONT ELEVATION

SCALE: 3/8" = 1'-0'

์ 1

#### GENERAL NOTES:

1. DOUBLE SIDED SIGN CABINET WITH LCD DISPLAYS.

2. SIGN CABINET TO HAVE INTERNAL FRAMING AND CLADDED WITH BRUSHED ALUMINUM. PROVIDE INCONSPICUOUS ACCESS AS REQUIRED FOR EASE OF MAINTENANCE. EXPOSED EDGES OF ALUMINUM TO BE POLISHED.

[3] FABRICATED ALUMINUM SIGN PANEL PAINTED IN COLOR NOTED.

[4] NUMERALS TO BE FLAT-CUT-OUT ALUMINUM WITH PAINT FINISH AS NOTED. ADHERE TO SIGN PANEL WITH HIDDEN MECHANICAL FASTENERS.

5. LCD ARRAY DYNAMIC DISPLAY SCREENS TO BE PROVIDED BY LAWA/GC (NEC P701 70"). INSTALL INTO SIGN CABINET IN A MANNER TO ALLOW EASE OF MAINTENANCE. MONITORS TO BE LOCKED INTO PLACE. COORDINATE WITH LAWA/GC FOR DISPLAY REQUIREMENTS. WEIGHT OF MONITORS IS APPROXI-MATELY 220 LBS EACH. PROVIDE APPROPRIATE STRUCTURAL SUPPORT AS REQUIRED BY STRUCTURAL ENGINEERING CALCULATIONS. DETAIL SHOWN IS ONLY A SUGGESTION.

6. FINAL MESSAGE PER SIGN LOCATION TO BE PROVIDED BY LAWA.

7. DESIGNER TO FIELD VERIFY AND DETERMINE BEST METHOD OF INSTALLATION WITH MINIMAL VISUAL IMPACT. DESIGNER TO PROVIDE STRUCTURAL ENGINEER-ING CALCULATIONS AS REQUIRED AND COORDINATE WITH GENERAL CONTRAC-TOR FOR STRUCTURAL REQUIREMENTS.

