KAA
WAYFINDING & SIGNAGE MANUAL

KAA Wayfinding and Signage Manual

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Developed by Aiwex Technologies

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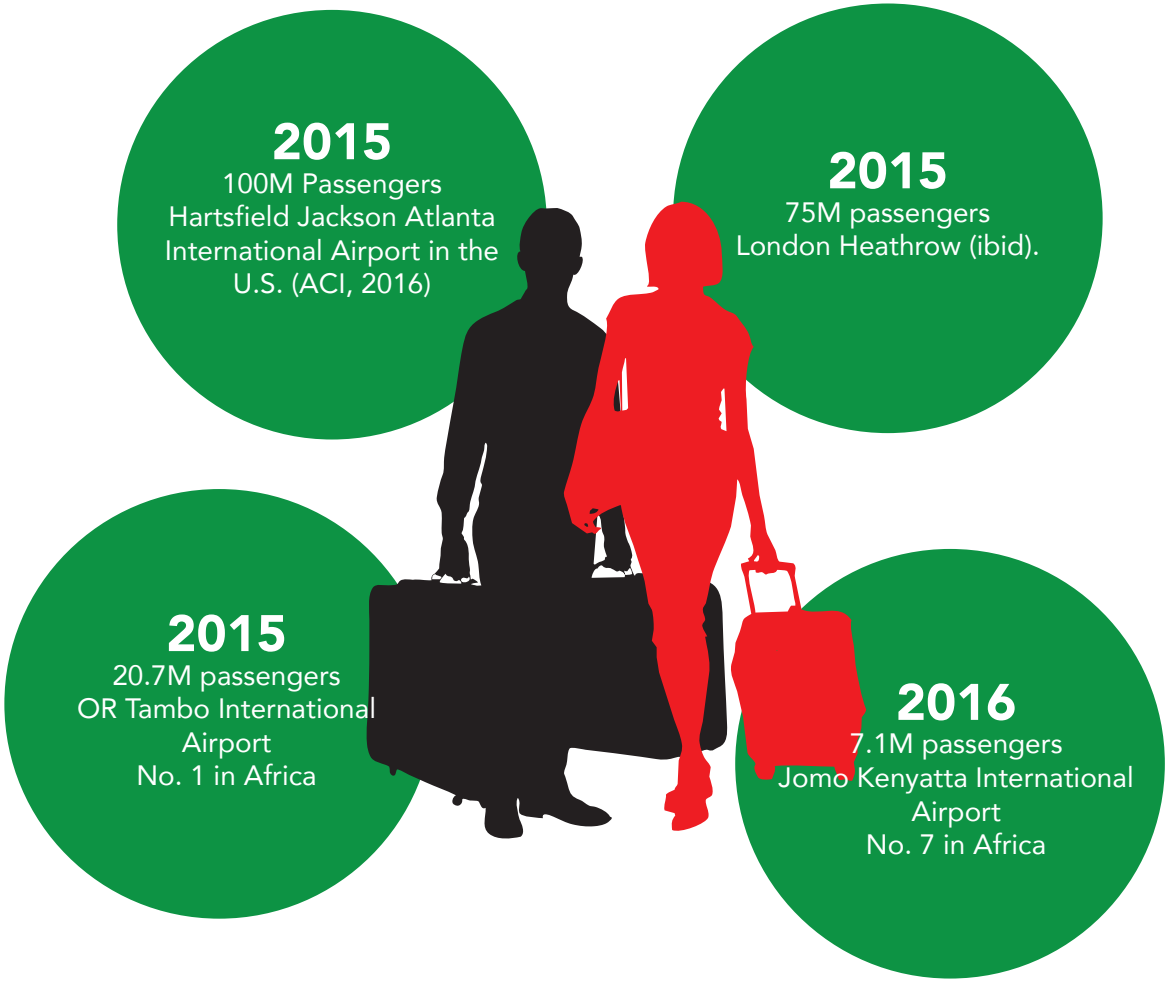
Introduction

Guiding users to and through an airport is a particularly complex activity, especially around some of the large international airports, some of which might be thought of as mini-cities. It is very important for passengers to clearly understand how to get around from entry into the airport to their departure. Clear signage makes this easier

The Wayfinding Signage Manual will:

- Improve signage standards within the Airports.
- Give airport users the information they need, when they need it.
- Improve visual consistency through standardised fonts, standardised use of colour and standardised signage sizes depending on where they are placed.
- Result in a comfortable and user-friendly environment in which passengers and other users of the Airport facilities shall navigate with ease without having to ask for help or feeling lost.



Wayfinding and Signage

- The standards will assist the authority in delivering information to passengers and stakeholders within the Airport.
- It includes information and advice on signage practices as well as guidance on designing the actual signs and is intended to provide a reference and instruction on the important aspects of signage as well as sources for more detailed and specific information.
- This is a detailed corporate signage manual that includes but not limited to:
    1. Colours
    2. Signage types
    3. Text and translations
    4. Fonts
    5. Symbols/arrows
    6. Sizes
    7. Description of each sign location, to follow the passenger points of contact

Wayfinding sign placement

The effectiveness of a wayfinding program depends on the communication of information to the viewer in the proper sequence and at the proper locations.

Continuity—A successful wayfinding system provides information with sufficient frequency to guide and reassure the user.

Connectivity—Successful wayfinding design requires an understanding of the physical space, users, and destinations to determine the best way to move people safely and efficiently, and to use signage to deliver routing information to the viewer.

Consistency — in appearance, messaging and placement throughout the airport facilities helps the viewer quickly recognize, understand and use the information provided.

Sign placement is also an important factor in the visibility, legibility and readability of information on the sign.

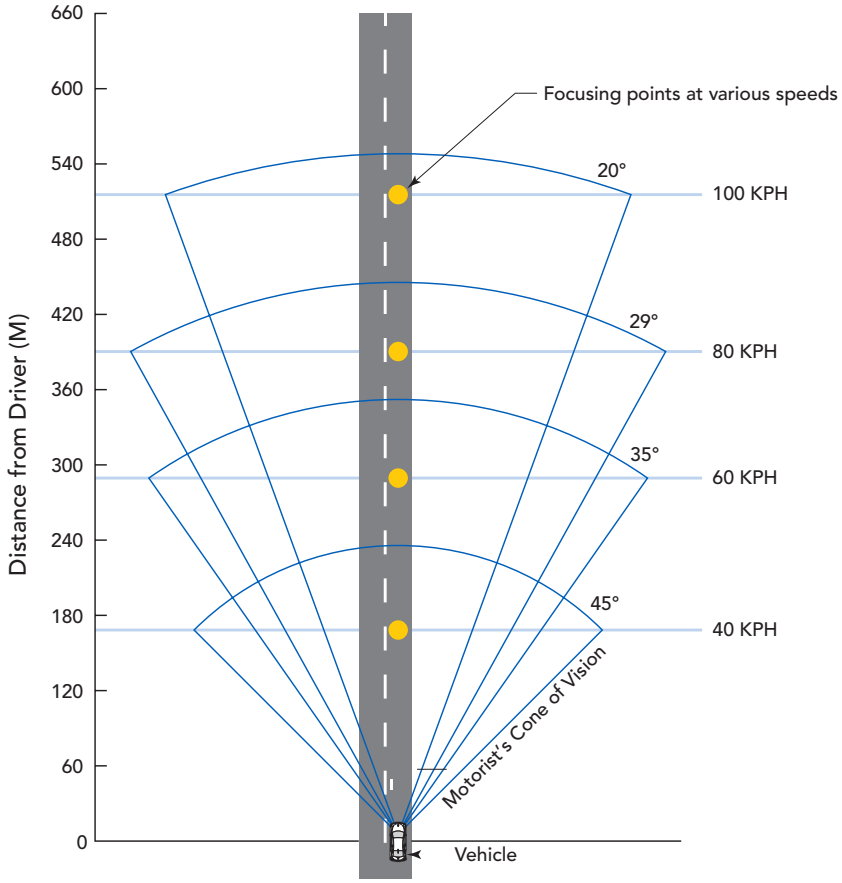
General guidelines for sign placement:

1. Locate signs at or near decision points with consideration for the viewer's path of travel.
2. Place signs perpendicular to path of travel.
3. Place signs for maximum visibility within comfortable field of vision and viewing angle.
4. Place signs at consistent heights and on uniform mounting surfaces whenever possible.
5. Locate signs with sufficient frequency to ensure viewers do not feel abandoned.

Roadway signage placement:

1. Locate signs in advance of decision points in order to allow motorists time to process directional and lane assignment information and react without endangering themselves or other motorists.
2. Size text and graphics appropriately for the intended viewing distance.
3. Locate signs within the driver's normal cone of vision.
4. Locate signs so they are not obscured by vegetation or other structures.
5. Avoid locating signs so as to interrupt necessary pedestrian pathways.

Vehicular Viewing Legibility

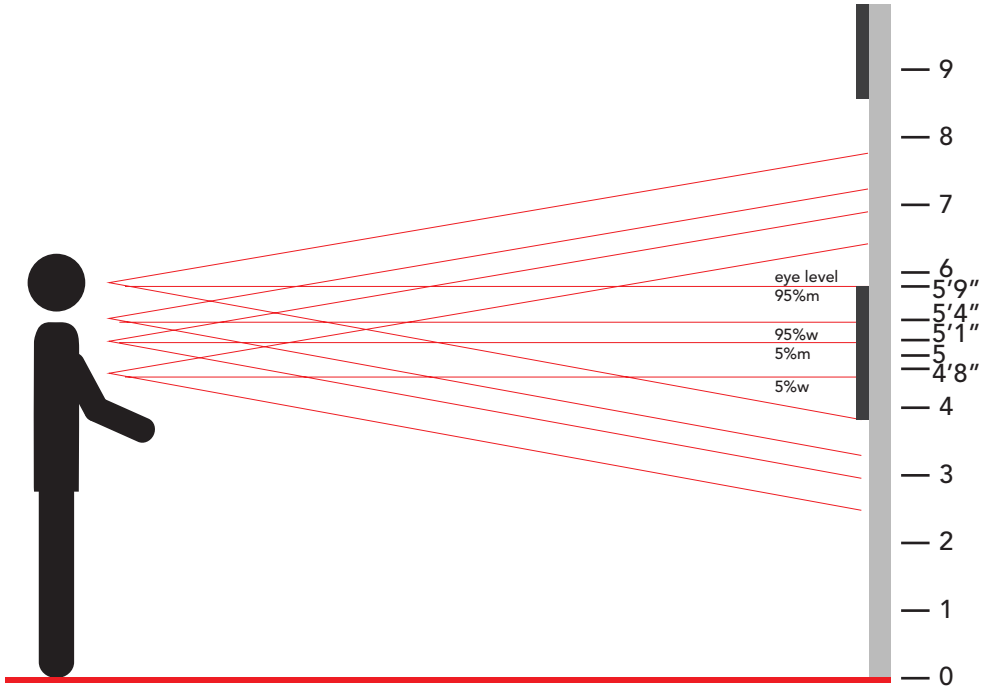


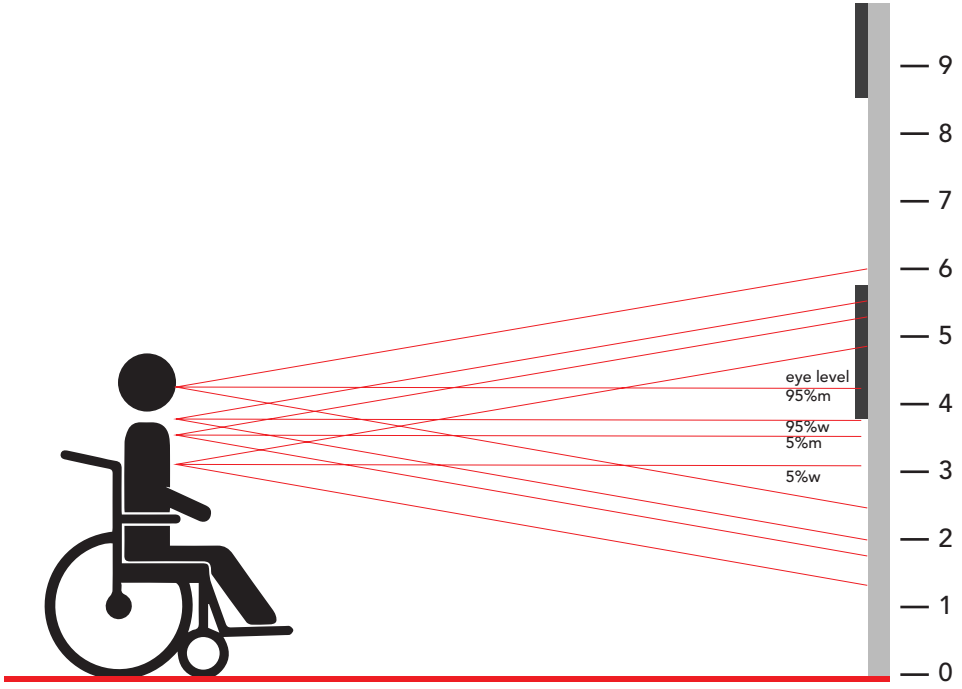
Vehicular Viewing Distance and Angle

Number of Lanes	Reaction Time (seconds)	Speed (KPH)	Distance traveled during reaction (M)	Recommended Copy Height (mm)	Total Area of Sign (square feet) Airports, Commercial, Industrial	Others
2	8	25	53	100	8	6
		50	107	177	25	18
		70	160	254	50	36
		90	214	355	100	70
4	10	25	67	100	8	6
		70	12	228	40	28
		70	200	330	90	64
		90	268	430	150	106
6	11	25	73	127	13	10
		50	147	228	140	28
		70	221	355	100	70
		90	295	482	190	134
Highway	12	90	321	533	230	162

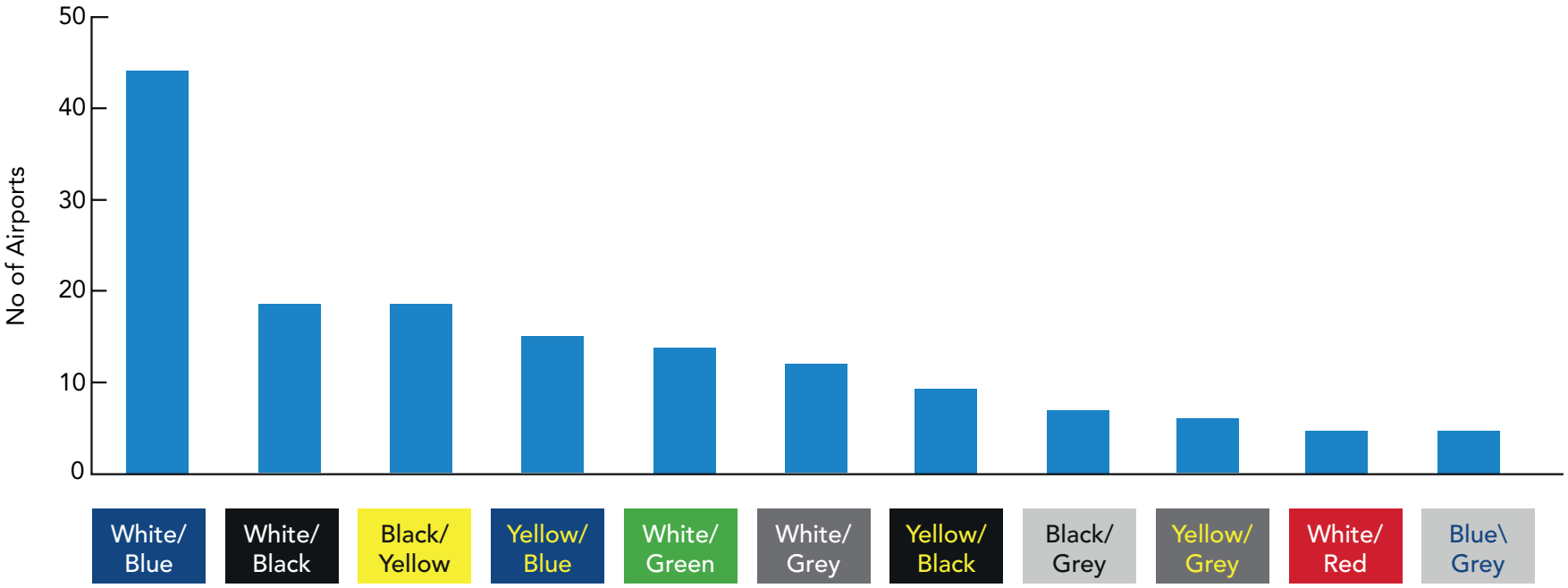
Pedestrian signage placement

- Establish consistent viewing zones and mounting heights for way finding.
- Locate interior signage in accordance with ADA and ADAAG standards.





International Examples: Airport Colour Schemes



Wayfinding Signage Colours

PANTONE 1225C

PANTONE 287C

Regulatory Colours

PANTONE 7620C

PANTONE BLACK 6C

PANTONE 7732C

Signage Considerations

1. All primary signs should be on Pantone 287C with primary text in white and Pantone 1225C for secondary text (translations).
2. All secondary signs should be on Pantone 1225C with primary text in Pantone 287C and black text for secondary text (translations).
3. All arrows and icons on primary signs should be in opaque white
4. On secondary signage all arrows and icons need to be in Pantone 287C

Considerations/ Do's And Dont's

Sightline

Sightline

Language

Consistency in nomenclature is essential to effective communication in a Signage program.

- We will use commonly understood standard terms
- We will use the same terms consistently for destinations and services.
- Use English and Swahili for signs (associate with symbols where appropriate to reinforce comprehension).

Overview

An effective wayfinding program consists of signage that is consistent in appearance and application, allowing the viewer to become familiar with the system and use it efficiently.

Purpose: The purpose of this section is to establish uniform standards for typography, symbols, arrows, iconography, colours, and graphic layouts for all signs in the airport wayfinding program.

Graphic Standards Guidelines: The following pages contain specific guidelines for sign formats and layout, typeface families, arrows, symbols, and colour standards . These guidelines are reflected in the designs for the new sign families. In addition, these guidelines should be followed for the design of any additional sign types required at all KAA airports in the future .

Typography

CORISANDE BOLD

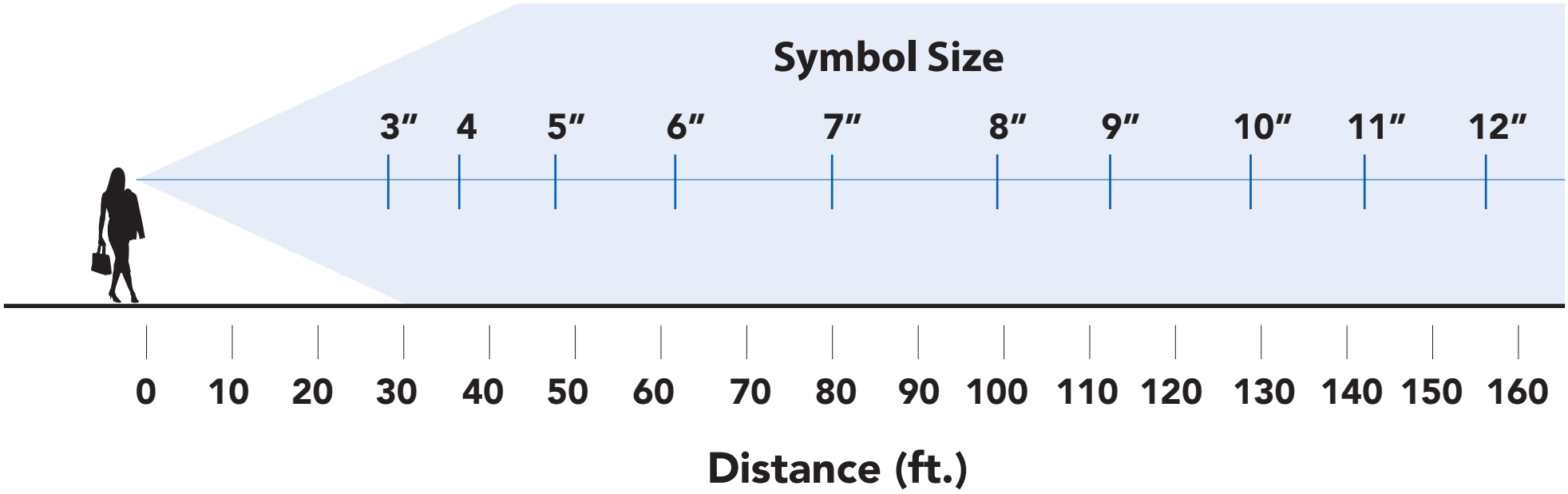
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

All primary text is done in Corisande Bold font.

