KAA WAYFINDING & SIGNAGE MANUAL
KAA WAYFINDING & SIGNAGE MANUAL
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.

2015
100M Passengers
Hartsfield Jackson Atlanta International Airport in the U.S. (ACI, 2016)

2015
75M passengers
London Heathrow (ibid).

2015
20.7M passengers
OR Tambo International Airport
No. 1 in Africa

2016
7.1M passengers
Jomo Kenyatta International Airport
No. 7 in Africa
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

<table>
<thead>
<tr>
<th>Number of Lanes</th>
<th>Reaction Time (seconds)</th>
<th>Speed (KPH)</th>
<th>Distance traveled during reaction (M)</th>
<th>Recommended Copy Height (mm)</th>
<th>Total Area of Sign (square feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>8</td>
<td>25</td>
<td>53</td>
<td>100</td>
<td>8</td>
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<td></td>
<td></td>
<td>50</td>
<td>107</td>
<td>177</td>
<td>25</td>
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<td>254</td>
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<td></td>
<td></td>
<td>90</td>
<td>214</td>
<td>355</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>10</td>
<td>25</td>
<td>67</td>
<td>100</td>
<td>8</td>
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<td>200</td>
<td>330</td>
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<td>90</td>
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<td>355</td>
<td>100</td>
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<td></td>
<td>90</td>
<td>295</td>
<td>482</td>
<td>190</td>
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<tr>
<td>Highway</td>
<td>12</td>
<td>90</td>
<td>321</td>
<td>533</td>
<td>230</td>
</tr>
</tbody>
</table>

Airports, Commercial, Industrial

Others
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
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.

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).
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.
Directional Arrows and Their Meanings

- **Straight Ahead**: 
  - ▲
  - ![Straight Ahead Arrow]

- **Right**: 
  - ▶
  - ![Right Arrow]

- **Up on Right**: 
  - ▼
  - ![Up on Right Arrow]

- **Up on Left**: 
  - ▲
  - ![Up on Left Arrow]

- **Down on Left**: 
  - ▼
  - ![Down on Left Arrow]

- **Down on Right**: 
  - ▼
  - ![Down on Right Arrow]

- **Ahead on Left**: 
  - ▲
  - ![Ahead on Left Arrow]

- **Ahead on Right**: 
  - ▶
  - ![Ahead on Right Arrow]

- **Down**: 
  - ▼
  - ![Down Arrow]
Arrow Usage

- **Line of View**

- **Correct Line of View**
Pathway

Line of View

- Incorrect Line of View

- Correct Line of View
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.
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’.
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.
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

1. Journey to Airport
2. Primary Screening
3. Airport Entrance
4. Parking
5. Drop-off
Journey to Airport

Jomo Kenyatta International Airport

LANE 1

Terminal 1A

Kenya Airways KLM

Terminal Kituo cha abiria

Friendly Security Check Ahead

Unakaribia kituo cha ukaguzi wa usalama

Terminal 1E Parking

Mahali pa kuegesha gari Kituo 1E

Machakos (C97) 52km

Voi (A109) 318km

Mombasa (A109) 472km

Mlolongo 8.5km

Athi River 19km

Kitengela 21km

Jomo Kenyatta International Airport (A104)

5200

3660

2000

25050mm

2500

2000

SLOW DOWN
Entrance Structure

Concrete base Support structure
Fabricated aluminium structure / Aluminum composite panel
Vinyl graphics surface with internally lit symbol
Lane Markings type family

Vertical scaling is at 239% due to reading in motion

Parking  Drop off  Arrivals  Departures  Thru Traffic
Gantries highlighting directions right from Mombasa Road clearly guiding people to the airport.
The Signage and gantry is according to KENHA standards.
Primary Screening Vehicular

- SLOW DOWN
- NO STOPPING
- Road Closed
- Turn Left
- NO ENTRY
- Aluminium Reflective sign panel: KENHA
- Friendly Security Check Ahead
- Unakaribia kituo cha ukaguzi wa usalama
- Concrete base Support structure
  - Fabricated aluminium structure / Aluminum composite panel
  - Vinyl graphics surface with internally lit symbol

The diagram illustrates the layout and signs for primary vehicular screening, including traffic control and security check points.
Road Closed
Turn Left
NO ENTRY
NO STOPPING
SLOW DOWN
Friendly Security
Check Ahead
Unakaribia kituo cha
ukaguzi wa usalama
Primary Screening Pedestrian

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

Screening area
Mahali pa ukaguzi

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

Translucent vinyl graphic surface
Internally lit or Lightbox
Security Screening
Ukaguzi wa Usalama
Passengers please alight
Ako wa usalama
Kila gari lako
Airport Entrance

Terminal 1A

Kituo cha abiria

SLOW DOWN

External light fixture

Aluminium composite panel
Aluminium sign panel
Blue Main Corisande Font Height 400mm

Airport Entrance

1A

Kituo cha abiria

SLOW DOWN

External light fixture

Aluminium composite panel
Aluminium sign panel
Blue Main Corisande Font Height 400mm

Airport Entrance

1A

Kituo cha abiria

SLOW DOWN

External light fixture

Aluminium composite panel
Aluminium sign panel
Blue Main Corisande Font Height 400mm
1A

Terminal sign type family

Terminal
Kituo cha abiria

T 1E
International Departures & Arrivals
Wanaosafiri kutoka na Wanaosafiri kuenda nchi za kigeni