8. TOTAL APPROXIMATE WEIGHT: 850 LBS. TOTAL APPROXIMATE WATTAGE REQUIREMENT: 1500W

9. SIGN CABINET BASE TO BE CLADDED WITH BRUSH FINISHED ALUMINUM.

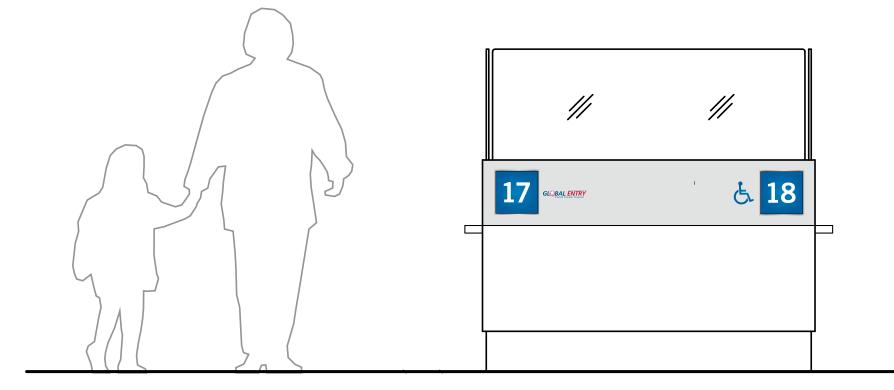


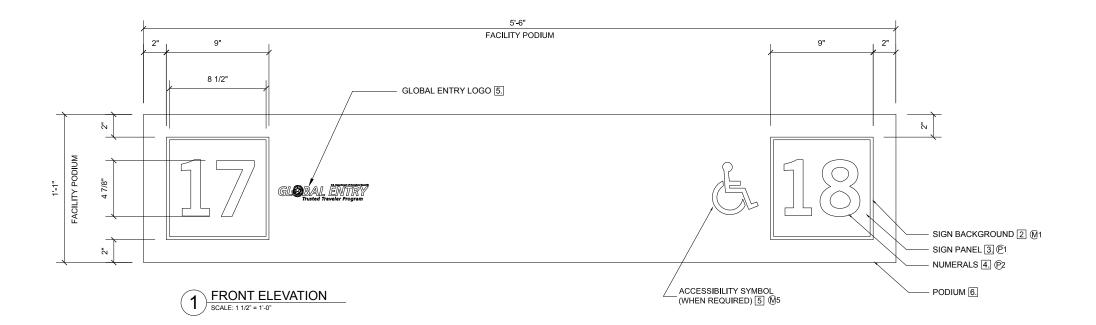
#### Sign Type Design

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# CBP Counter Identity

Sign Type Design





Los Angeles World Airports Terminal Wayfinding Standards Signage Design Guide GENERAL NOTES:

1. NON-ILLUMINATED IDENTIFICATION NUMBER PLAQUES AND APPLIED VINYL LOGOS.

2. SIGN PANEL BACKGROUND TO BE ALUMINUM WITH BRUSHED FINISH.

3 SIGN PANEL TO BE PAINTED ALUMINUM PERMANENTLY ATTACHED TO SIGN BACKGROUND.

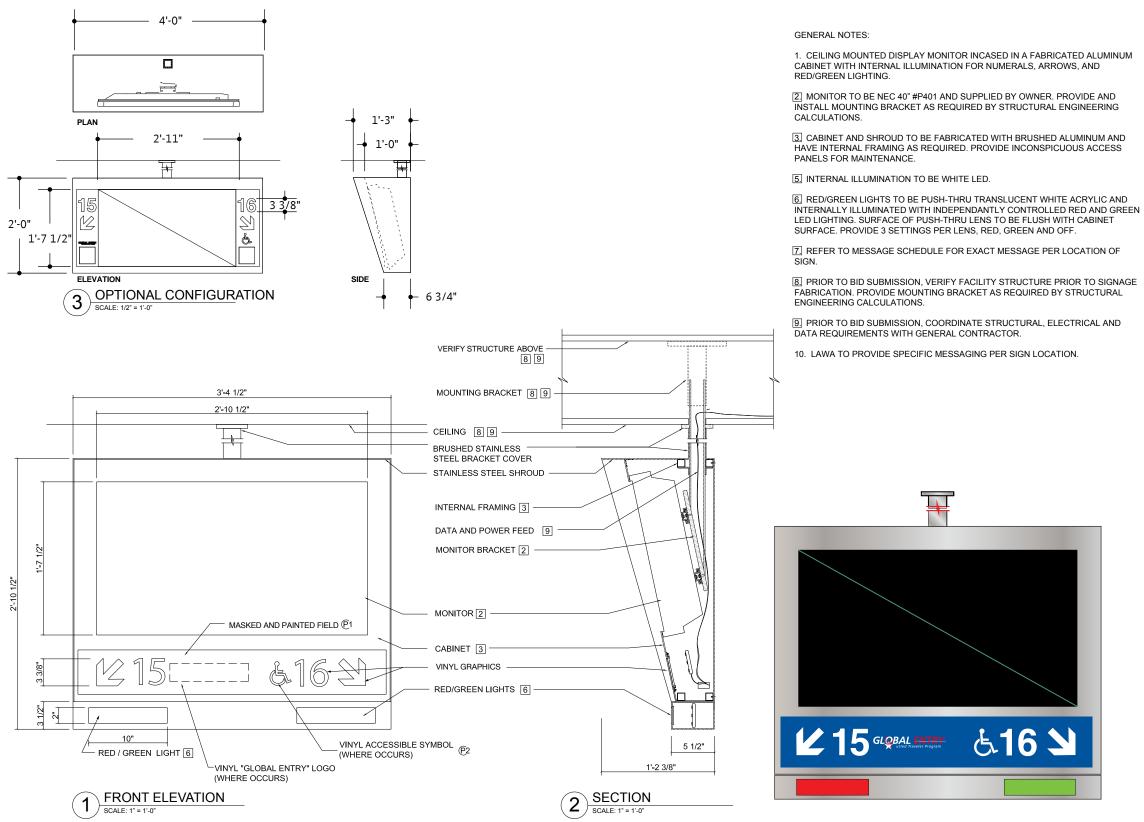
[4] NUMERALS TO BE FLAT-CUT-OUT PAINTED ALUMINUM AND APPLIED TO SIGN PANEL WITH ALIGNMENT PINS AND ADHESIVE AS REQUIRED.