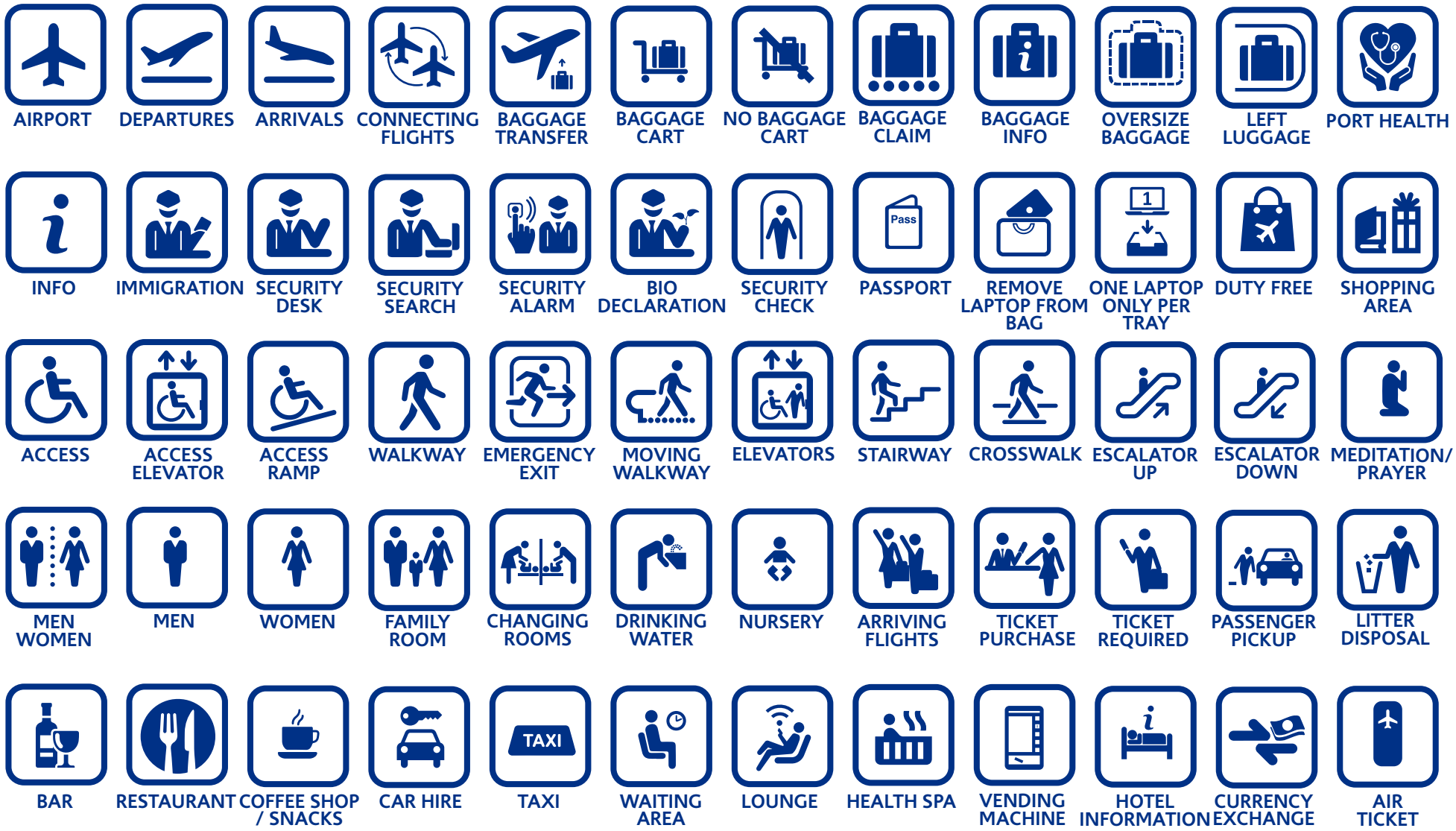
Secondary text is 50% smaller than the primary text in Corisande Bold.

Symbol Sizing

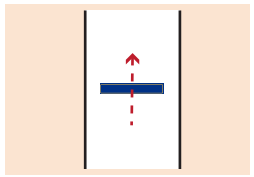
The size of the symbols used are usually so related with the distance that the person viewing the signage is standing. The further the sign the larger it should be for legibility purposes.



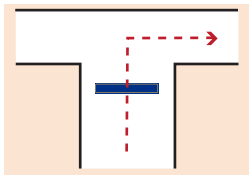
Signs / Symbols



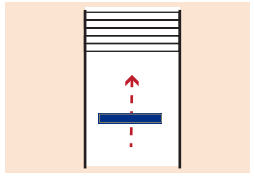
Directional Arrows and Their Meanings



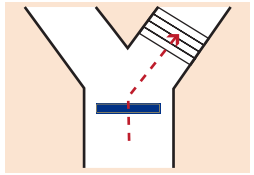
Straight Ahead



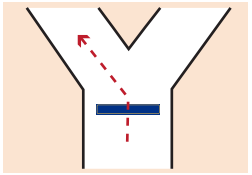
Right



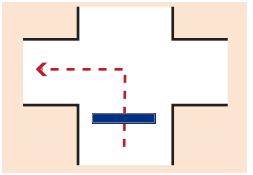
Up



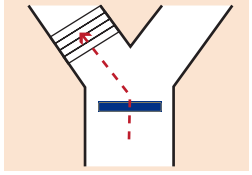
Down on Right



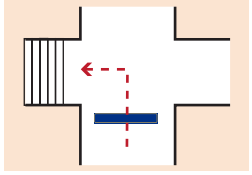
Ahead on Left



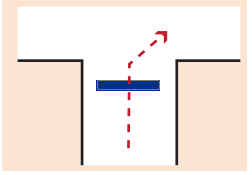
Left



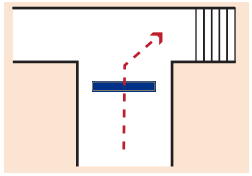
Up on Left



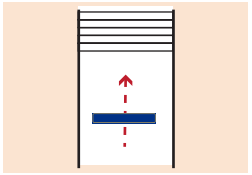
Down on Left



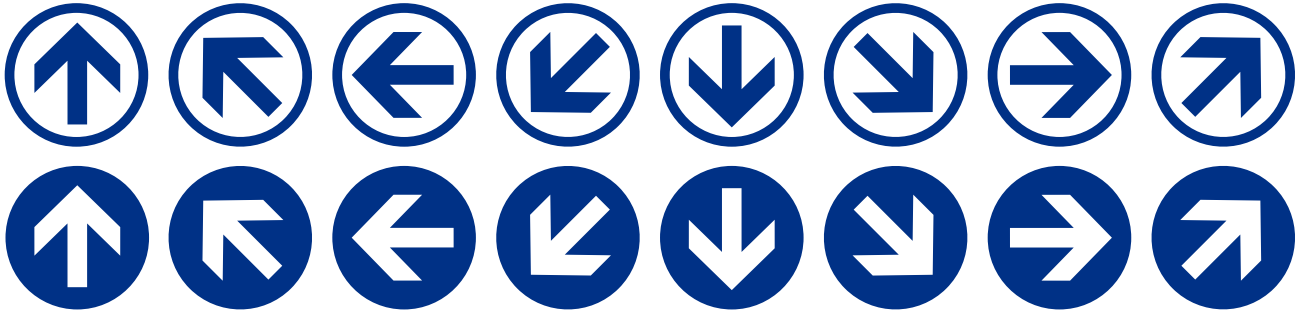
Ahead on Right



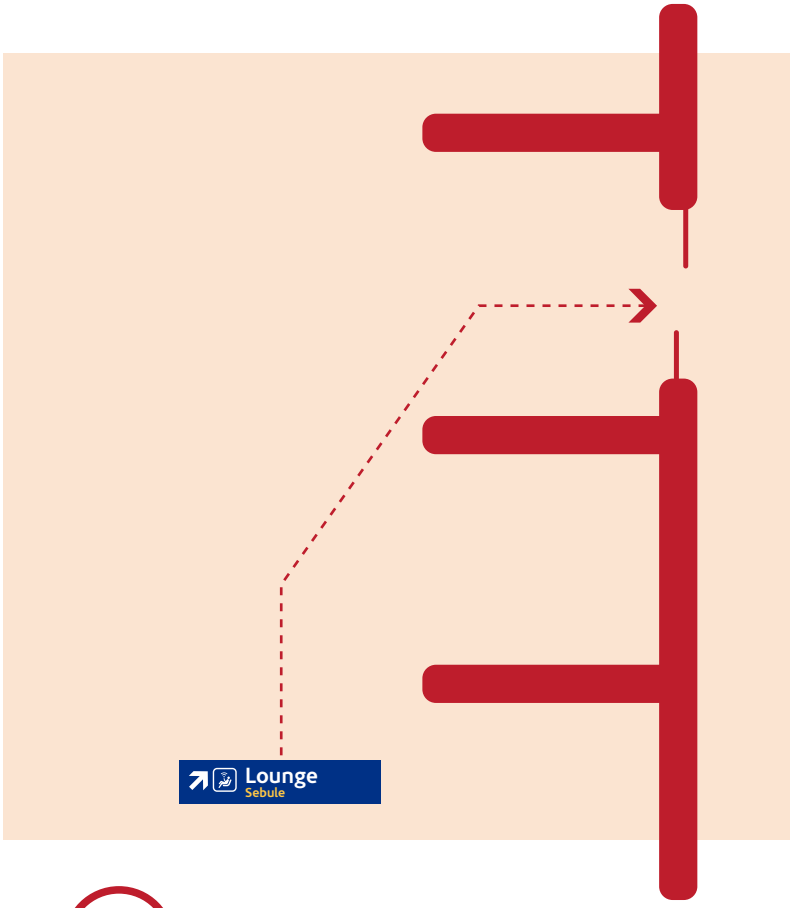
Up on Right



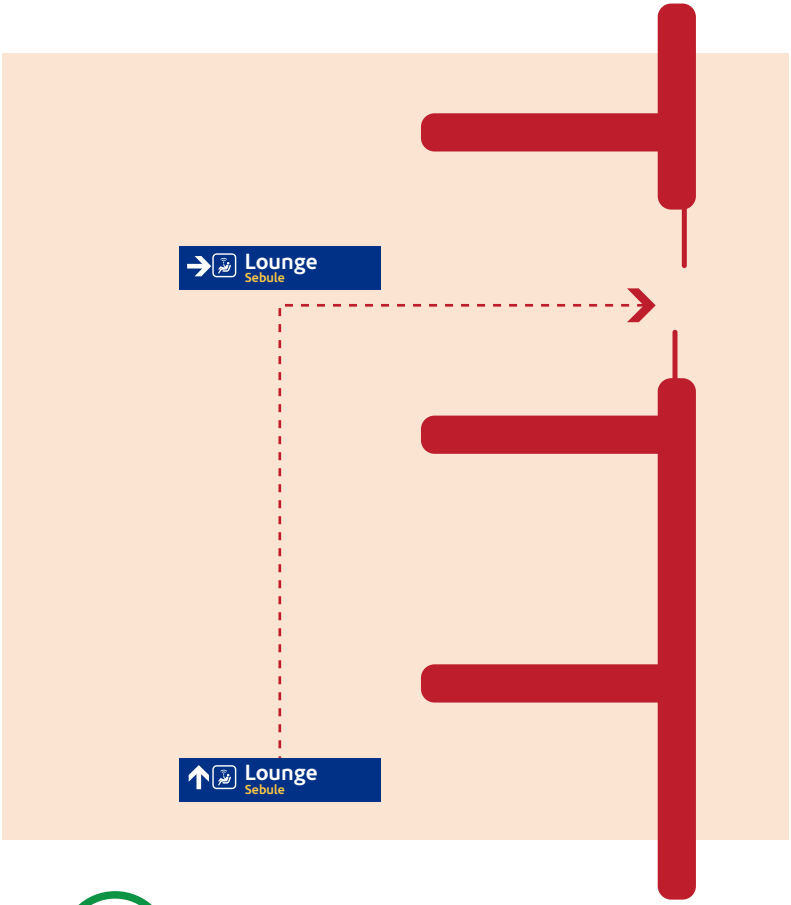
Down



Arrow Usage

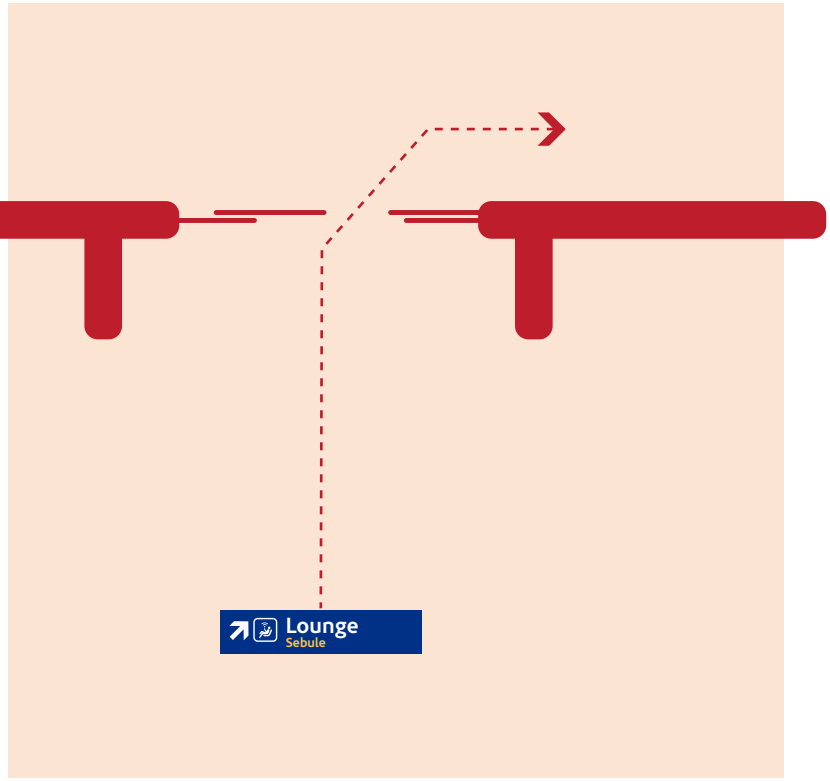


Line of View

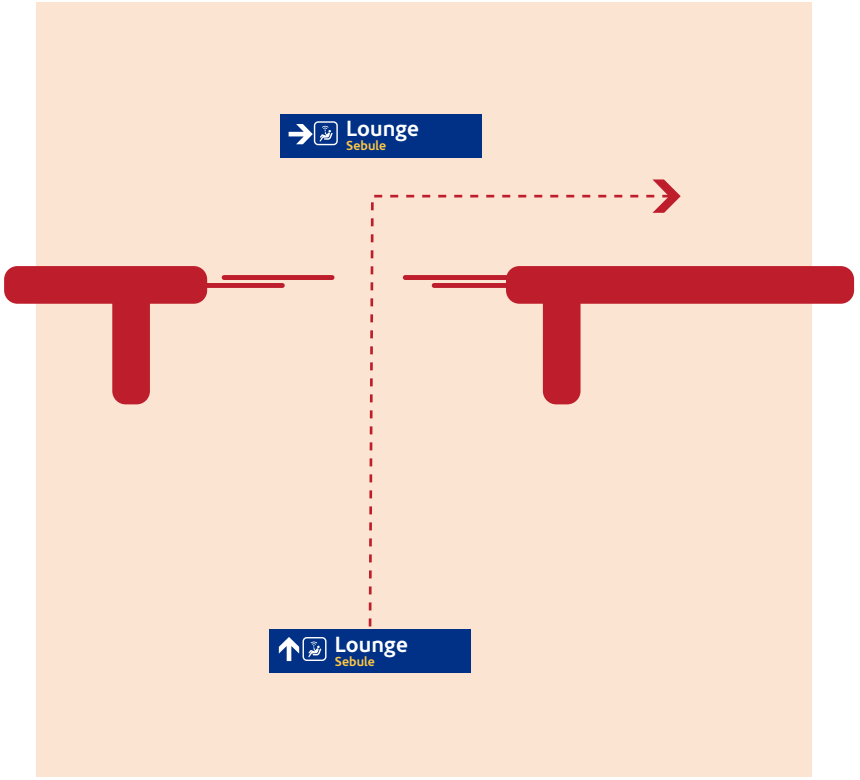


Line of View

Pathway

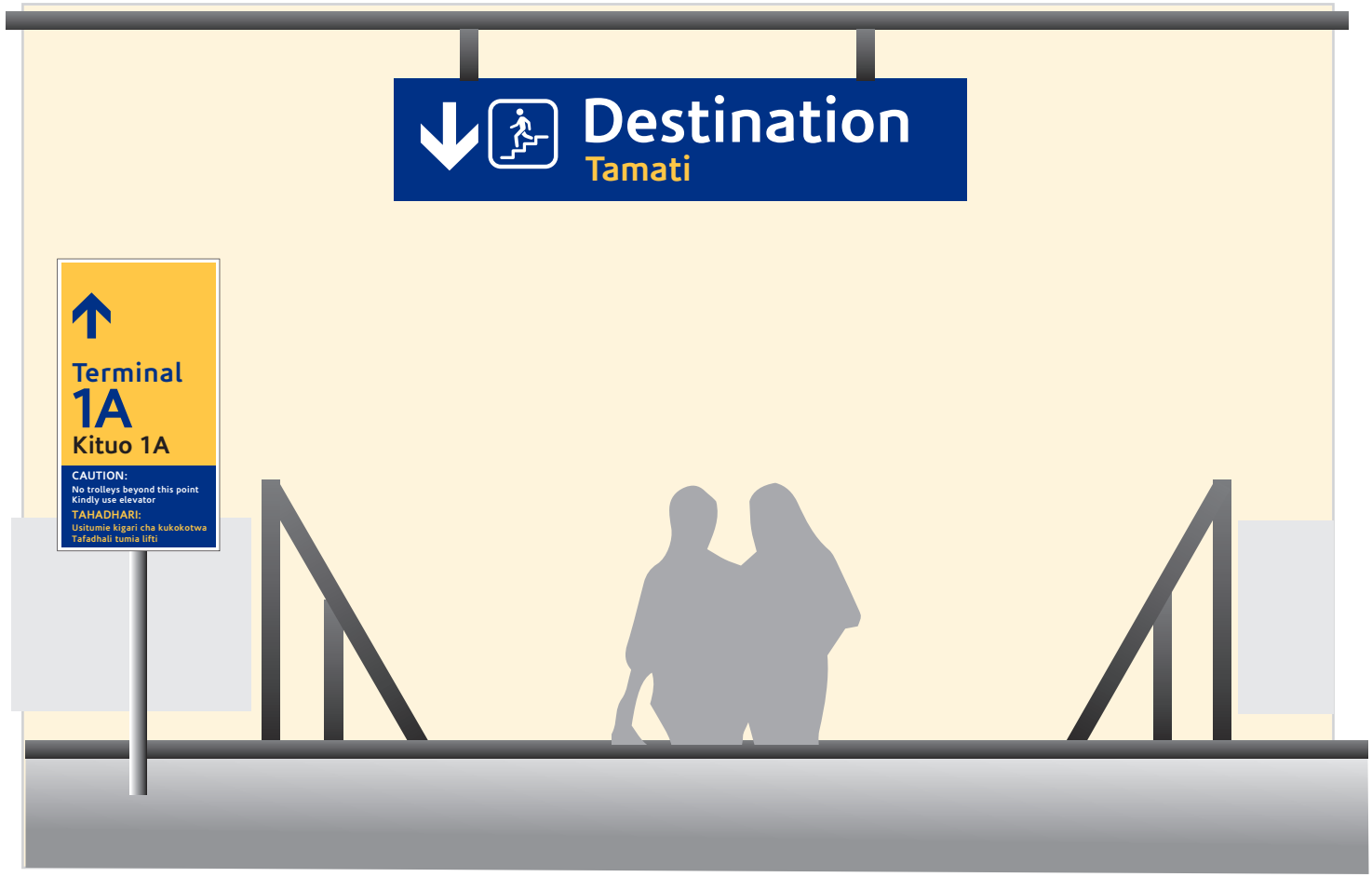


Line of View



Line of View

Pathway



An arrow pointing down indicates 'straight ahead' when it is located near stairway/ramp/escalator that indicates a downward vertical path.