5. GRAPHIC LOGOS (WHERE OCCURS) TO BE APPLIED VINYL. "GLOBAL ENTRY" LOGO TO FOLLOW CBP GUIDELINES. REFER TO CBP.GOV FOR INFORMATION. LAWA TO PROVIDE SPECIFIC LOGO LOCATIONS.

[6] SIGN TO BE MOUNTED TO PODIUM WITH THREADED WELDED STUDS AND SILICONE ADHESIVE AS REQUIRED.

7. FINAL MESSAGE PER SIGN LOCATION TO BE PROVIDED BY LAWA.

# CBP Primary Checkpoint C 5





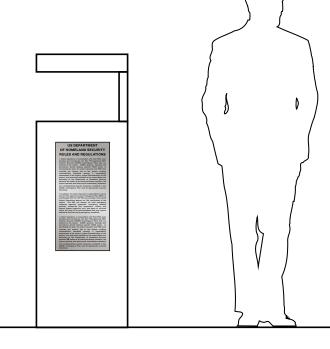
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# Security Regulation

#### Sign Type Design

OF HOMELAND SECURITY RULES AND REGULATIONS

US DEPARTMENT



\_\_\_\_\_1/8" 🚆 1/16"

GENERAL NOTES:

US DEPARTMENT OF HOMELAND SECURITY 1/2" RULES AND REGULATIONS ore, in consultation with their FSD, must corporate into their TSA-approved ASP, Ŧ COPY (P4 [] [3] develop and incorporate into their T&A-sporved ASP, Valston Security (VASEC) Contingency Plans that are tailored to the sirport. AVECC systems, methods and procedures should address specific NBAS levels. In-developing the plan, the silport operator and R2D must diversibilities identified through a vulnerability assessment of the silport, unique characteristics of the silport, and recources available to the silport.When the 1/4" SIGN FACE & RETURNS **∭1 1** d in the 20" - WELDED THREADED STUDS, AS REQUIRED 2 FACILITY PODIUM FRONT ELEVATION SIDE ELEVATION 2 1 SCALE: 1 1/2" = 1'-0" SCALE: 1 1/2" = 1'-0"

10 3/4"

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1. 1/8" THICK BRUSHED ALUMINUM PANEL WITH SCREENED GRAPHICS.

2. MOUNT TO WALL WITH THREADED WELDED STUDS AND SILICONE ADHESIVE.

3. SIGNAGE SHOWN IS FOR PLACEMENT PURPOSES ONLY. OBTAIN MESSAGE AND SIGNAGE CRITERIA FROM LAWA.

# Hazmat Regulation C 7

#### Hazardous Materials

● Federal law forbids the carriage of hazardous materials aboard aircraft in your luggage or on your person. A violation can result in five years' imprisonment and penalties of \$250,000 or more (49 U.S.C. 5124). Hazardous materials include explosives, compressed gases, flammable liquids and solids, oxidizers, poisons, corrosives and radioactive materials. Examples: Paints, lighter fluid, fireworks, tear gases, oxygen bottles, and radio-pharmaceuticals.

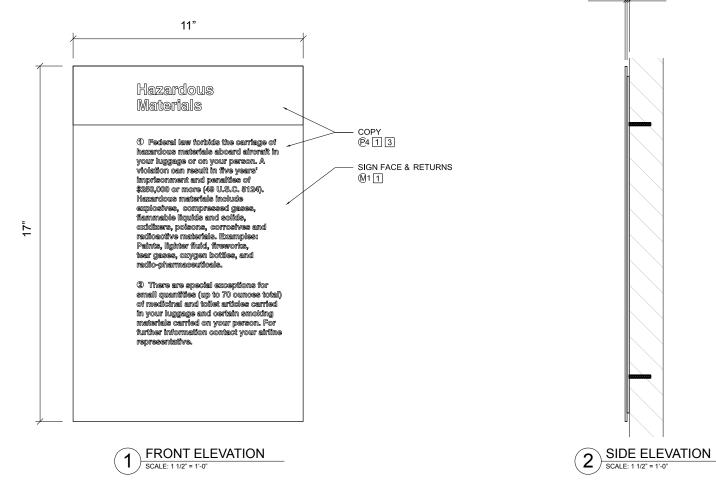
• There are special exceptions for small quantities (up to 70 ounces total) of medicinal and toilet articles carried in your luggage and certain smoking materials carried on your person. For further information contact your airline ntative repre

#### GENERAL NOTES:

1. 1/8" THICK BRUSHED ALUMINUM PANEL WITH SCREENED GRAPHICS.

2. MOUNT TO WALL WITH THREADED WELDED STUDS AND SILICONE ADHESIVE.

3. SIGNAGE SHOWN IS FOR PLACEMENT PURPOSES ONLY. OBTAIN MESSAGE AND SIGNAGE CRITERIA FROM LAWA.



\_\_\_\_\_1/8" <sub>\_µ</sub>\_\_\_1/16"

#### Sign Type Design

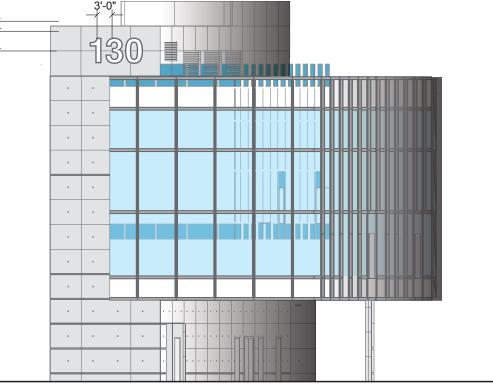
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# 

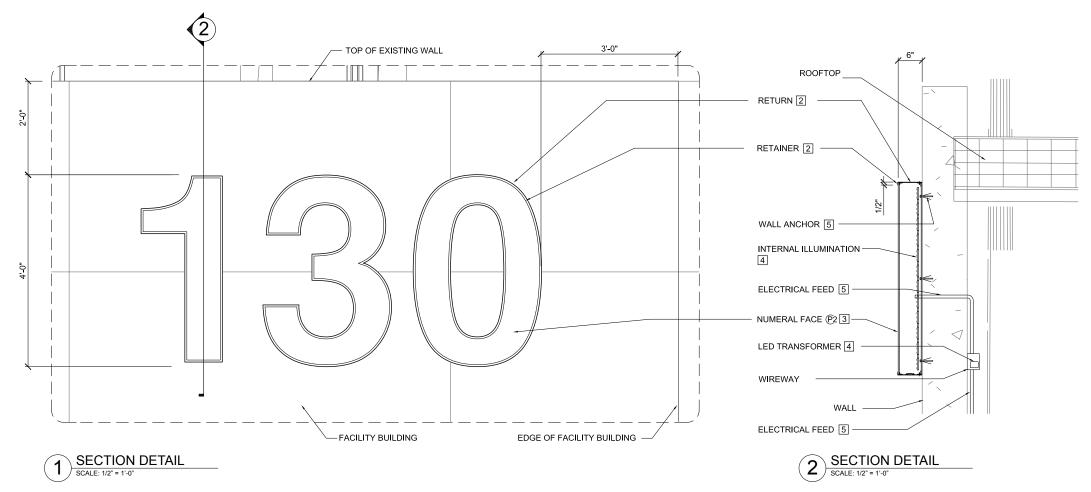
# Pier Identity

2'-0" 4'-0"





RETAINERS AND INTERNAL ILLUMINATION. WEEP HOLES WITH LIGHT BLOCKING "HATS". 6. LETTERS TO BE MOUNTED FLUSH TO WALL.