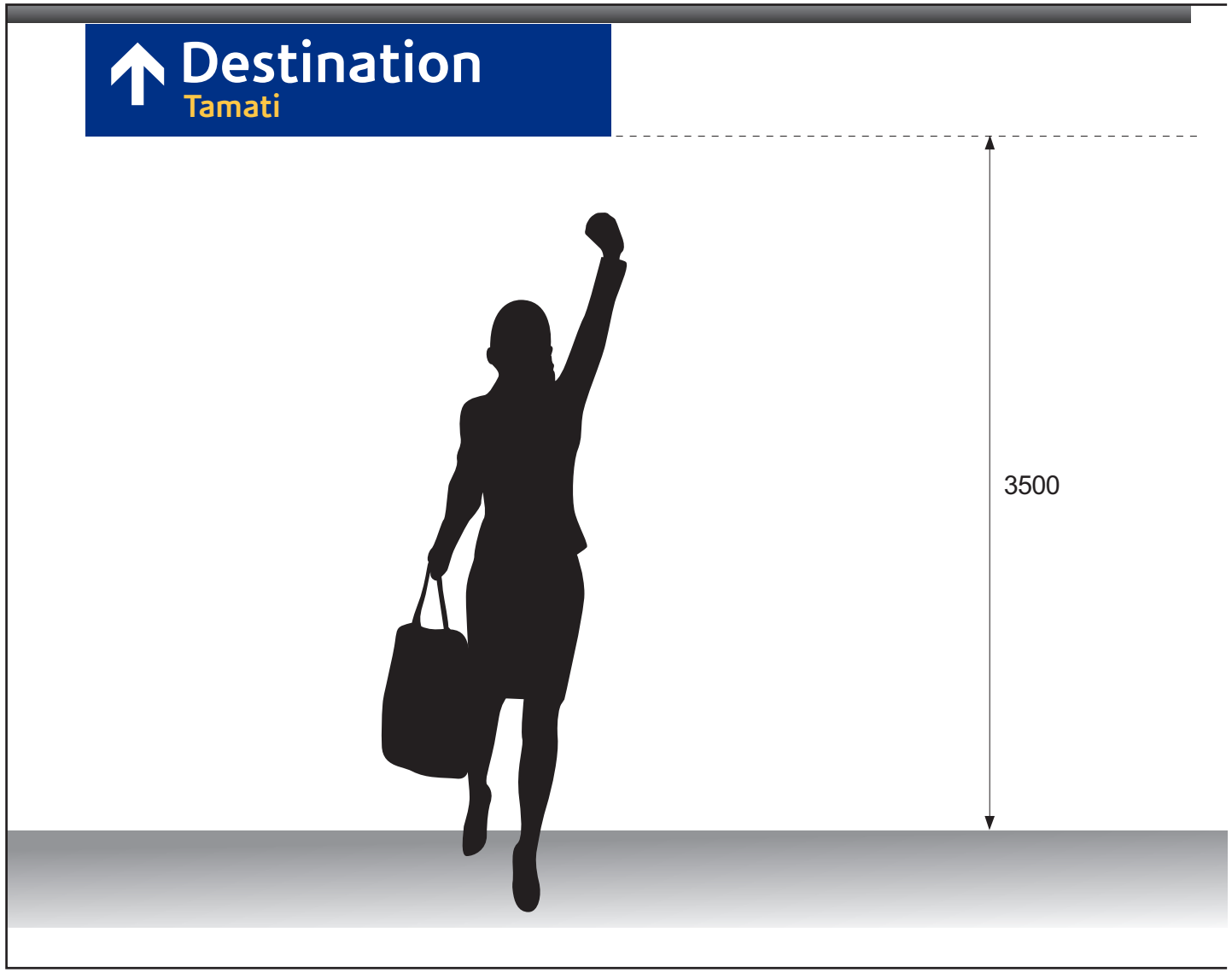
The arrow should always precede the icon followed by the primary text.

This order also applies in vertical arrangements of these elements.

Pathway

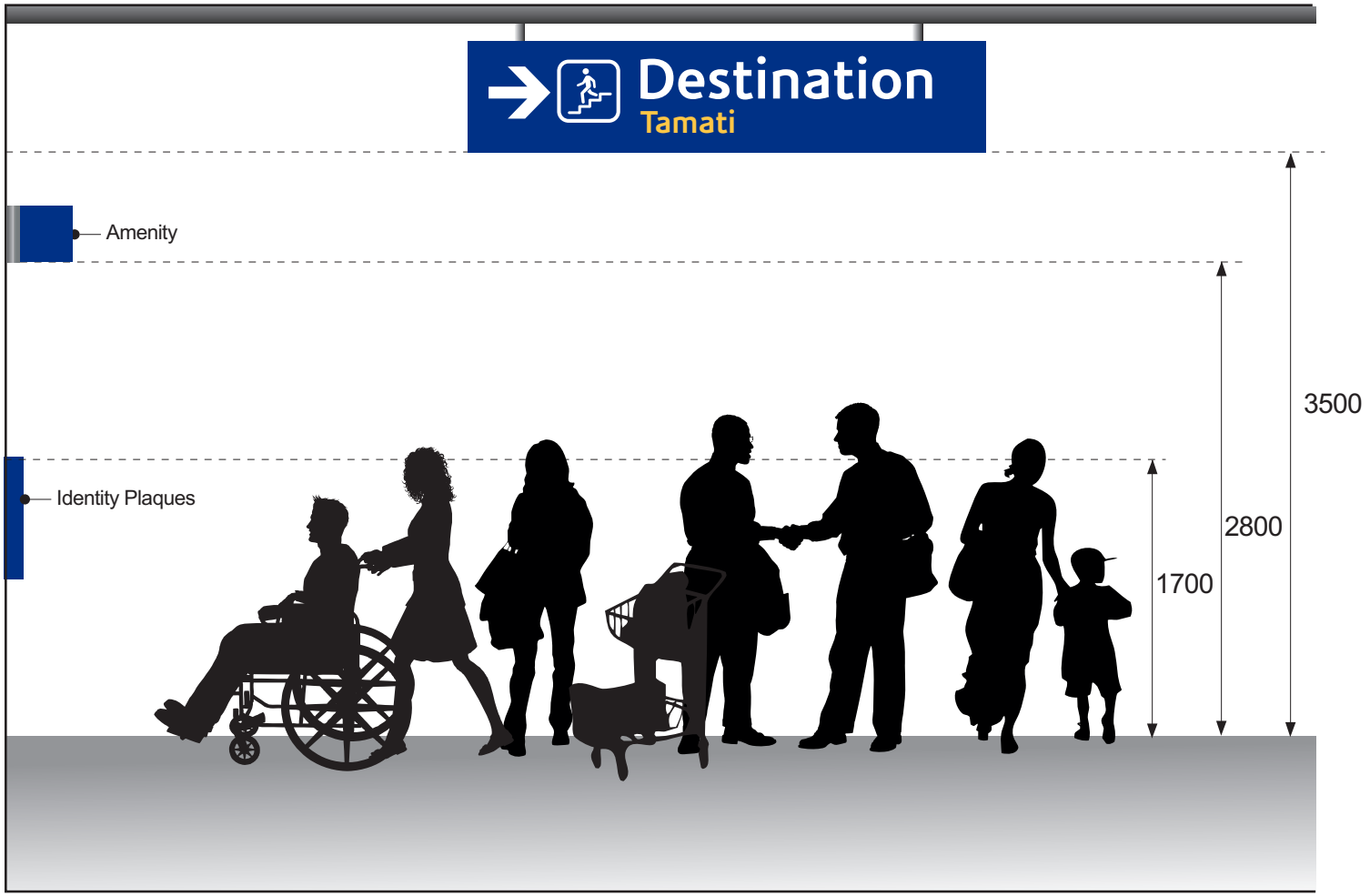
In certain circumstances, an arrow pointing down indicates 'straight ahead' when it is located near an upwards vertical path nearby for example a stairway, ramp or escalator

Pathway



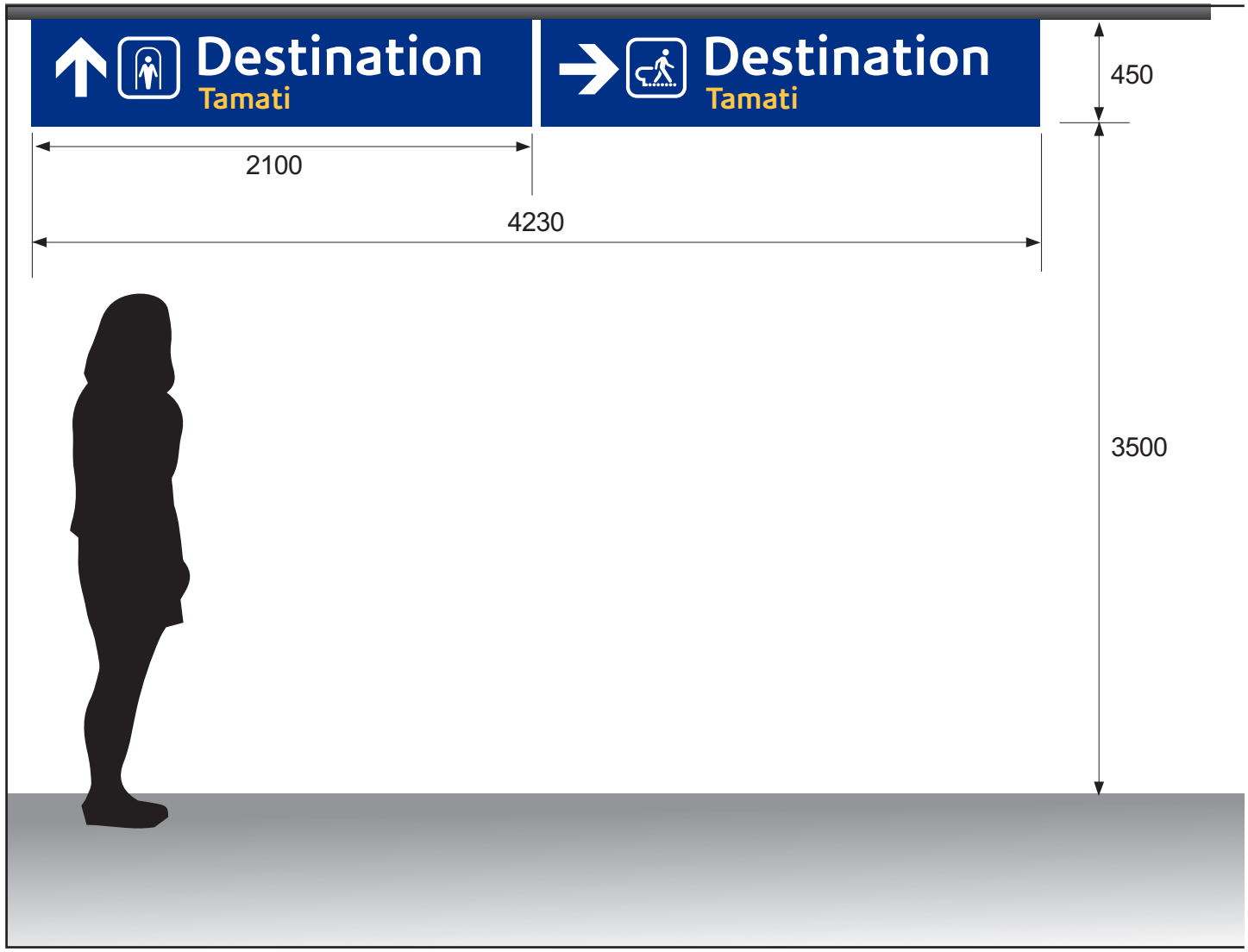
An arrow pointing up indicates ‘straight ahead’.

Space Considerations



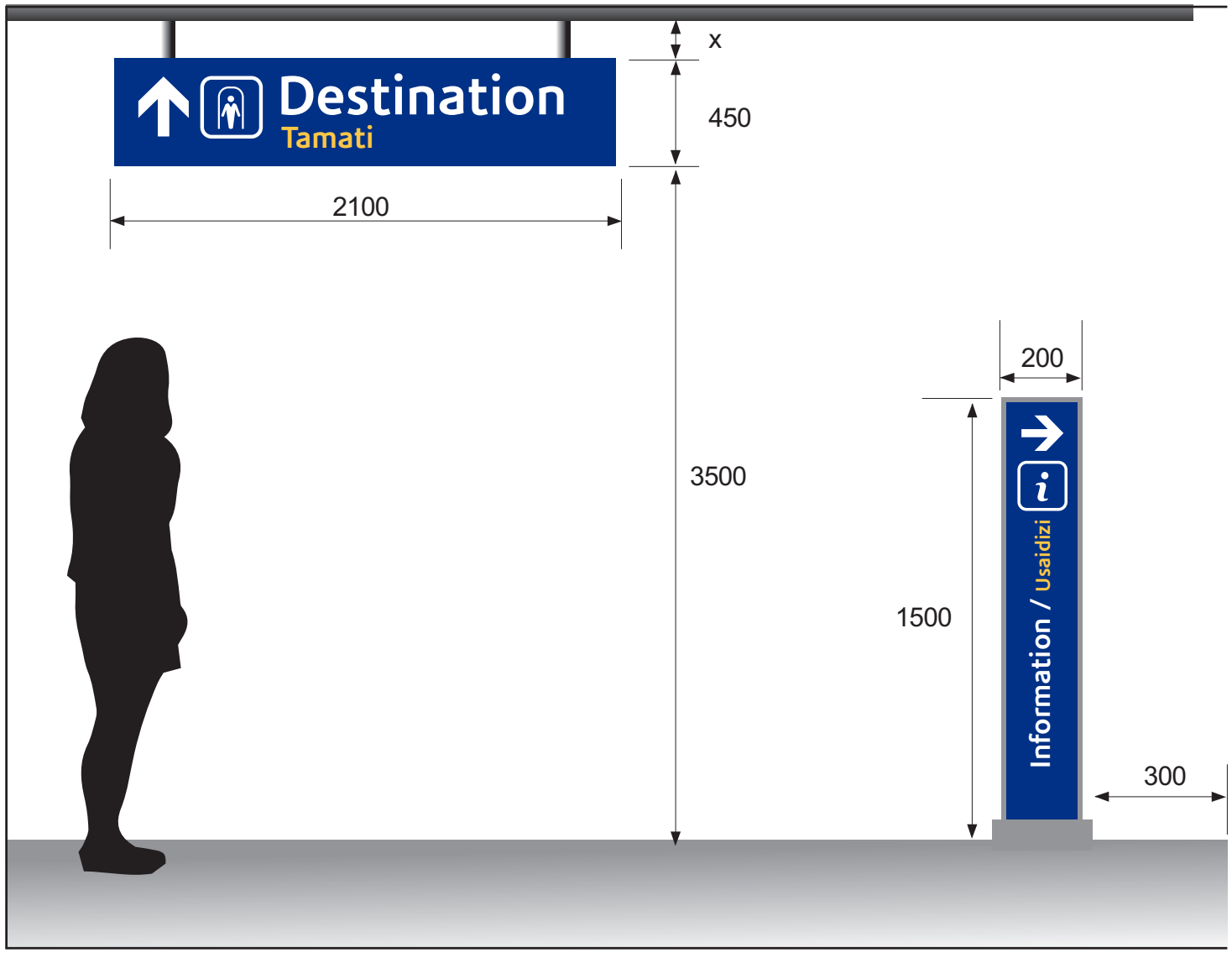
All overhead signs are required to have a standard clearance of 2800mm. These signs if grouped together should be organised by size.

Installation examples



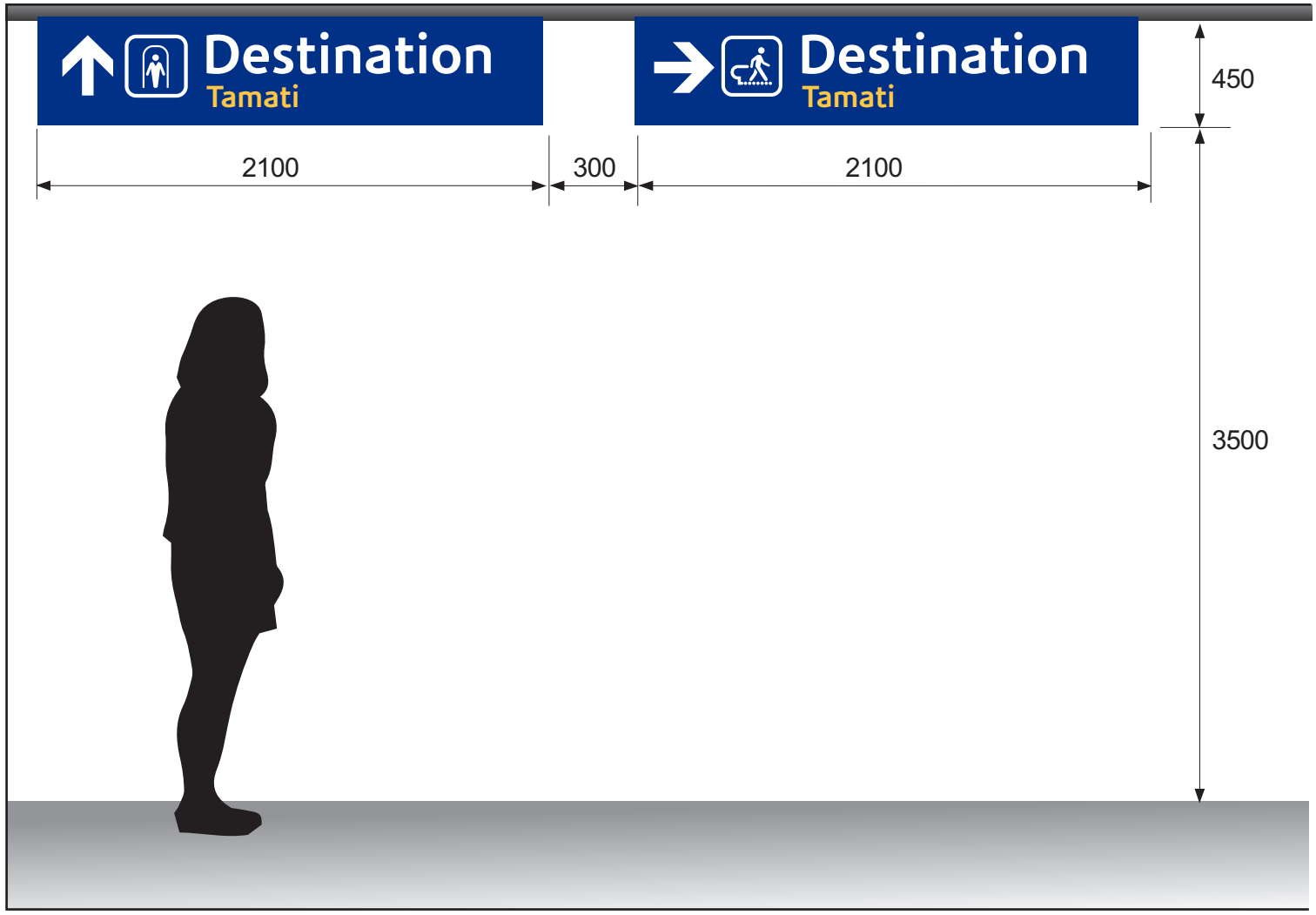
Signs placed next to each other should be similar in height and width where possible.

Installation examples



Free standing or floor mounted signs should not serve as obstacles to movement but should also be placed 300mm from the wall.

Installation examples



When multiple signs are required to properly define a path a minimum space of 300mm should be accommodated to ensure clarity of view.

Note: Multiple signs should not be placed too close to each other and stacks of more than 2 signs are less preferred.