Los Angeles World Airports Terminal Wayfinding Standards Signage Design Guide

GENERAL NOTES:

1. FABRICATED CHANNEL NUMERALS WITH BRUSHED STAINLESS STEEL

[2] CHANNEL NUMERALS TO BE FABRICATED STAINLESS STEEL WITH BRUSHED FINISH RETURNS AND RETAINERS. RETURNS AND RETAINER TO BE WELDED WITH SEAMS FILLED AND FINISHED SMOOTH. NUMERALS TO BE FABRICATED IN A MANNER TO ALLOW EASE OF MAINTENANCE AND BE WEATHER-PROOF. PROVIDE

[3] NUMERAL FACES TO BE TRANSLUCENT WHITE POLYCARBONATE AND RETAINED IN A MANNER TO BE WEATHER-PROOF.

[4] INTERNAL ILLUMINATION TO BE WHITE LED AS REQUIRED FOR EVEN ILLUMINATION.

5. COORDINATE WITH GENERAL CONTRACTOR FOR LOCATION AND REQUIREMENTS OF ELECTRICAL STUB-OUT AND WALL ANCHORS. ANCHORS AND ELECTRICAL STUB-OUT TO BE INSTALLED BY GENERAL CONTRACTOR. PROVIDE FULL-SIZED TEMPLATES PER LOCATION FOR ANCHOR AND STUB-OUT POSITIONS.

7. ESTIMATED SIGN WEIGHT: 300LBS. 120V CIRCUIT WITH MINIMUM 1000 WATTS REQUIRED FOR EACH LOCATION

8. REFER TO LAWA FOR EXACT MESSAGE PER LOCATION OF SIGN.

9. ISOLATE DISSIMILAR METALS AS REQUIRED.

# South Concourse Gates 150-159

GENERAL NOTES:

- 1. NON-ILLUMINATED, DIMENSIONAL LETTERING MOUNTED TO WALL.
- 2. FABRICATED ALUMINUM LETTERS WITH BRUSHED FINISH
- 3. MESSAGE, SIZE, AND LOCATION TO BE DETERMINED BY LAWA.
- 4. FONT: HELVETICA NEUE LT PRO 85 HEAVY

# South Concourse Gates 150-159

FRONT ELEVATION SCALE: NOT TO SCALE

# G 2

### Sign Type Design

Los Angeles World Airports Terminal Wayfinding Standards Signage Design Guide

### G 3 Gate Identity

Sign Type Design

11" <u></u> → 2 3/4" G @ - COPY 4.6. P2 lije - COPY 4.6. @2 7 5/8" - SIGN PANEL 2 @1 -9'-0" 8'-4" ∽SIGN CABINET 2 1 M1 - KICK PLATE 🕅1 <u>ت</u> - FOOTING 5. FINISHED FLOOR (VERIFY) 5 1/2" SIDE ELEVATION FRONT ELEVATION 2 1 SCALE: 3/4" = 1'-0" SCALE: 3/4" = 1'-0"

1'-1"

1/2"

1/2"

GENERAL NOTES:

1. DOUBLE-FACED, NON ILLUMINATED, FREESTANDING PYLON SIGN WITH DIMENSIONAL COPY.

2. FABRICATED ALUMINUM CABINET WITH INTERNAL STRUCTURE AS REQUIRED.

3. SIGN PANELS TO BE FABRICATED ALUMINUM PAINTED IN COLOR INDICATED. ATTACH TO SIGN CABINET IN AN INCONSPICUOUS MANNER.

4. COPY TO BE FLAT-CUT-OUT PAINTED ALUMINUM FLUSH MOUNTED TO SIGN PANEL WITH HIDDEN MECHANICAL FASTENERS. FACE AND EDGES OF COPY TO BE PAINTED IN COLOR INDICATED.

5. DESIGNER TO FIELD VERIFY AND DETERMINE BEST METHOD OF INSTALLATION WITH MINIMAL VISUAL IMPACT. DESIGNER TO PROVIDE STRUCTURAL ENGINEER-ING CALCULATIONS AS REQUIRED AND COORDINATE WITH GENERAL CONTRAC-TOR FOR FOOTING REQUIREMENTS.