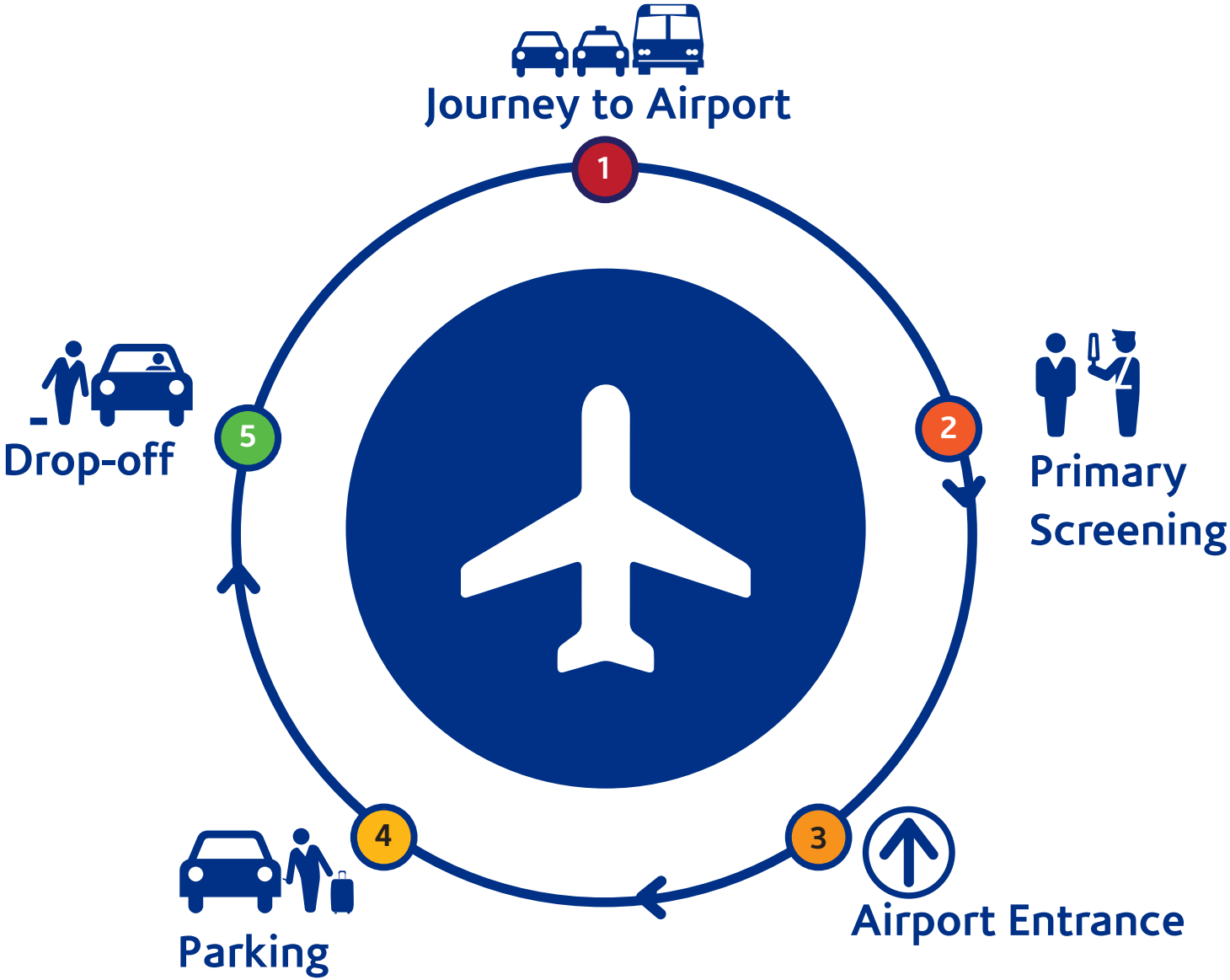
Specification overview

This section contains design and fabrication details for the family of sign types developed for the new airport signage standards program.

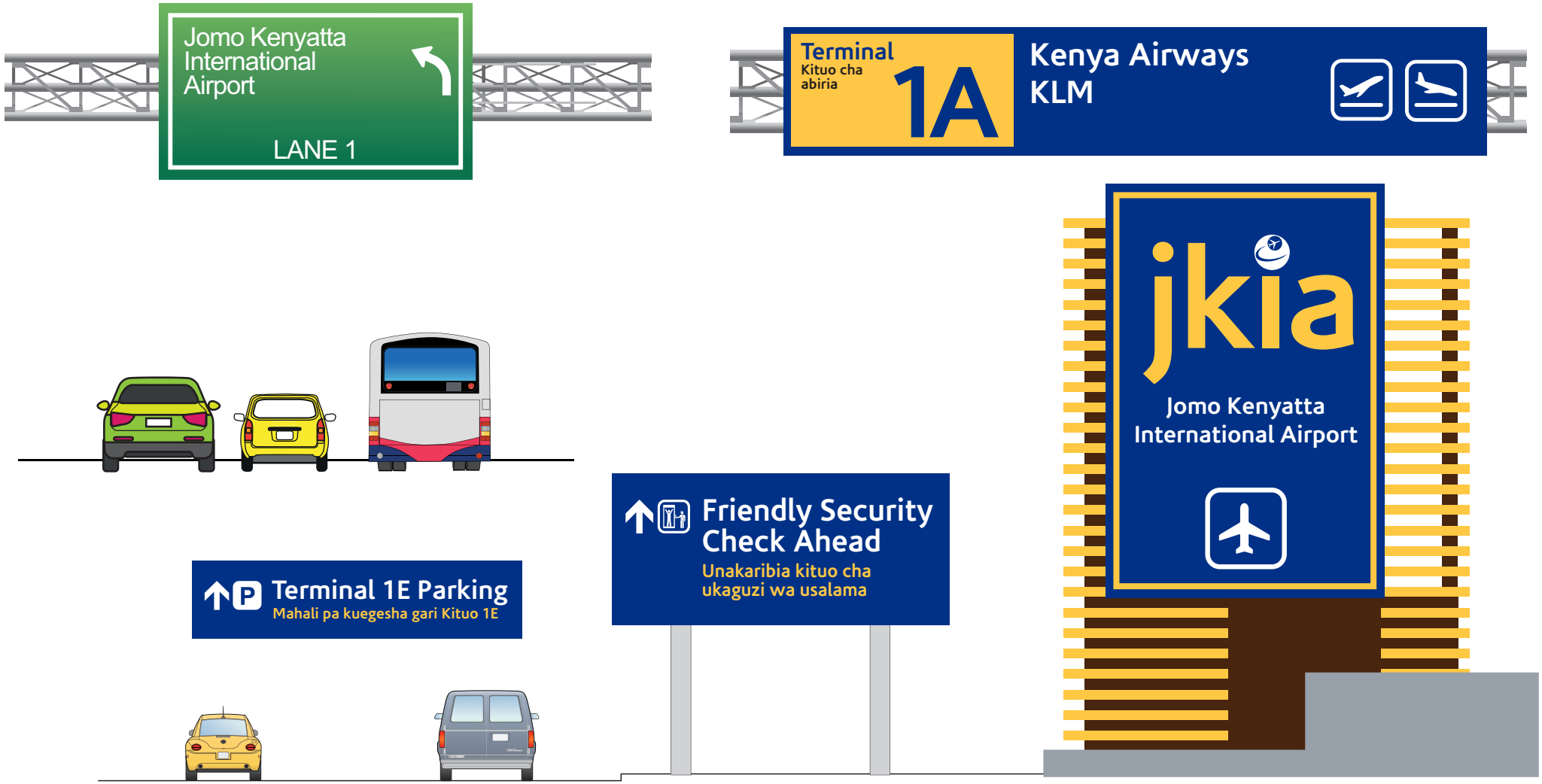
For each major area - Roadway, Parking and Terminals - there is a sign family overview showing all of the sign types for that area, followed by pages showing each individual sign type in detail. Each sign type page includes a brief description of the sign's intended use, location, material, and mounting.

SPECIAL NOTES: The text and graphics shown on the drawings for individual sign types on the following pages are included for illustration only. Actual text, graphics and layouts for all sign types and locations will be determined as part of each sign implementation package. All structural and mounting details are shown for reference. The Sign Contractor shall have final responsibility for all structural details and shall provide structural drawings stamped by a licensed Structural Engineer for each signage implementation project.

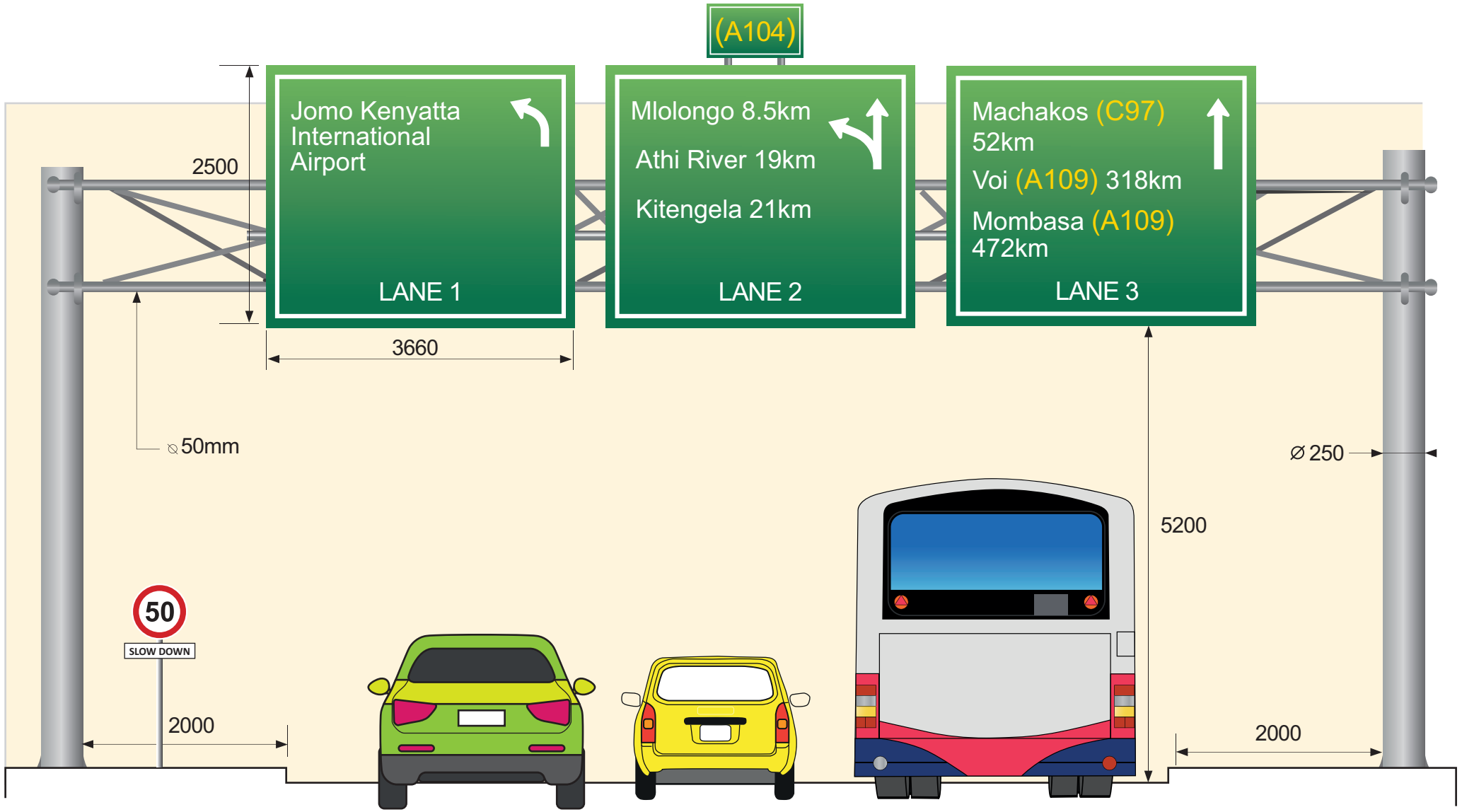
Customer Journey Departures - External Signs



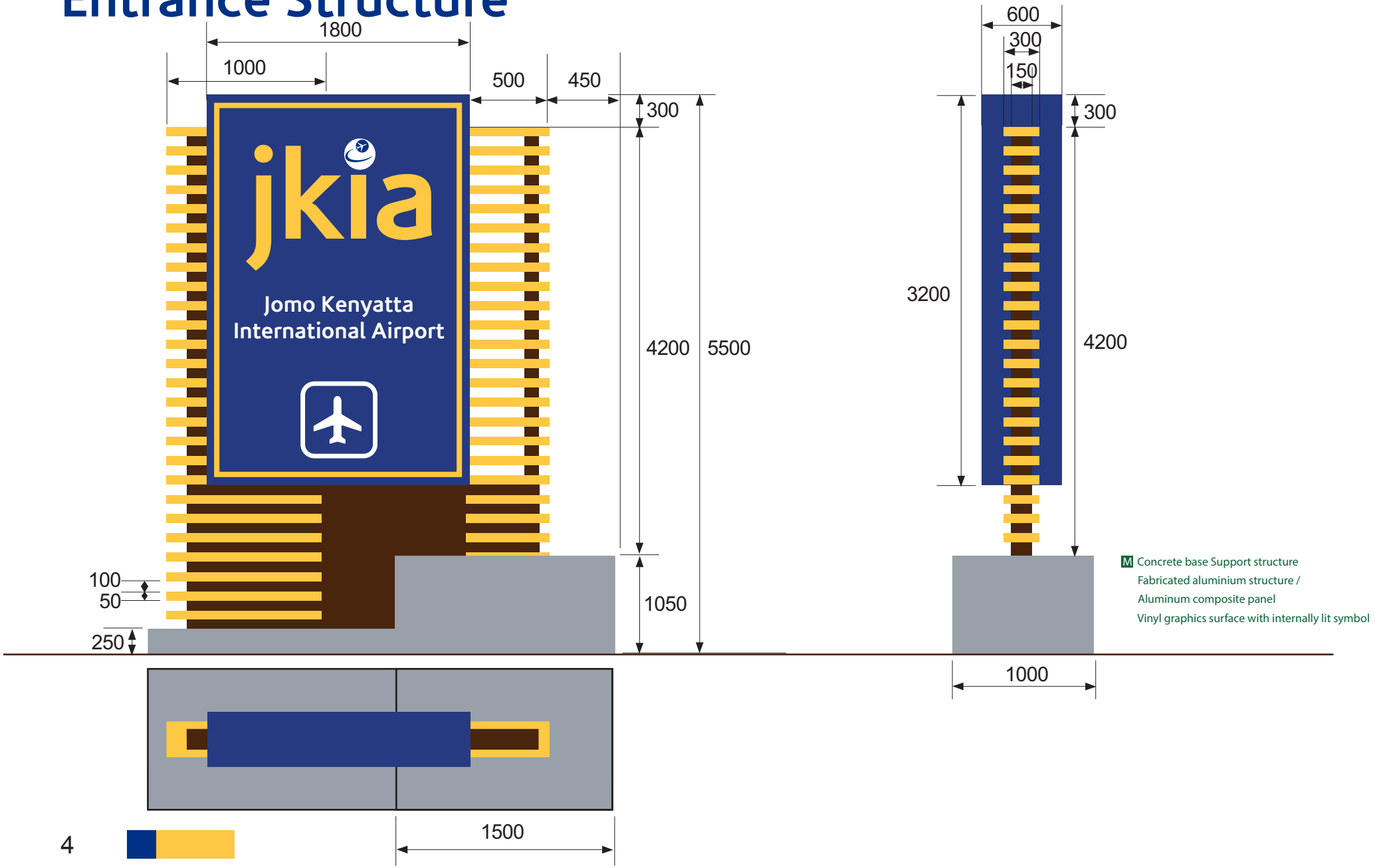
Journey to Airport



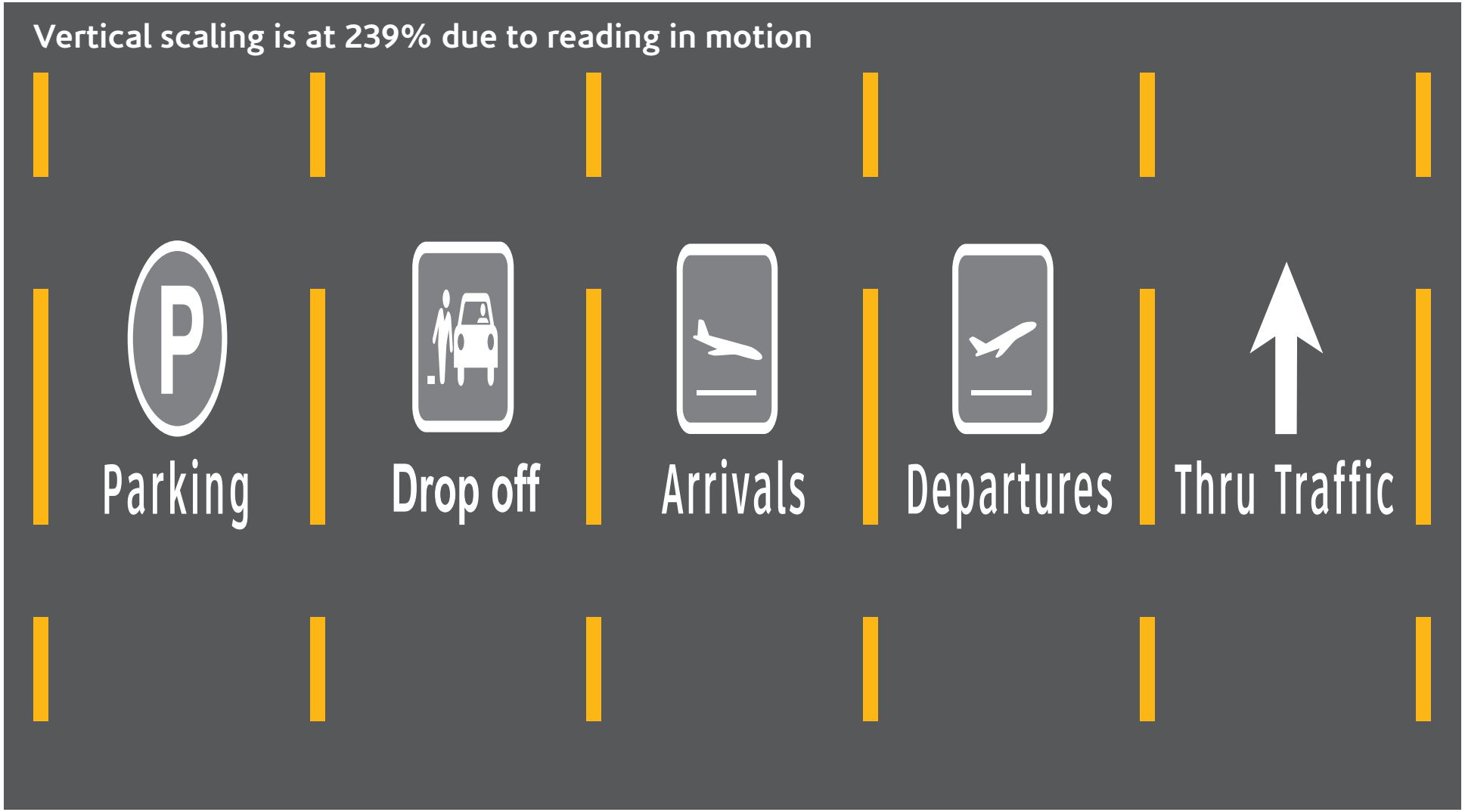
1 Journey to Airport



Entrance Structure



Lane Markings type family



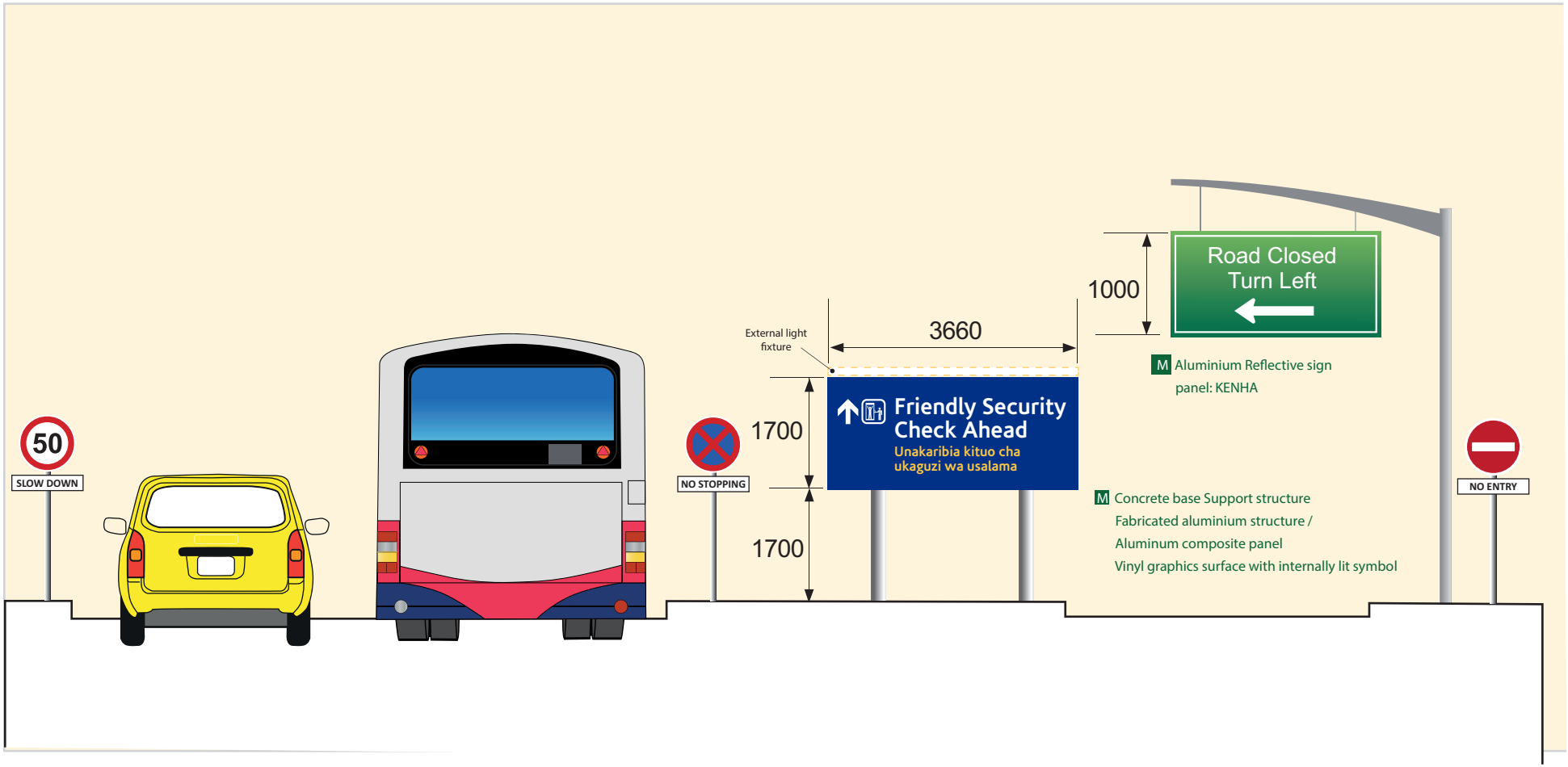
jkia
Jomo Kenyatta
International Airport

jkia
Jomo Kenyatta
International Airport

Gantries highlighting directions right from Mombasa Road clearly guiding people to the airport.

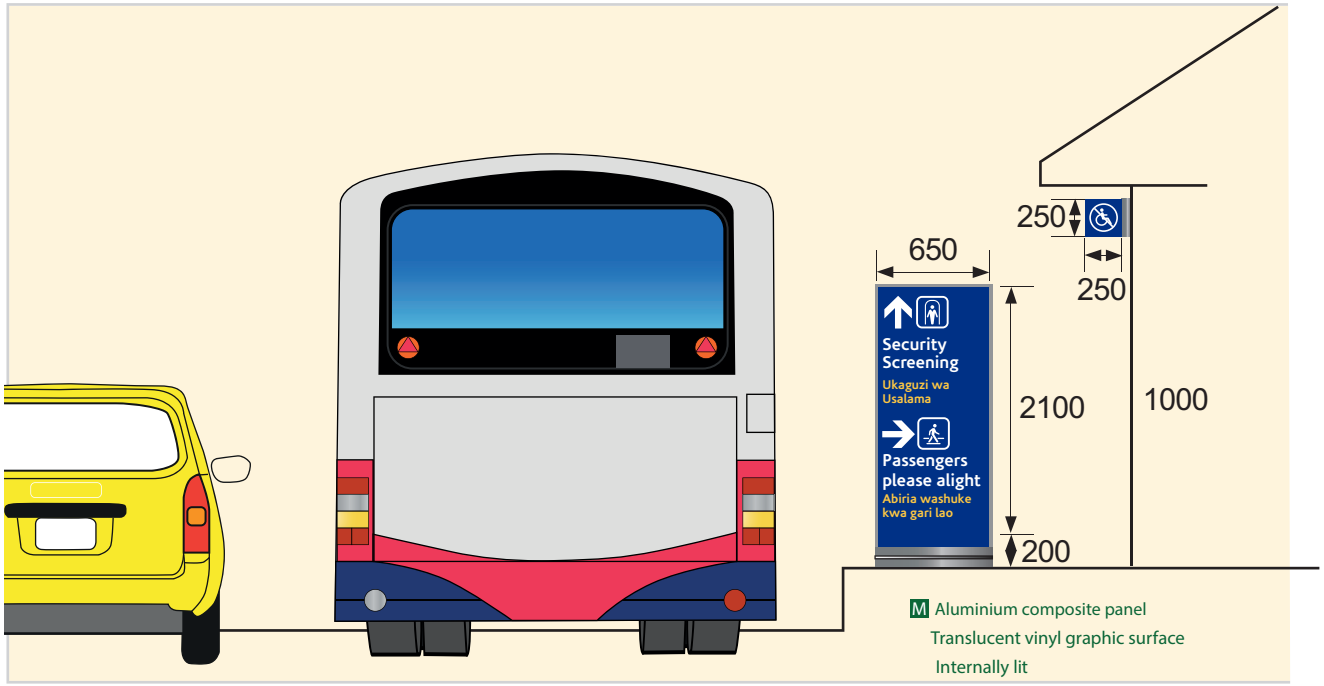
The Signage and gantry is according to KENHA standards.

2 Primary Screening Vehicular



JOMO KENYATTA INTERNATIONAL AIRPORT
25
SLOW DOWN
25
SLOW DOWN
Friendly Security
Check Ahead
Unakaribia kituo cha
ukaguzi wa usalama
MIAMI
TOKYO
WIDEN YOUR WORLD
Road Closed
Turn Left
NO ENTRY

2 Primary Screening Pedestrian



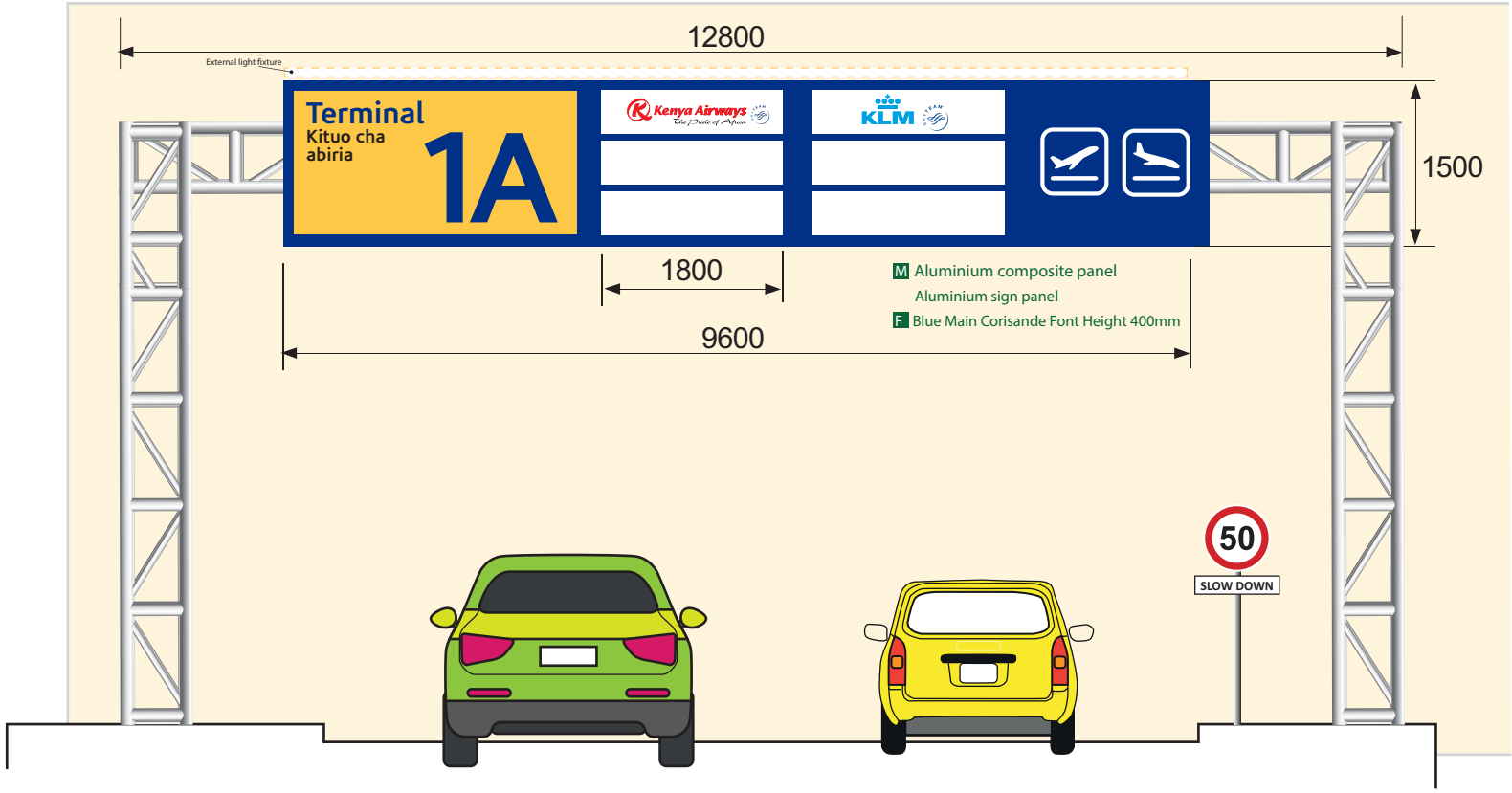
M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit
Stainless steel kick plate and kick rail

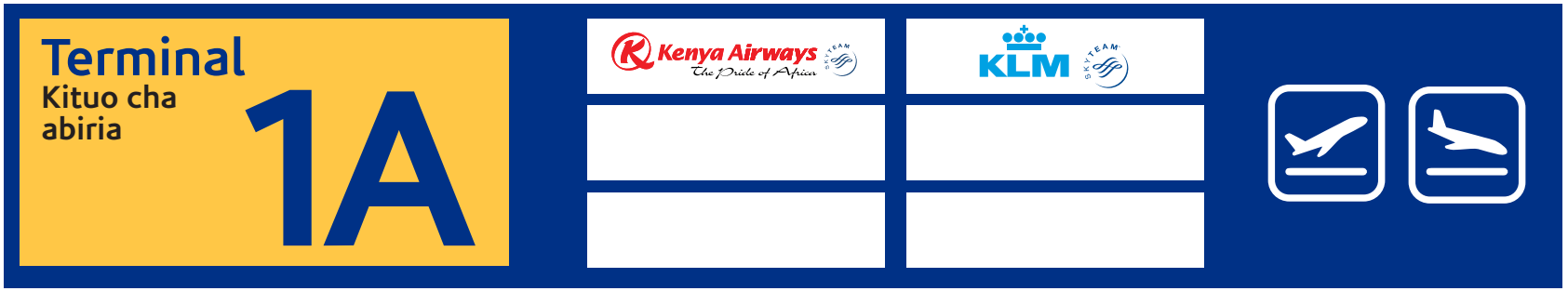
M Translucent vinyl graphic surface
Internally lit or Lightbox

Security
Screening
Ukaguzi wa
Usalama
Passengers
please alight
Abiria washuke
kwa gari lao

Screening area
Mahali pa ukaguzi

3 Airport Entrance

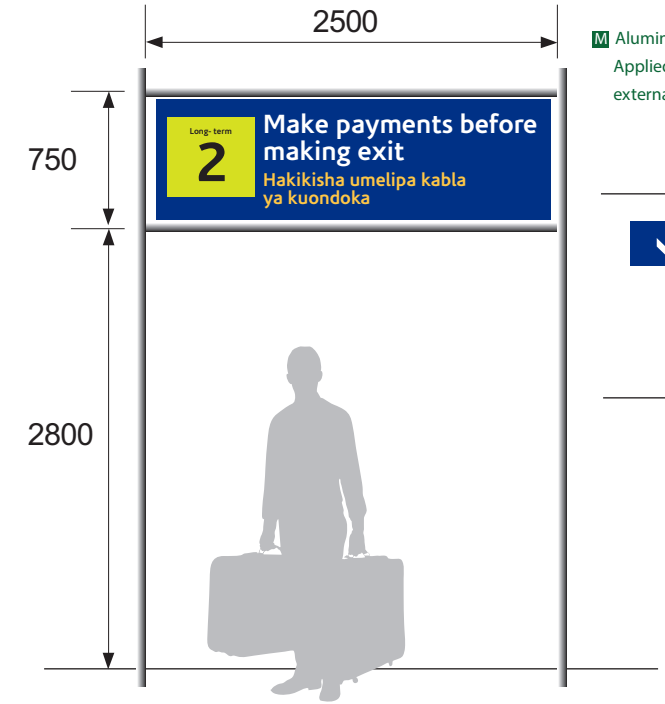




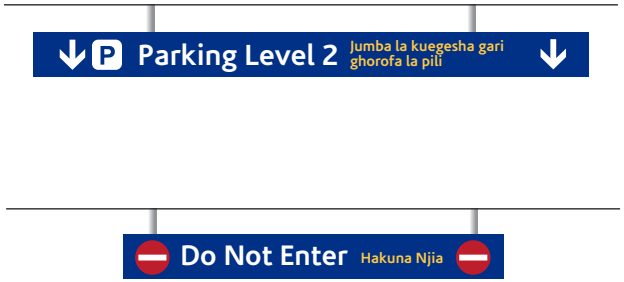
Parking
Mahali pa kuegesha gari
Terminal
Kituo cha abiria
1A
Kenya Airways
KLM

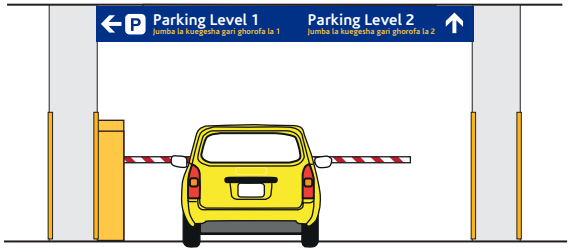
Terminal
Kituo cha abiria
1B
BRITISH AIRWAYS
Emirates
OMAN AIR
1A

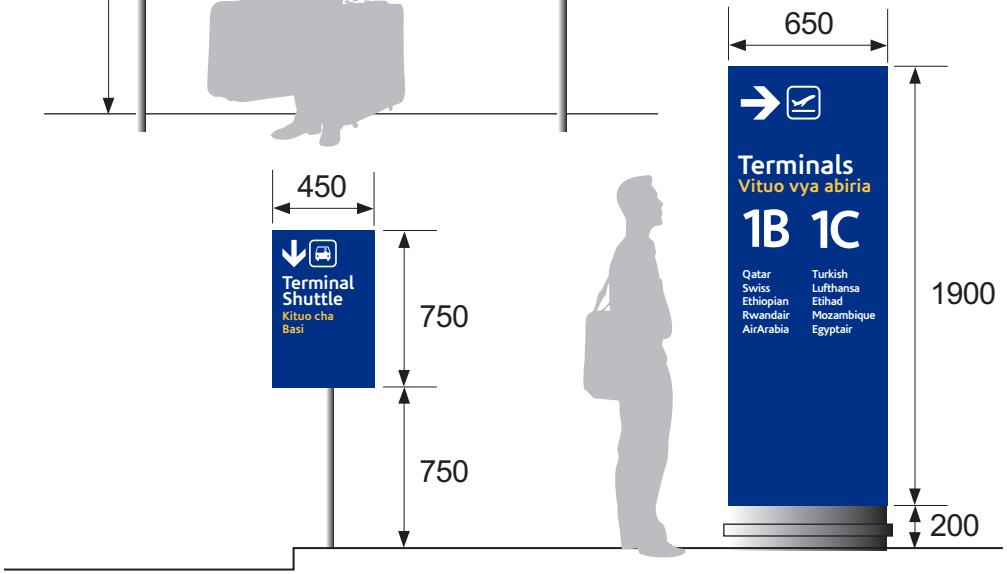
Parking sign type family 1

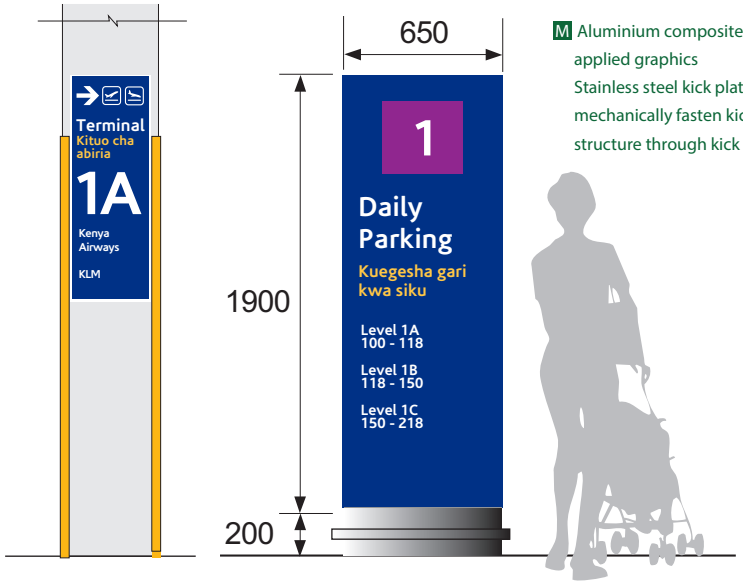


M Aluminium composite panel
Applied retro-reflective graphics;
external overhead light fixtures.