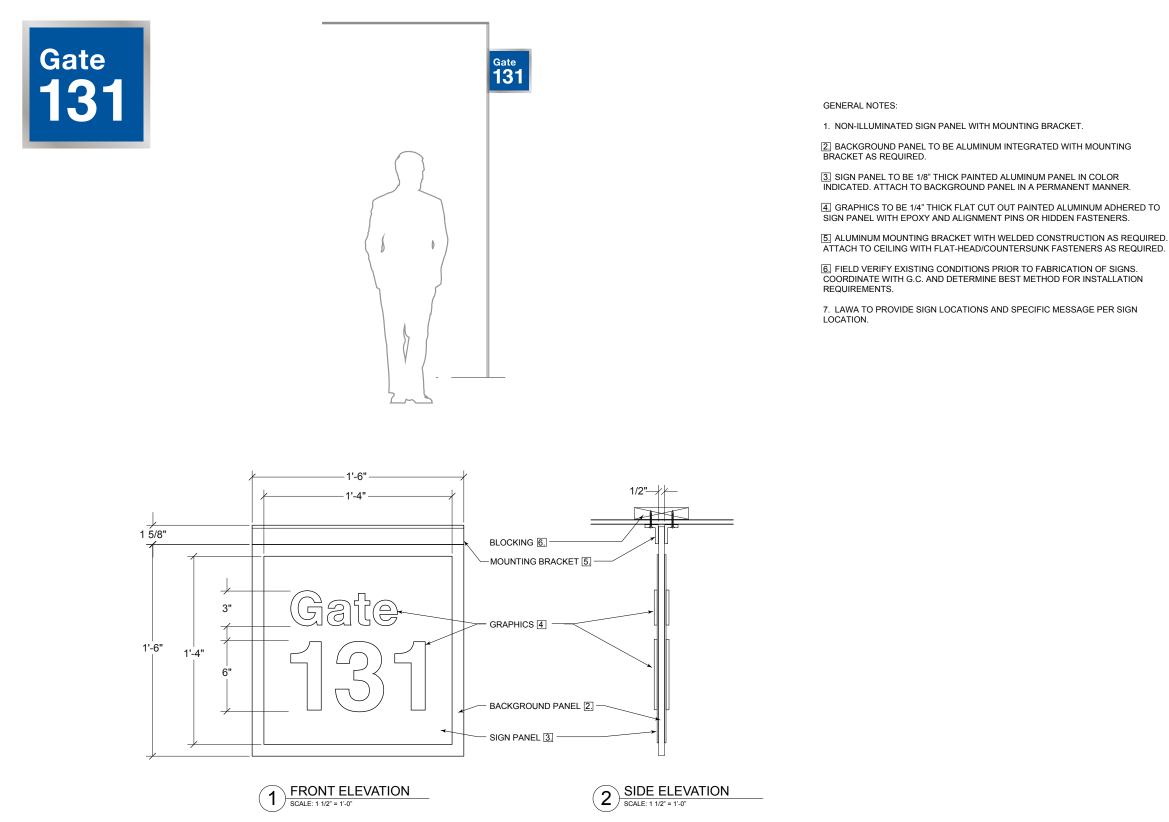
6. LAWA TO PROVIDE SPECIFIC MESSAGES PER SIGN LOCATION.

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# Gate Identity Sterile Corridor G 4



#### Sign Type Design

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#### Los Angeles World Airports Terminal Wayfinding Standards Signage Design Guide

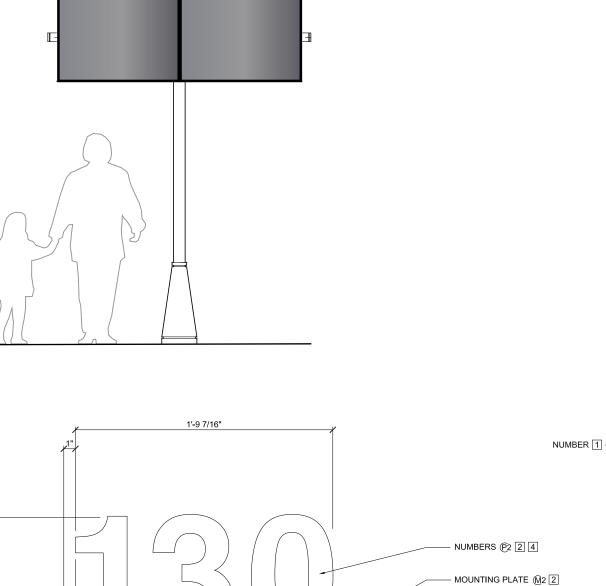
G 5

Sign Type Design

0

Counter Identity

130



FRONT ELEVATION

SCALE: 1 1/2" -= 1'-0"

GENERAL NOTES:

2. NUMBERS TO BE FABRICATED ALUMIUM WITH ALL SURFACES PAINTED IN COLOR NOTED. NUMBERS TO BE MOUNTED TO 3/16" THICK ALUMINUM BASE PLATE.