M Aluminium composite panel;
applied graphics
Stainless steel kick plate and kick rail;
mechanically fasten kick rail to sign
structure through kick plate

Parking sign type family 2

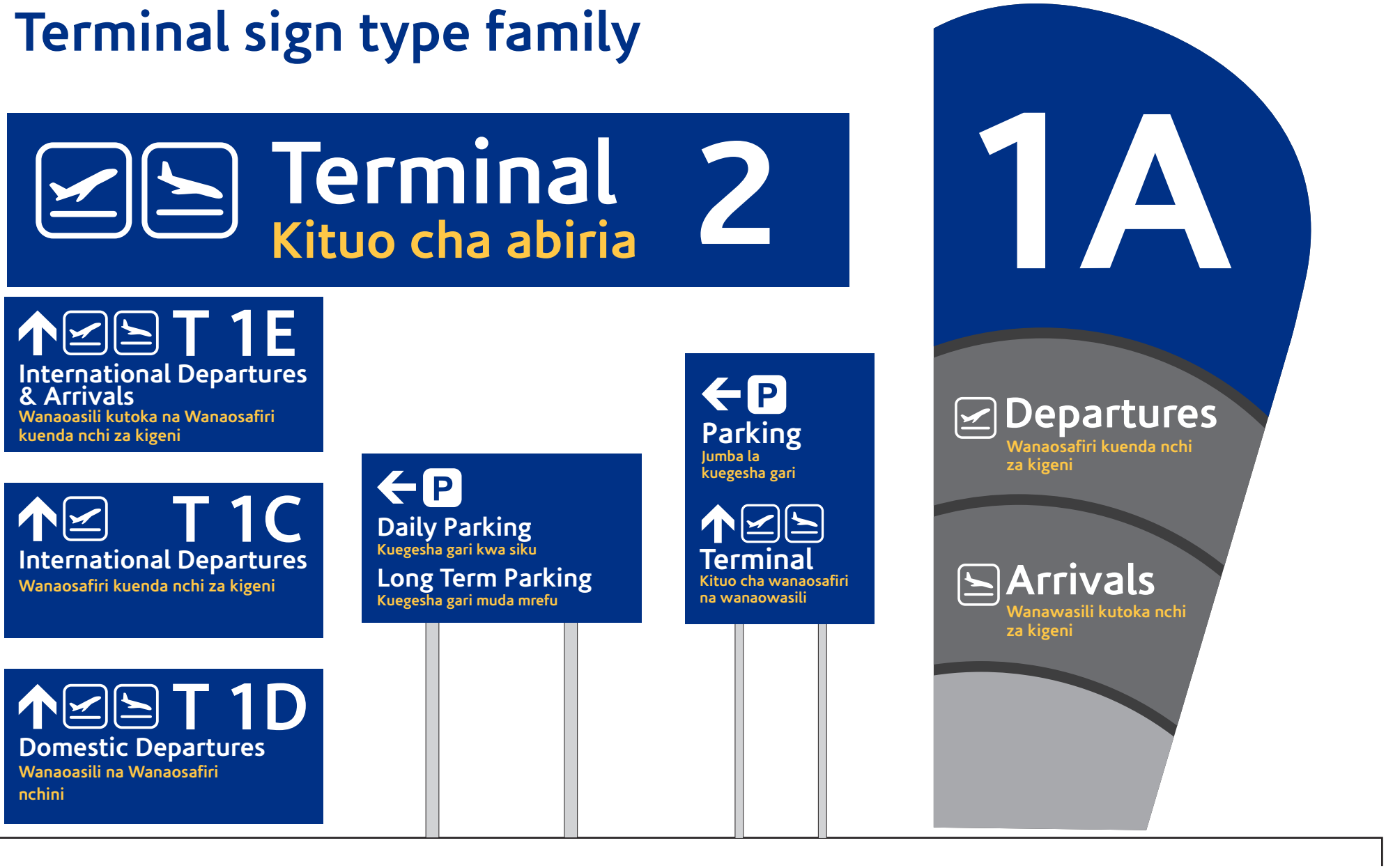
4 Parking

M Aluminium composite panel
Vinyl graphics surface with internally lit symbol
10000
PARKING
Mahali pa kuegesha magari
1500
M 15mm diameter PVC tube with
capped ends, painted; applied vinyl copy
Long - term
Muda Mrefu
2
P Green level
Ghorofa ya Kijani
Daily
Kuegesha kwa siku
1
P Purple level
Ghorofa ya Zambarau
VIP & STAFF
Waheshimiwa na wafanyakazi
0
P Orange level
Ghorofa ya Machungwa
Card holders only
Wenye Kadi Pekee
B
P Blue level
Ghorofa ya Samawati
700
2800
700
CLEARANCE 3.2m / Urefu Mita 3.2
2700
CLEARANCE 3.2m / Urefu Mita 3.2
M Aluminium composite panel
300
450
SPEED LIMIT 5
NO ENTRY
NO ENTRY

P
1st Loop Tower Road
Terminal 2
Kituo cha abiria 2
Freight Terminus
KAA Headquarters
Makao makuu ya KAA
THE LAZIZI PREMIERE
Kenya Airport Polic
Parking 2

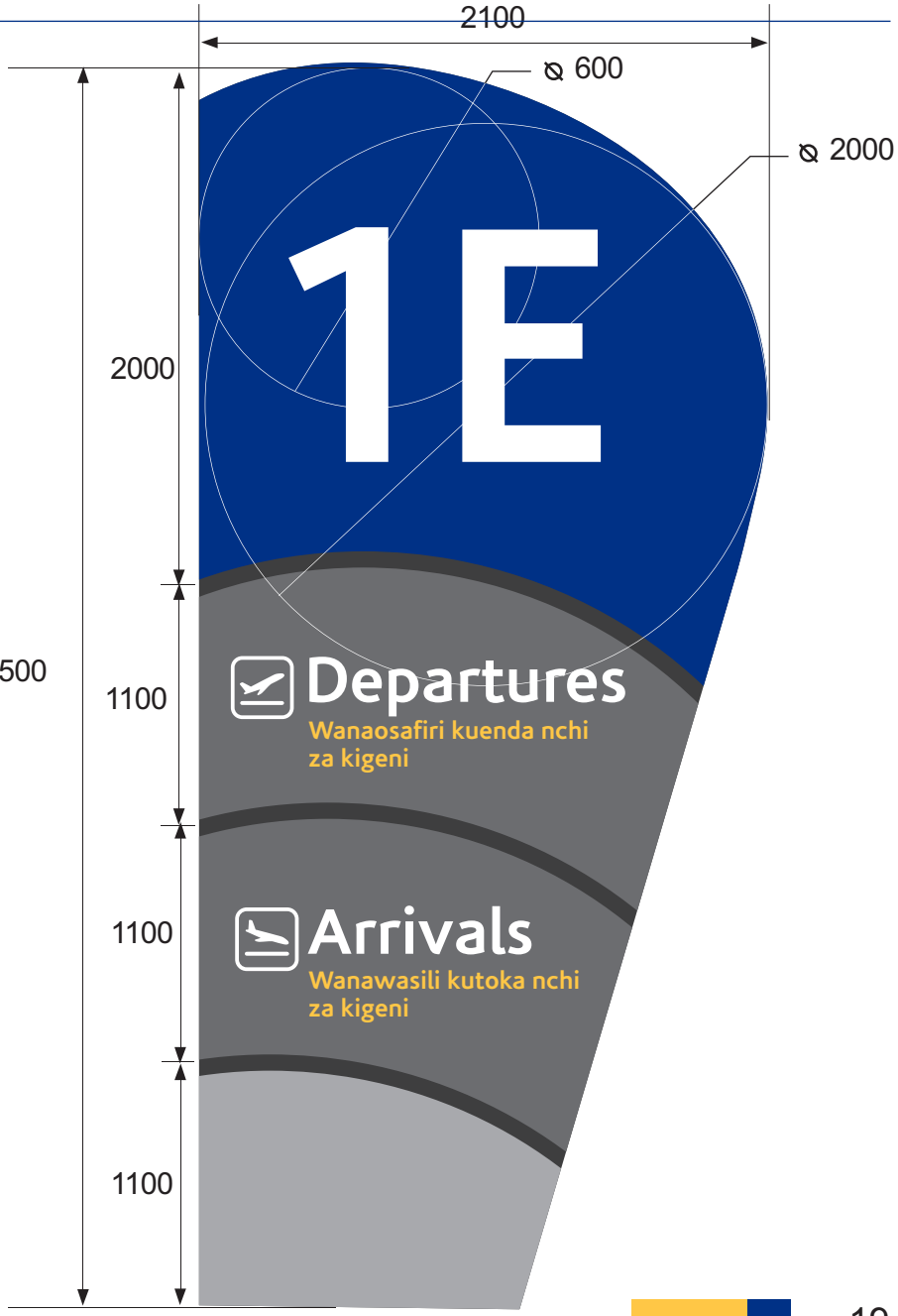
PARKING
Mahali pa kuegesha magari
Entry
Kuingia
Exit
Kutoka
CLEARANCE 3.2m / Urefu Mita 3.2
CLEARANCE 3.2m / Urefu Mita 3.2

Terminal sign type family



5 Drop Off

M Concrete base Support structure
Aluminium composite panel
Vinyl graphics surface with internally lit symbol



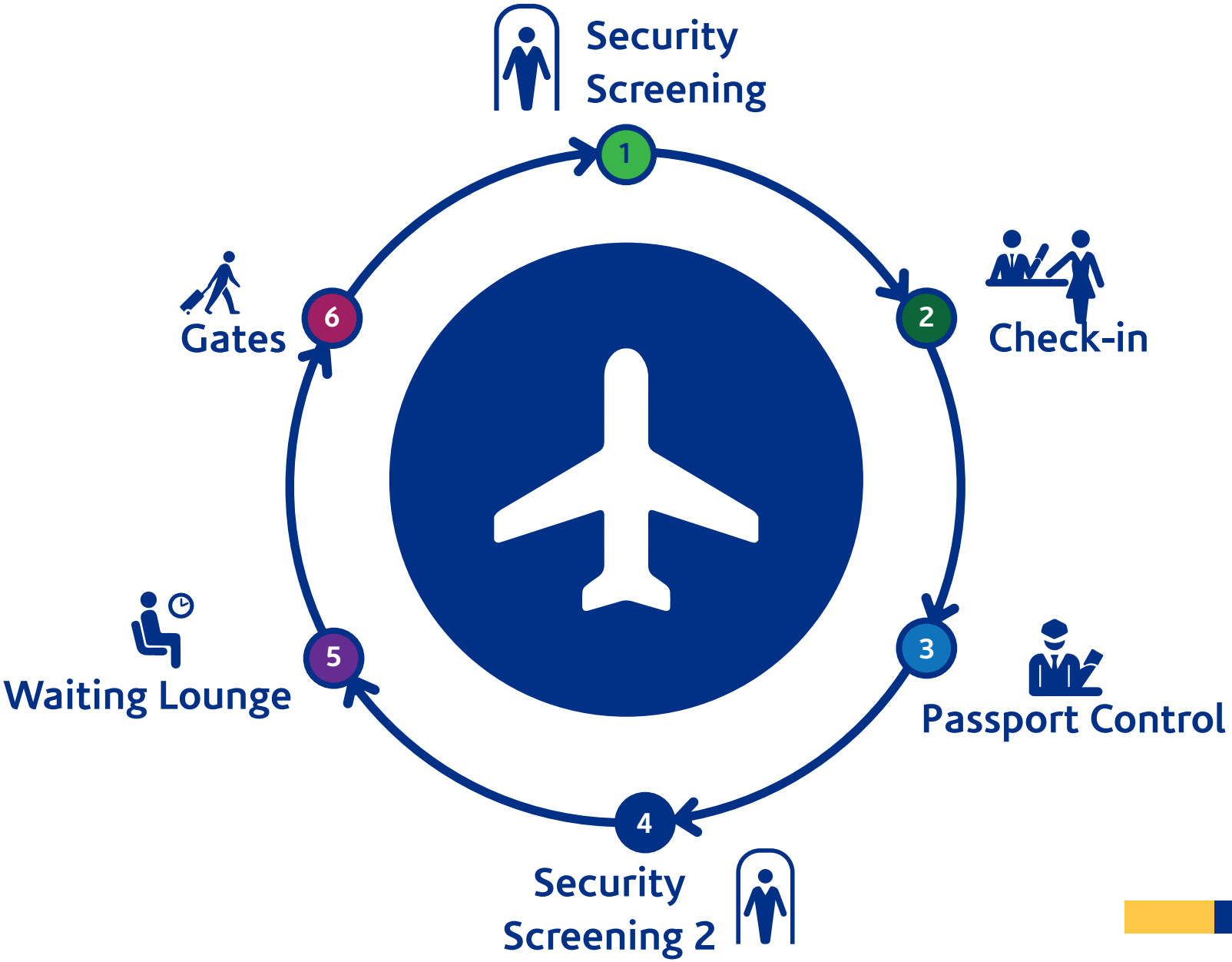
1A
Departures
Arrivals
Drop-off

Terminal 1E
Kituo cha abiria
Waiting area
Eneo la Kusubiri

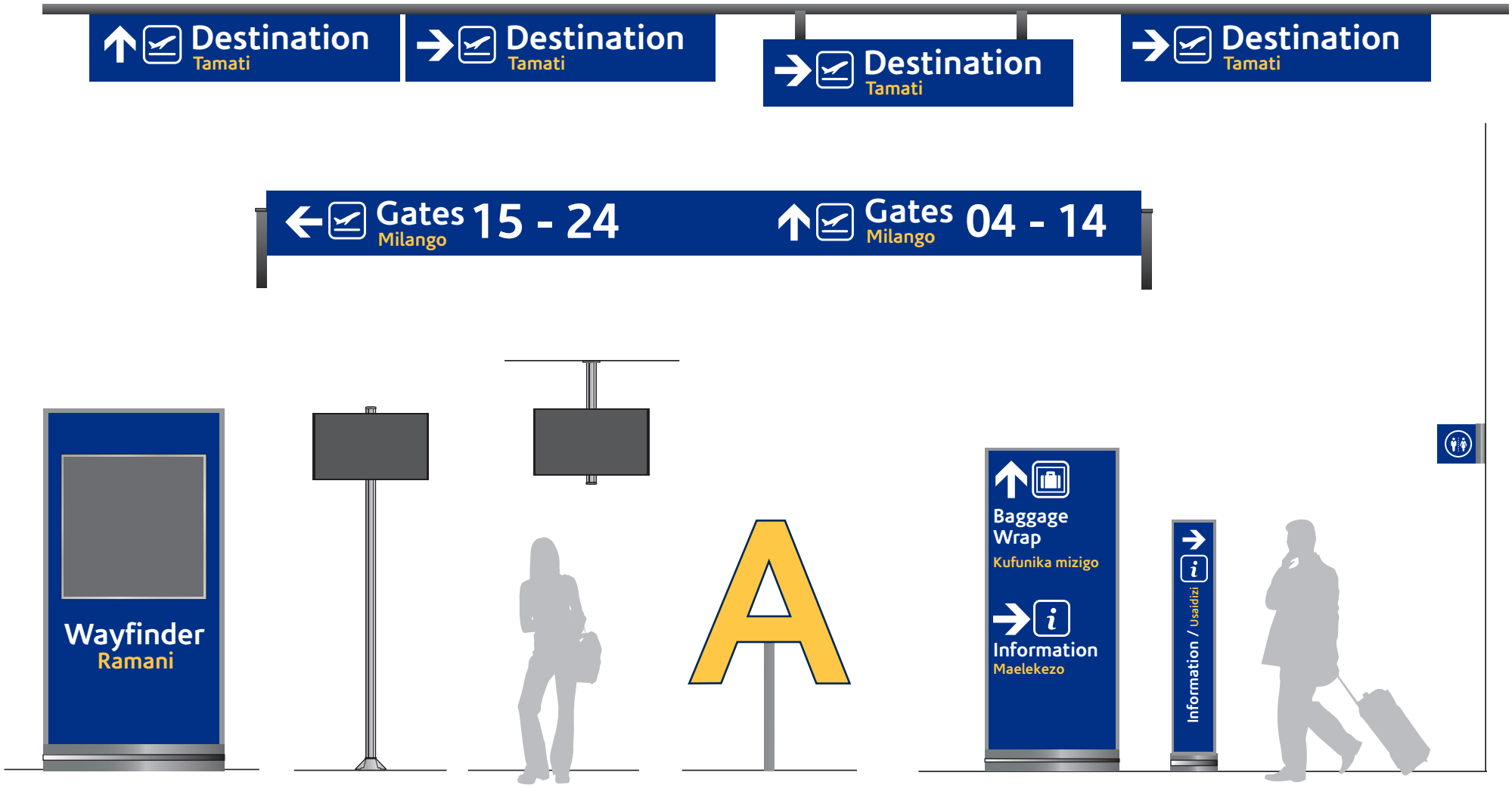
Terminal 1E
Kituo cha abiria

Terminal 1B
Kituo cha abiria
T 1C
International Departures
Wanaosafiri kuenda nchi za kigeni
T 1D
Domestic Departures
Wanaoasili na Wanaosafiri nchini

Customer Journey Departures - Internal



Terminal sign type family 2



1 Security Screening

M Concrete base Support structure
Aluminium composite panel
Vinyl graphics surface with internally lit symbol

POISONS

WET CELL BATTERIES

CORROSIVES

FIREWORKS

MATCHES / LIGHTER FUEL

DEEPLY REFRIGERATED / COMPRESSED GAS

FLAMMABLE / NON-FLAMMABLE GAS

RADIOACTIVE MATERIALS

INFECTIOUS SUBSTANCE

MAGNETIC MATERIALS

CORROSIVES

Such as mercury, acids, alkalis, thermometers and barometers containing mercury and wet cell batteries.

DEEPLY REFRIGERATED / COMPRESSED GAS

Such as butane, oxygen, propane and aqualung cylinders.

EXPLOSIVES

Substances and devices* capable, or appearing capable, of being used to cause serious injury or to pose a threat to the safety of aircraft.

OXIDISING MATERIAL AND ORGANIC PEROXIDES

Such as bleaches, resin kits and fibre glass repair kits.

FLAMMABLE LIQUID AND SOLIDS

Such as lighter or heater fluids, paints, thinner, solvents, petrol and all matches are unacceptable in baggage.

POISONS

Such as arsenic, cyanide weed killer and tear gas.

INFECTIOUS SUBSTANCES

Such as viruses and bacteria.

RADIOACTIVE MATERIALS

Such as instruments containing radioactive source radioisotopes for research.

MATCHES / LIGHTERS

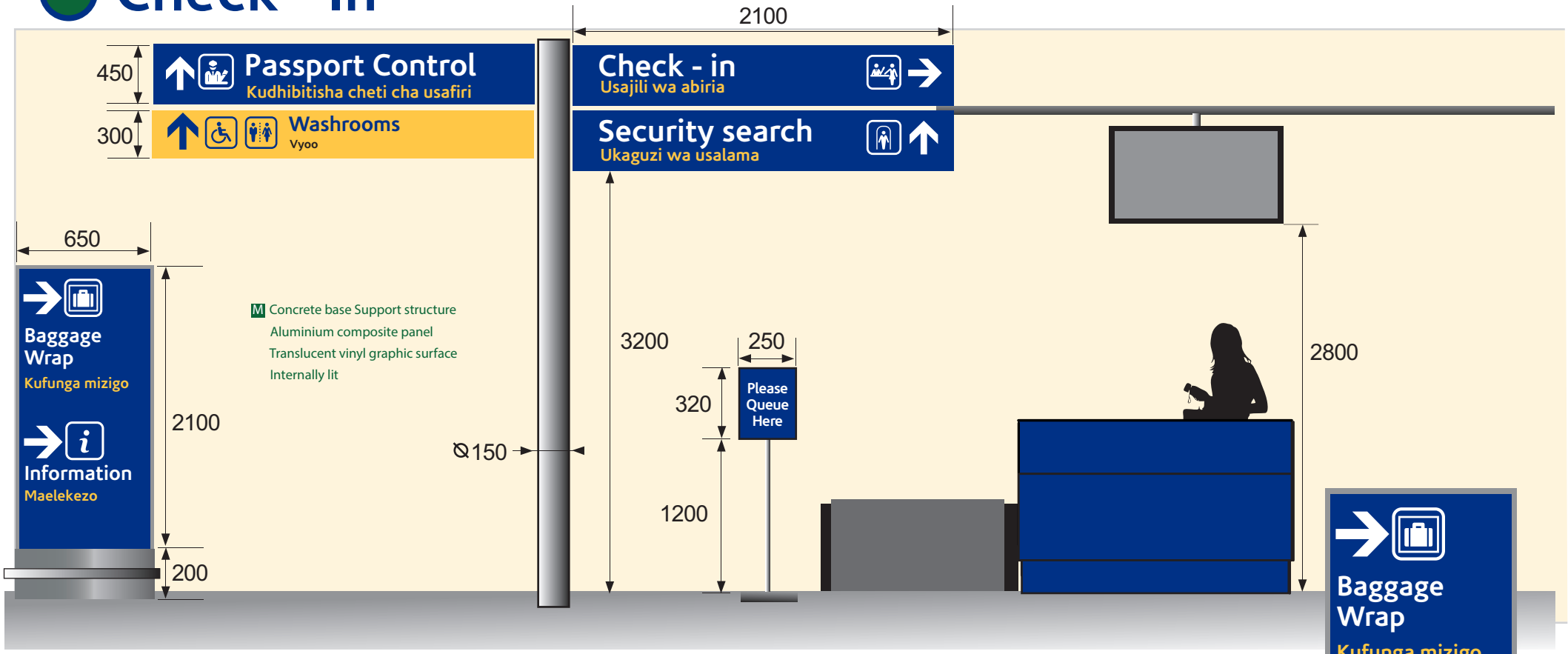
Only one small packet of safety matches or cigarette lighter that does not contain unabsorbed liquid fuel being carried on the person is permitted.

FLAMMABLE/ NON-FLAMMABLE GAS

Such as aerosols including aerosol paints, filled-aqualung cylinders, carbon dioxide cylinders for soda syphons, gas or fuel cylinders.

*Explosive and incendiary substances and devices such as ammunition, blasting caps, detonators and fuses, replica or imitation explosive devices, mines, grenades and other explosive military stores, fireworks and pyrotechnics, smoke-generating canisters and smoke-generating cartridges, dynamite, gunpowder and plastic explosives.