3 ATTACH SIGNAGE TO FACILITY GATE PODIUM WITH COUNTERSUNK MECHANI-CAL FASTENERS AS REQUIRED.

[4] FIELD VERIFY EXISTING CONDITIONS. COORDINATE WITH GENERAL CONTRAC-TOR TO DETERMINE BEST METHOD OF INSTALLATION BASED ON STRUCTURAL ENGINEERING CALCULATIONS.

3"

111

 $\square$   $\square$ 

2 SECTION DETAIL SCALE: 3" -= 1'-0"

111

FACILITY GATE PODIUM

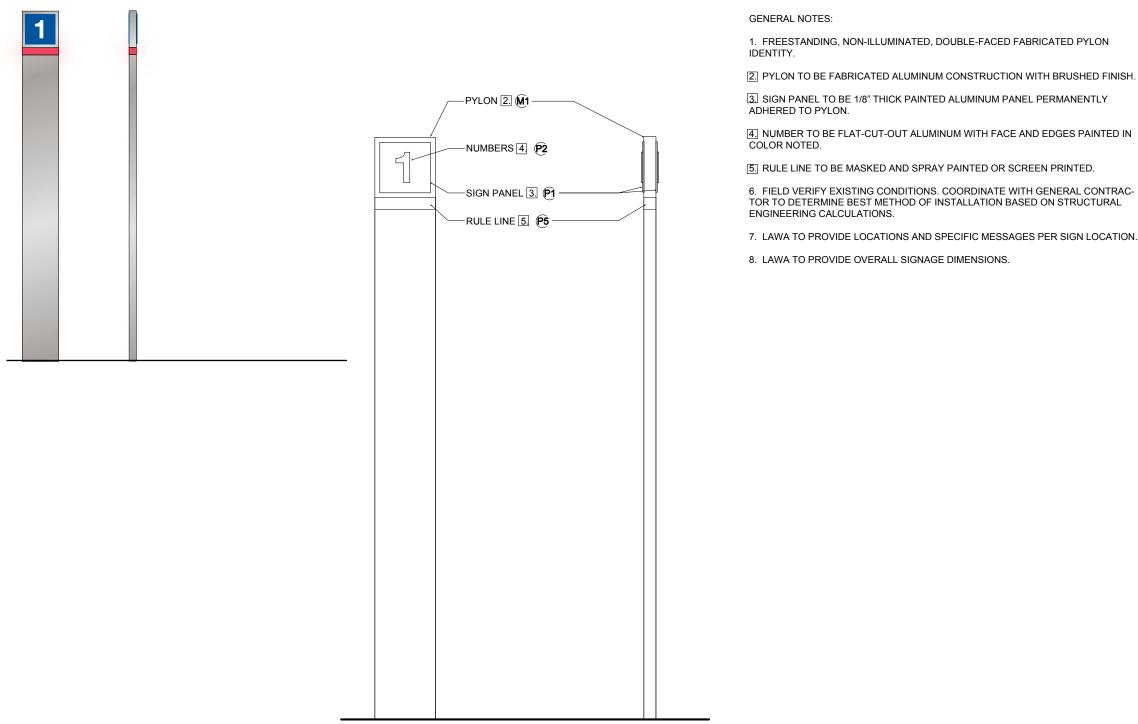
1. FABRICATED ALUMINUM NUMBERS.

5. LAWA TO PROVIDE LOCATIONS AND SPECIFIC MESSAGES PER SIGN LOCATION.

3 1/2"

ATTACH SIGNAGE, AS REQUIRED 3

# TSA Identity Blade G 6





#### Sign Type Design

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