2 Check - In


2100
450
300
Passport Control
Kudhibitisha cheti cha usafiri
Washrooms
Vyoo
Check - in
Usajili wa abiria
Security search
Ukaguzi wa usalama
650
Baggage
Wrap
Kufunga mizigo
Information
Maelekezo
2100
200
Concrete base Support structure
Aluminium composite panel
Translucent vinyl graphic surface
Internally lit
3200
250
320
Please
Queue
Here
150
1200
2800
Baggage
Wrap
Kufunga mizigo
Information
Maelekezo

Passport Control
Kudhibitisha cheti cha usafiri
Washrooms
Vyoo

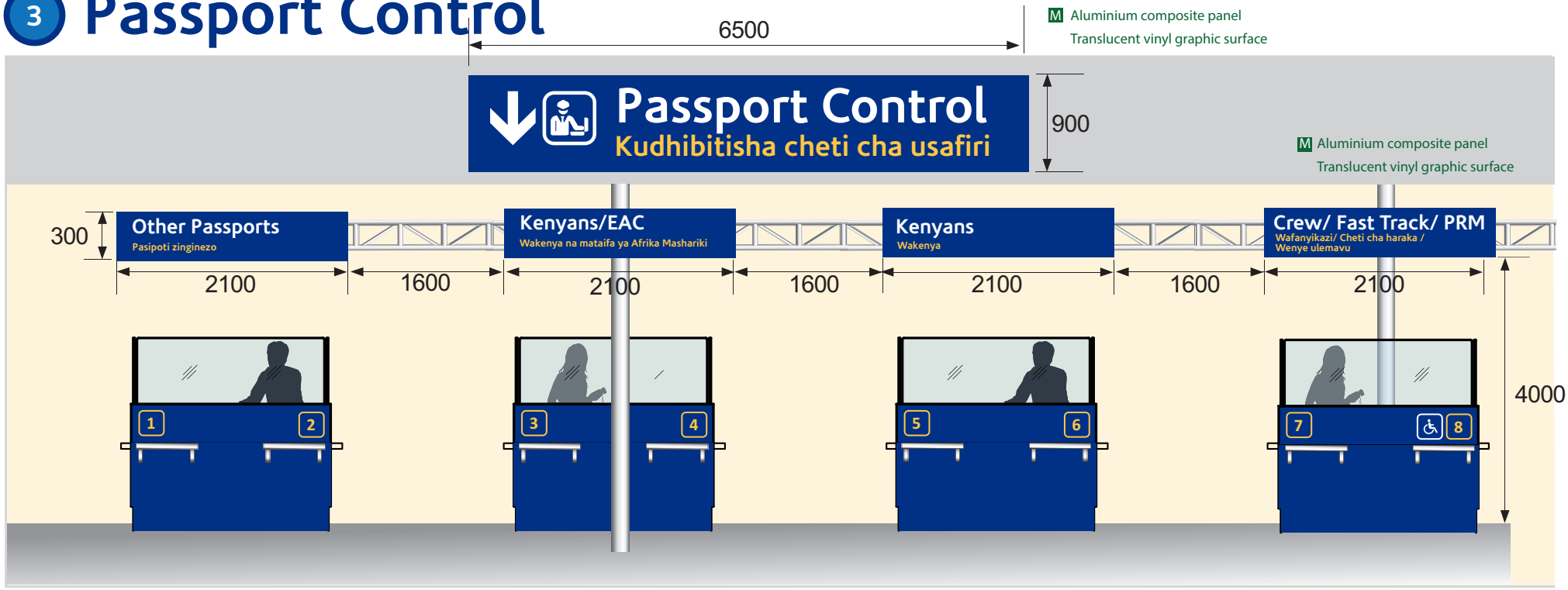
Check - in
Usajili wa abiria
Security search
Ukaguzi wa usalama

Check - in
Usajili wa abiria
Check - in
Usajili wa abiria

Passport Control
Kudhibitisha cheti cha usafiri
Washrooms
Yoo
Check - in
Usajili wa abiria
Security search
Ukaguzi wa usalama
SKY PRIORITY
Check - in
Usajili wa abiria

Baggage Wrap
Kufunga mizigo
Airline
Info Desk
Maelekezo kuhusu ndege

3 Passport Control



Passport Control
Kudhibitisha cheti cha usafiri

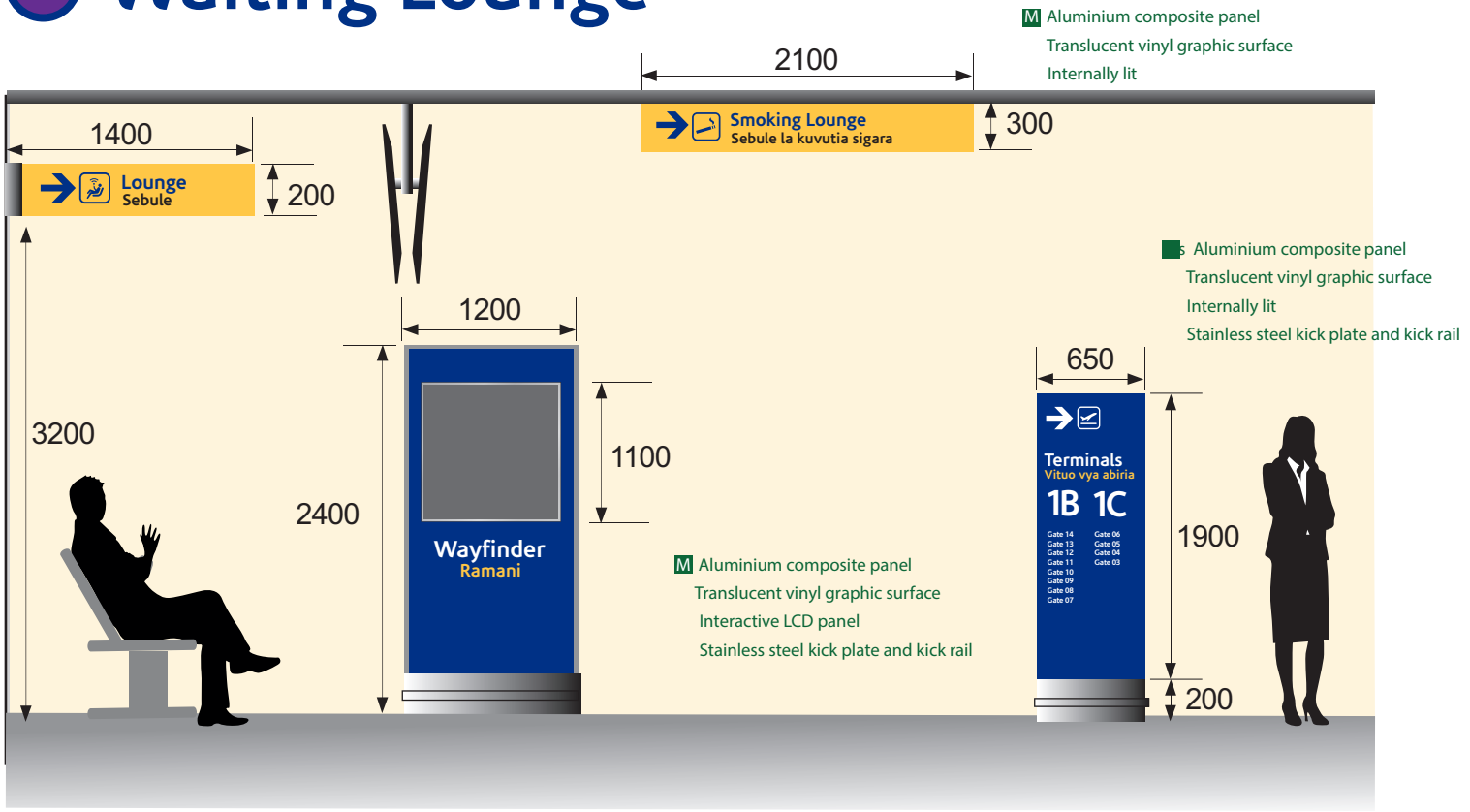
Other Passports
Pasipoti zinginezo

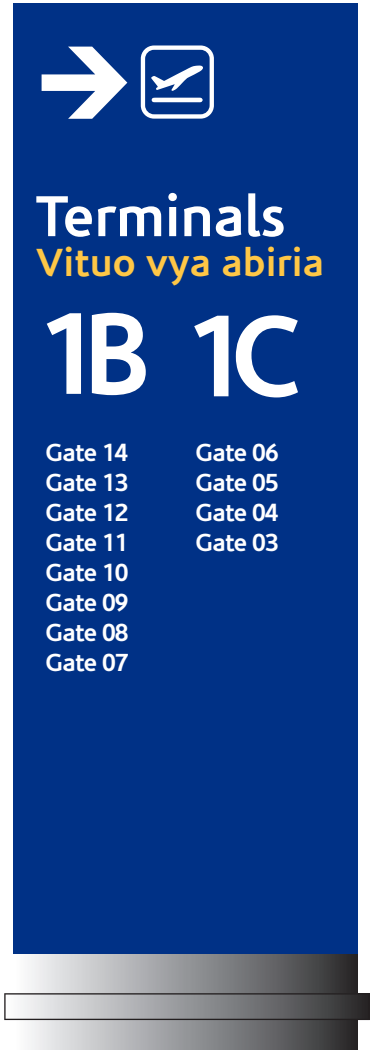
Passport Control
Kudhibitisha cheti cha usafiri
Other Passports
Kenyans/EAC
Wakenya na mataifa ya Afrika Mashariki
Crew/ Fast Track/ PRM
Wafanyikazi/ Cheti cha haraka /
Wenye ulemavu

Kenyans/EAC
Wakenya na mataifa ya Afrika Mashariki
Other Passports
Pasipoti zinginezo
Gates 6 - 24
Escalator
Kenya Airways Lounge
Gates 3 - 5
Stairs
Customer Service Desk

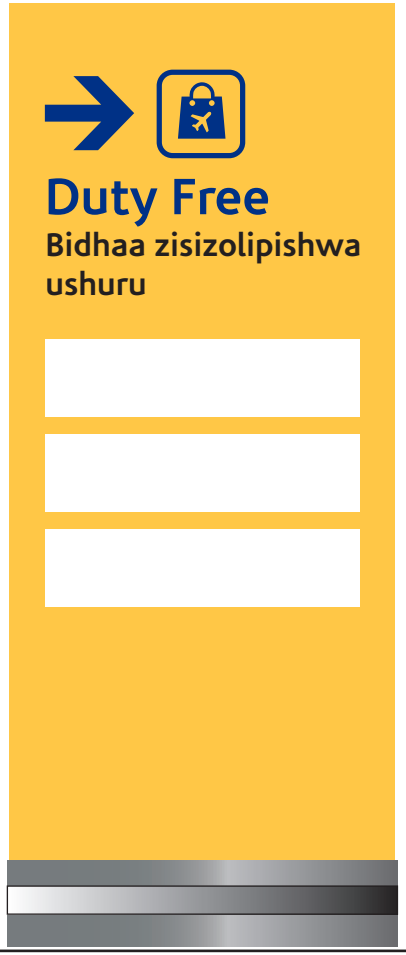
Prohibited items
Virago haramu
EXPLOSIVES
VILIPUZI
FLAMMABLES
VISABABISHA MOTO
RADIOACTIVE MATERIALS
VYENYE MIONZI
WEAPONS
SILAHA
OXIDISERS
KEMIKALI ZA OKSIJENI
CORROSIVES
KEMIKALI ZINAZOHARIBU
POISONS
SUMU
MAGNETISED MATERIALS
VENYE SUMAKU
COSMETIC ABOVE 50ml
VIPODOZI KUZIDI 50ml
PROHIBITED DRUGS
MADAWA YA KULEVYA
Security Search
Ukaguzi wa Usalama
One Laptop per tray
Tarakilishi inawekwa pekee yake
Security Search
Departures
Fast Track Only
FIRE POINT

5 Waiting Lounge



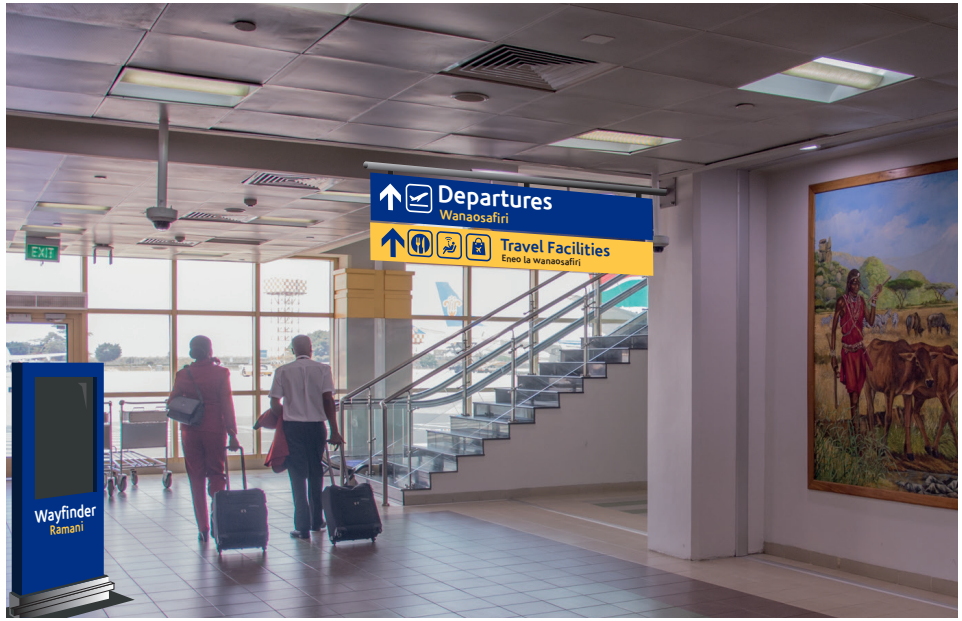


Facilities Sign Type Family



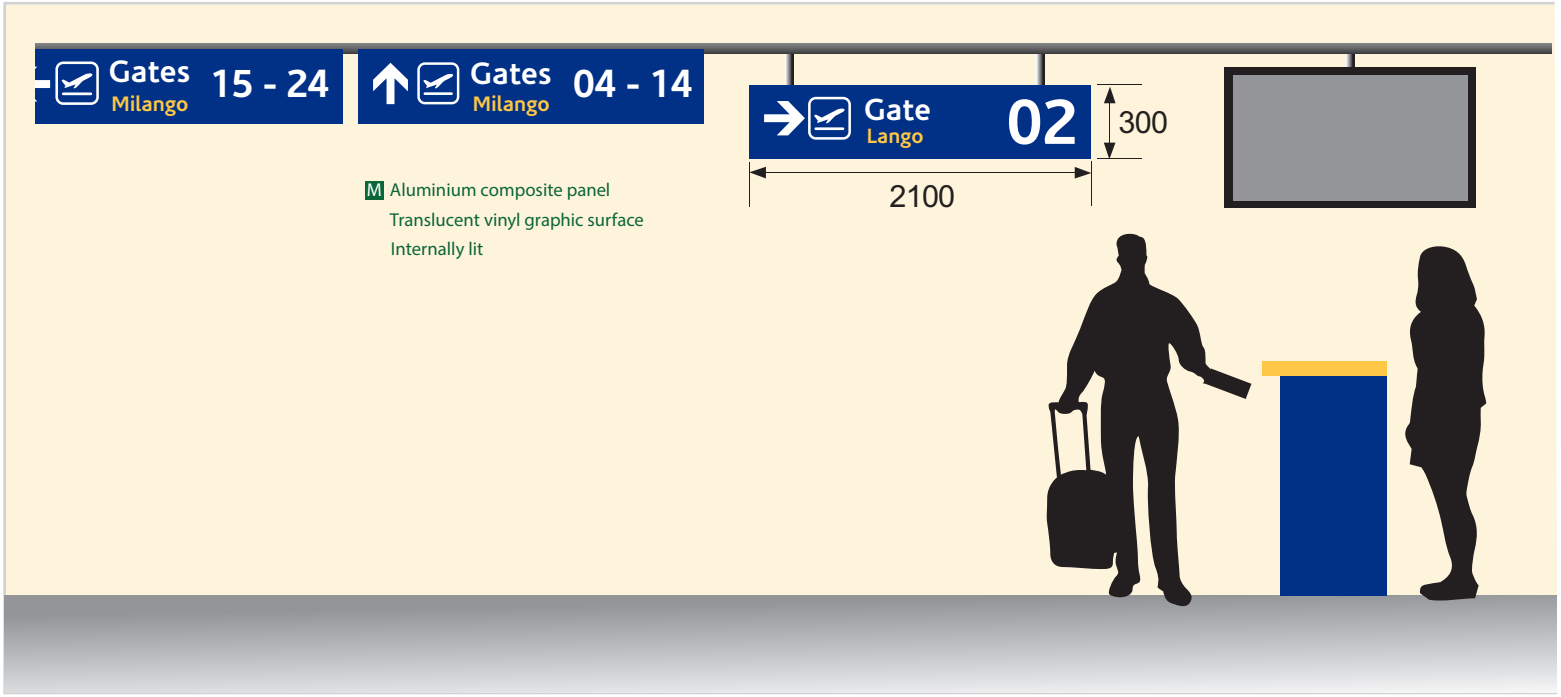
Gates 04 - 14
Milango
Gates 15 - 24
Milango
Depa
Wanaosafiri
Duty Free
Bidhaa zisizolipishwa ushuru
Wayfinder
Ramani

Washrooms
Vyoo


Departures
Wanaosafiri
Travel Facilities
Eneo la wanaosafiri
EXIT
Wayfinder
Ramani

Gates 05 - 01
Milango
Smoking Lounge
Sebule la kuvutia sigara

6 Gates


Gates Milango 15 - 24
Gates Milango 04 - 14
Gate Lango 02
300
2100
M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit

Gates 15 - 24
Milango

Gates 15 - 24
Milango
Gates 04 - 14
Milango

Gate
Lango
04

Gates
Milango
04 - 14

Smoking Lounge
Sebule la kuvitia sigara
LOUNGE
SkyMiles
Platinum & Gold

Gate
Lango
23
Gate
Lango
24
CHOCOLATE
jkia

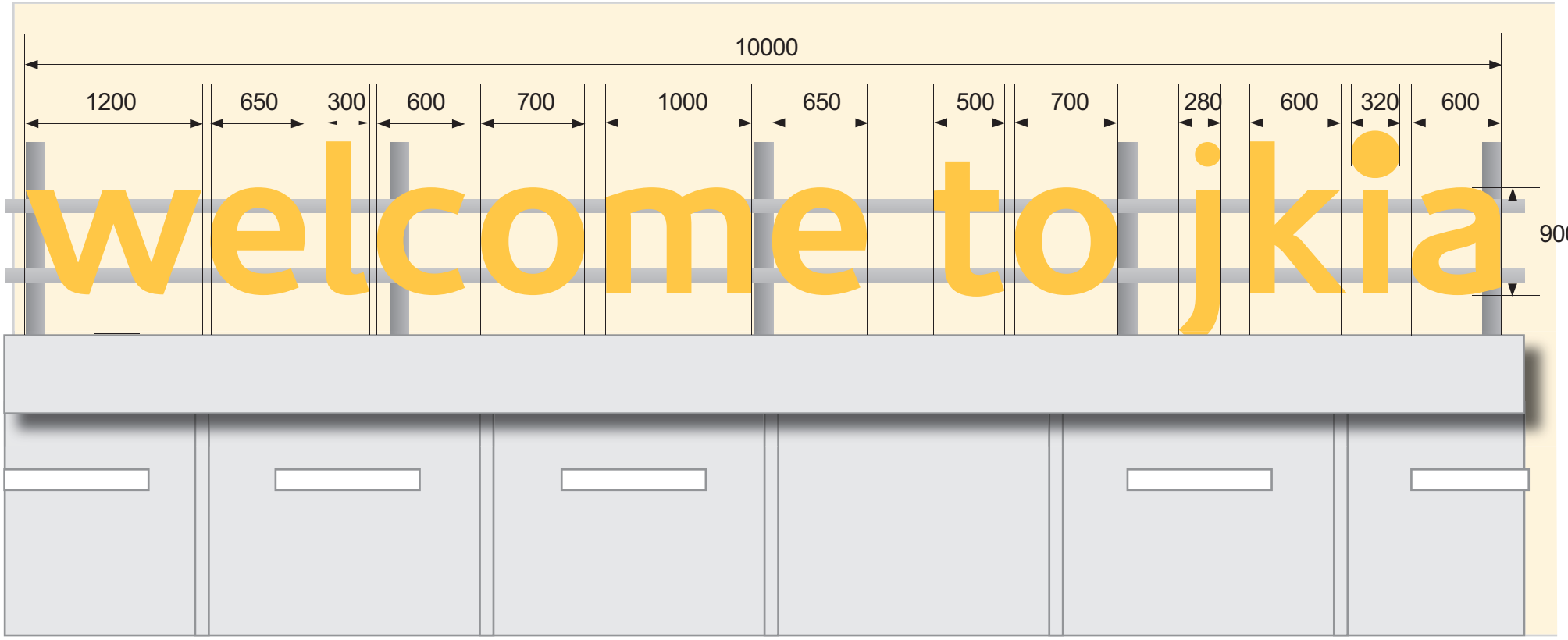
Gate
Lango
22

Gates 15 - 24
Milango
Gates 04 -14
Milango
Food Court
Mikahawa
Washrooms
Vyoo

Gates 15 - 24
Milango
Safaricom

Customer Journey Arrival - Internal

1 Touch Down


10000
1200
650
300
600
700
1000
650
500
700
280
600
320
600
welcome to jkia
900

6000

Terminal
1 E
Kituo cha wanaowasili

4000

Domestic Arrivals
Wanaowasili kutoka viwanja vya
ndege nchini

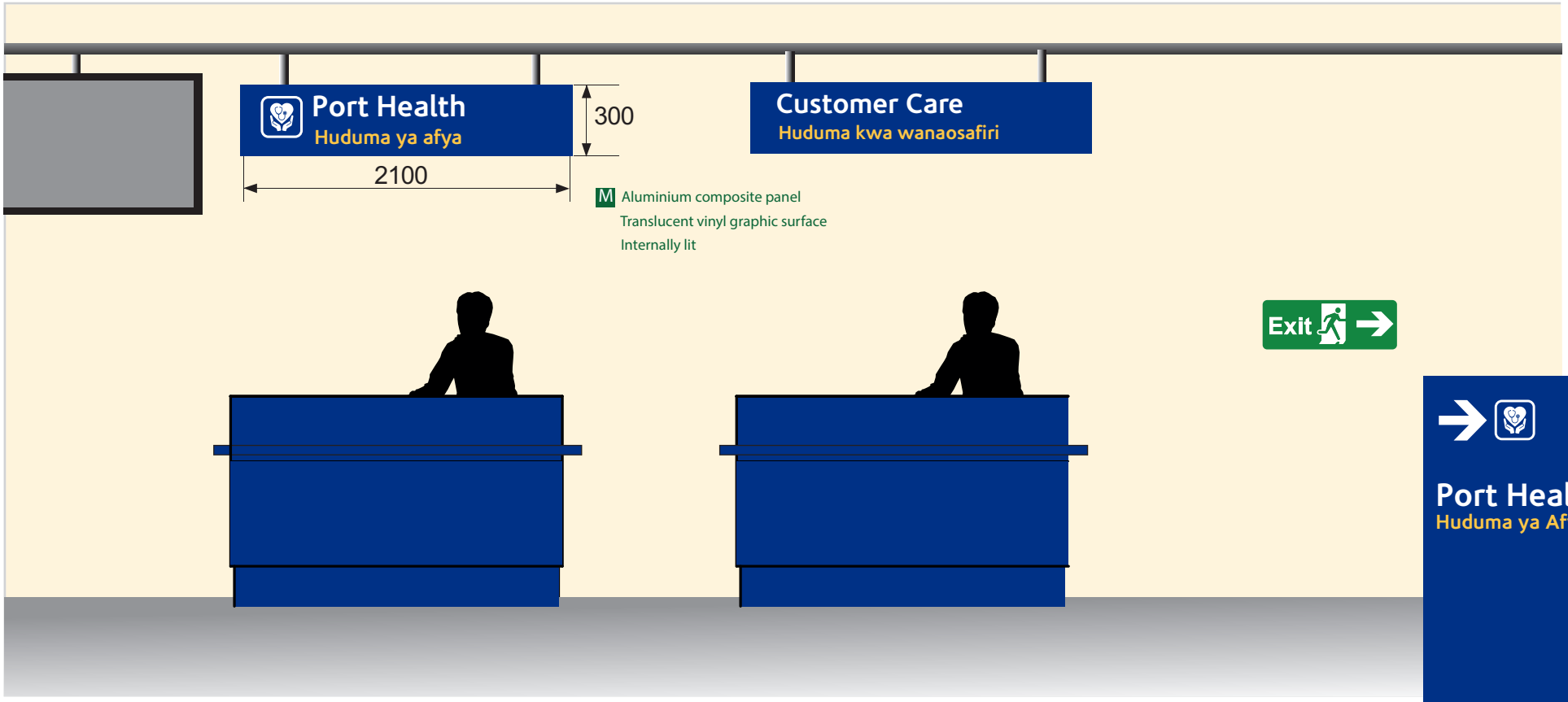
Dimensions for rooftop letter icons in millimetres.

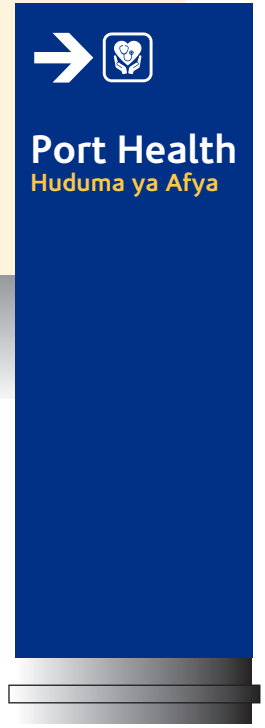
Dimensions may vary on curved surfaces.

Welcome to jkia
Domestic Arrivals

Terminal
Kituo cha wanaowasili
1E

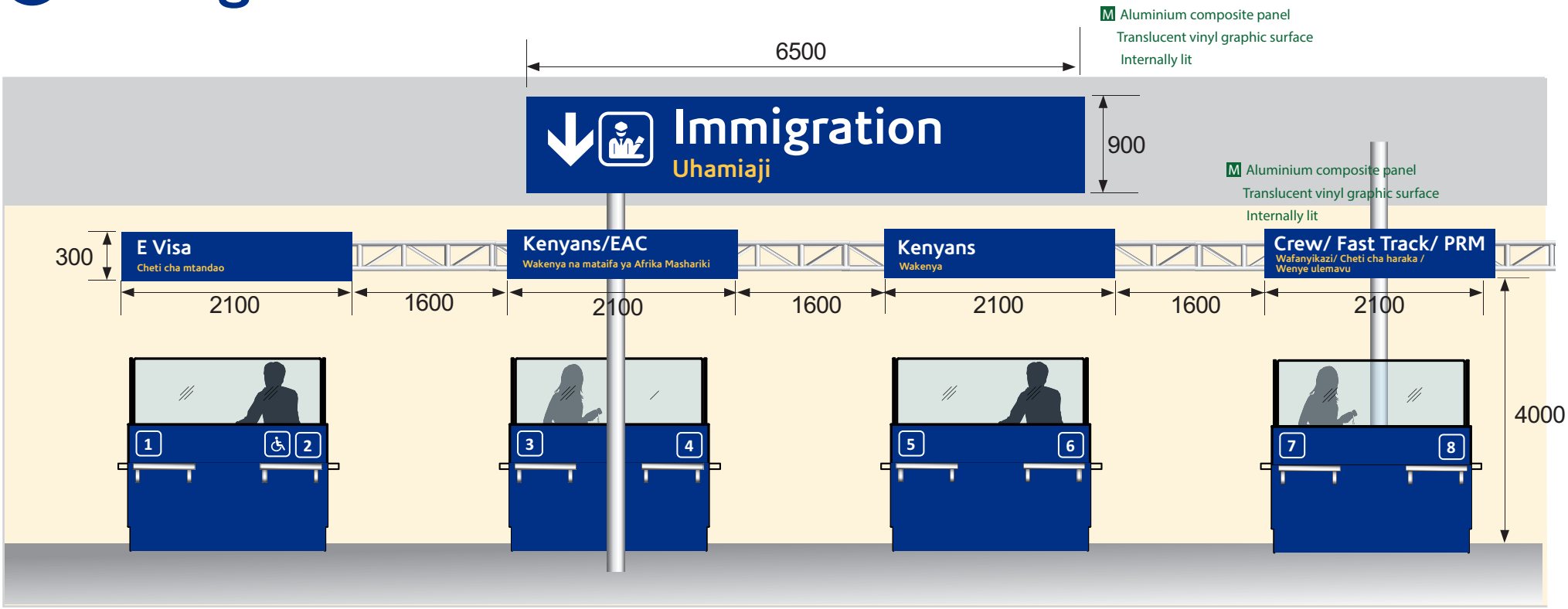
3 Port Health





Port Health
Huduma ya afya
NO EXIT
EXIT

4 Immigration



E Visa

Cheti cha mtandao

Kenyans/EAC

Wakenya na mataifa ya Afrika Mashariki

Immigration
Uhamiaji
Transfers
Uhamisho wa ndege
ATM
Mashine ya kutoa fedha
Stanbic Bank

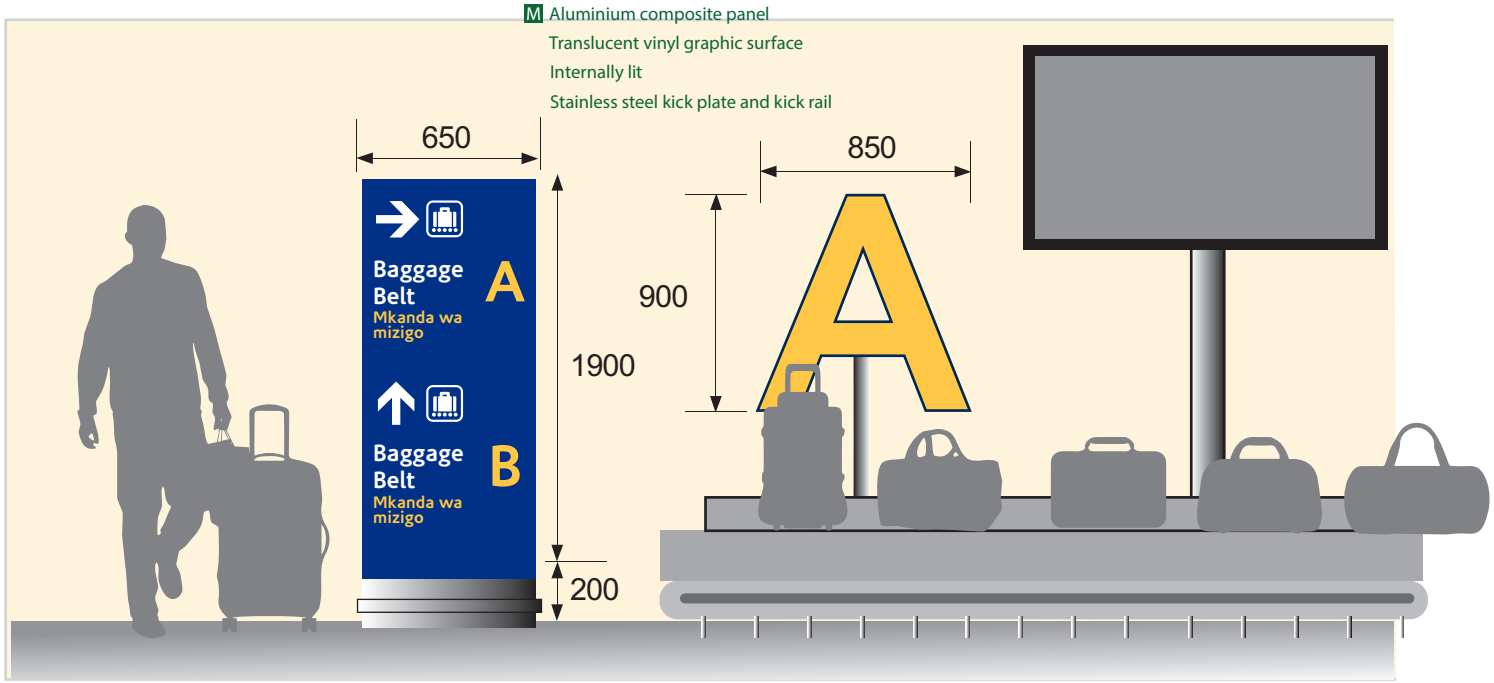
Immigration
Uhamiaji
Transfers
Uhamisho wa ndege

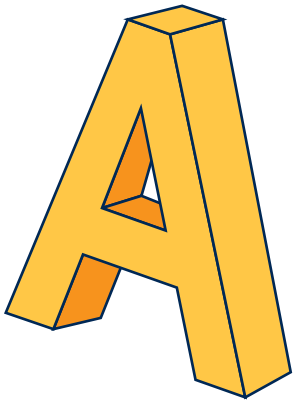
International transfers
Kuhamishwa kwa ndege nyingine
kwa safari za nje ya nchi

Other Passports
Other Passports
Kenyans/EAC
Kenyans

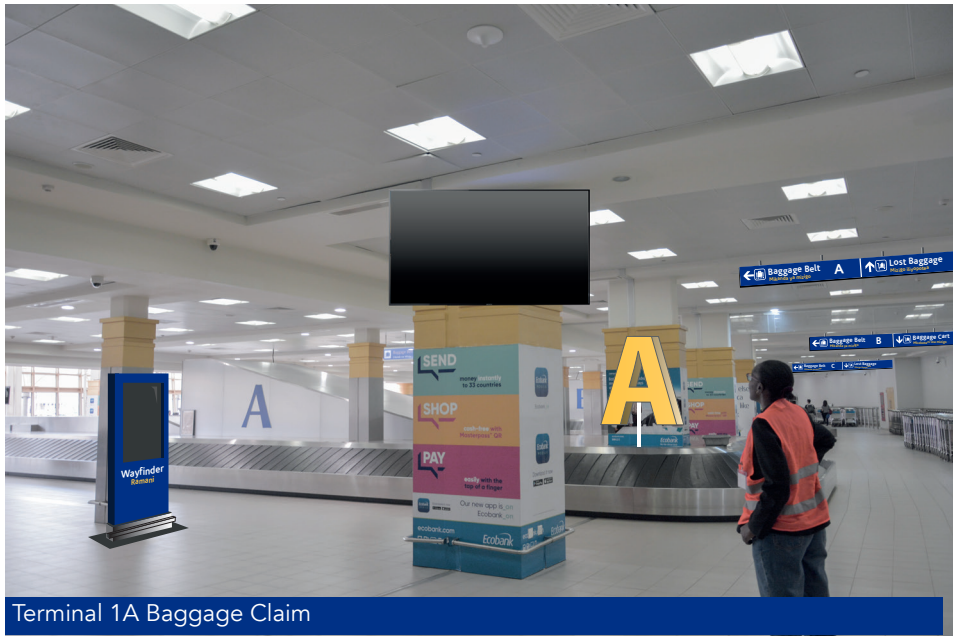
International Arrivals
Kuwasili kwa safari za nje ya nchi

5 Baggage Claim





M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit



Terminal 1A Baggage Claim

Terminal 1E to Baggage Claim

Terminal 2 Baggage Claim

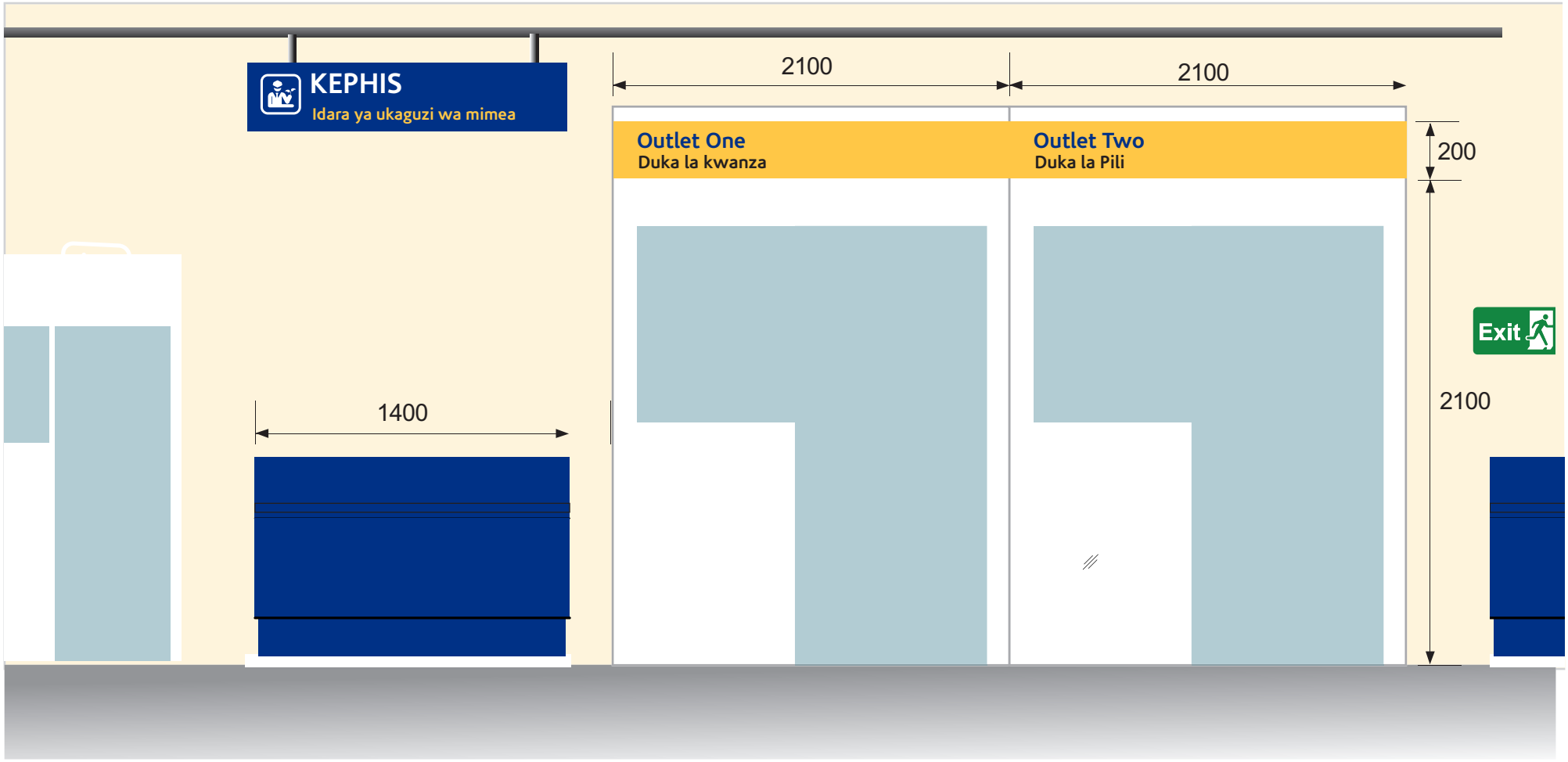
6 Customs

M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit
2100
300
30
Customs
Forodha
Nothing to Declare
Mizigo ambayo hailipwi kodi
1800
CUSTOMS OFFICE
Kenya Revenue Authority
Customs
Forodha
Goods to Declare
Wanao mizigo inayolipiwa kodi

Customs
Forodha
Nothing to Declare
Mizigo ambayo hailipwi kodi
CUSTOMS OFFICE
KENYA REVENUE AUTHORITY
CUSTOMS & BORDER CONTROL
WELCOME. KARIBU KENYA
Customs
Forodha
Goods to Declare
KAA
KENYA AIRPORTS AUTHORITY
"Setting our sights high"
KAA
KENYA AIRPORTS AUTHORITY

7 Airport Exit

M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit



Safety

NO SMOKING

SMOKING PERMITTED

CAUTION SLIPPERY FLOOR

RISK OF ELECTRIC SHOCK

FLAMMABLE

FIRE EXTINGUISHER

USE STAIRS INCASE OF FIRE

FIRST AID

NO PHOTOGRAPHY

NO WEAPONS

NO PETS

Road Safety

NO PARKING

PARKING

NO ENTRY

BUSES

VANS

PRIVATE VEHICLES

COURTESY VANS

TRANSPORT INFORMATION

GROUND TRANSPORT

SCHEDULED BUSES

GROUND OR RAIL

Assistive

LOST & FOUND

ALARM

Sign Off

Title: Kenya Airports Authority General Manager Marketing and Business Development

Name: _____

Sign: _____

Date: _____

Title: Kenya Airports Authority Managing Director / Chief Executive Officer

Name: _____

Sign: _____

Date: _____

The Port Authority of New York & New Jersey, Aviation Department and Engineering Department COM Smith, Pittsburgh, Pennsylvania 2013, Airport Standards Manual for Pedestrian Signing & Wayfinding

Gresham Smith and Partners, 2014, Fort Lauderdale-Hollywood International Airport, Broward County Florida, Signage and wayfinding master plan

Kenya Airports Authority, Service Charter, Kenya Airports Authority

Los Angeles World Airports, Terminal Wayfinding Standards
https://lawamediastorage.blob.core.windows.net/lawa-media-files/media-files/lawa-web/tenants411/file/dch2016/signage/lax-terminal-wayfinding-standards-feb-18-2016.pdf [Accessed in March 2018]

ACRP Report 52, Airport Cooperative Research Program, Wayfinding and Signing Guidelines for Airport Terminals and Landside