T 1C
International Departures
Wanaosafiri kuenda nchi za kigeni

T 1D
Domestic Departures
Wanaosafiri na Wanaosafiri nchini

↑✈️✈️ T 1E
International Departures & Arrivals
Wanaosafiri kutoka na Wanaosafiri kuenda nchi za kigeni

↑✈️✈️ T 1C
International Departures
Wanaosafiri kuenda nchi za kigeni

↑✈️✈️ T 1D
Domestic Departures
Wanaosafiri na Wanaosafiri nchini

↑✈️✈️
Daily Parking
Kuegesha gari kwa siku

↑✈️✈️
Long Term Parking
Kuegesha gari muuza mrefu

← P
Parking
Jumba la kuegesha gari

← P
Terminal
Kituo cha wanaosafiri na wanaowasili

 Departures
Wanaosafiri kuenda nchi za kigeni

 Arrivals
Wanaosafiri kutoka nchi za kigeni
Drop Off

Concrete base Support structure
Aluminium composite panel
Vinyl graphics surface with internally lit symbol
Terminal sign type family 2

Destination

Tamati

Gates
Milango
15 - 24

Gates
Milango
04 - 14

Wayfinder
Ramani

Baggage
Wrap
Kufunika mizigo

Information
Maelekezo

Information / Usaidizi

Prohibited
items
Virago haramu
EXPLOSIVES
VILIPUZI VISABABISHA
MOTO
VYENYE
MIONZI SILAHA KEMIKALI
ZA OKSIJENI
KEMIKALI
ZINAZOHARIBU SUMU VENYE
SUMAKU
VIPODOZI
KUZIDI 50ml
MADAWA YA KULEVYA
FLAMMABLES
WEAPONS
RADIOACTIVE
MATERIALS
OXIDISERS
CORROSIVES
MAGNETISED
MATERIALS
POISONS
COSMETIC
ABOVE 50ml
PROHIBITED
DRUGS
Security Screening

**Prohibited items**
Virago haramu

**Security Search**
Ukaguzi wa Usalama

**Check - in**
Usajili wa abiria

**Shoes and belts in one tray**
Weka viatu na mshipi kwenye kikapu kimoja

**Prohibited Items**
Virago haramu

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

**Security Screening**

<table>
<thead>
<tr>
<th>Concrete base Support structure</th>
<th>Aluminium composite panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl graphics surface with internally lit symbol</td>
<td></td>
</tr>
</tbody>
</table>

**Dimensions:**

- 2100 x 3200
- 1600 x 150

**Signage:**

- Prohibited items
- Virago haramu

**Information:**

- One Laptop per tray
- Shoes and belts in one tray

**Security Screening Table:**

<table>
<thead>
<tr>
<th>Security Screening</th>
<th>450</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete base</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aluminium composite panel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vinyl graphics surface with internally lit symbol</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**POISONS**
Such as arsenic, cyanide weed killer and tear gas.

**DEEPLY REFRIGERATED / COMPRRESSED GAS**
Such as mercury, acids, alkalis, thermometers and barometers containing mercury and wet cell batteries.

**WET CELL BATTERIES**
Such as butane, oxygen, propane and aqualung cylinders.

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

**FLAMMABLE / NON-FLAMMABLE GAS**
Such as instruments containing radioactive source radioisotopes for research.

**INFECTIONOUS SUBSTANCES**
Such as viruses and bacteria.

**RADIOACTIVE MATERIALS**
Such as bleaches, resin kits and fibre glass repair kits.

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

**OXIDISING MATERIAL AND ORGANIC PEROXIDES**
Such as lighter or heater fluids, paints, thinner, solvents, petrol and all matches are unacceptable in baggage.

**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.

**MAGNETIC MATERIALS**

*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.*
Passport Control

Kudhibitisha cheti cha usafiri

Other Passports

Pasipoti zinginezo

Kenyans/EAC

Wakemya na mataifa ya Afrika Mashariki

Kenyans

Wakenya

Crew/ Fast Track/ PRM

Wafanyikazi/ Cheti cha haraka /

Wenye ulemavu

Passport Control

Kudhibitisha cheti cha usafiri

Other Passports

Pasipoti zinginezo
**Waiting Lounge**

- Aluminium composite panel
- translucent vinyl graphic surface
- internally lit
- Stainless steel kick plate and kick rail

**Smoking Lounge**

Sebule la kuvutia sigara

**Lounge**

Sebule
Facilities Sign Type Family

Smoking Lounge
Sebule la kuvutia sigara

Washrooms
Vyoo

Lounge
Sebule

Duty Free
Bidhaa zisizolipishwa ushuru

Food Court
Mikahawa
Gates

- Aluminium composite panel
- Translucent vinyl graphic surface
- Internally lit
Smoking Lounge
Sebule la kuvita sigara
Welcome to JKIA

Terminal 1E
Kituo cha wanaowasili

Domestic Arrivals
Wanaowasili kutoka viwanda vya ndege nchini
Dimensions for rooftop letter icons in millimetres. Dimensions may vary on curved surfaces.
**E Visa**
Cheti cha mtandao

**Kenyans/EAC**
Wakenya na mataifa ya Afrika Mashariki

**Crew/ Fast Track/ PRM**
Wafanyikazi/ Cheti cha haraka / Wenye ulemavu

**Kenyans**
Wakenya

**Abbreviations**
- **PRM**: Passengers with Reduced Mobility
- **EAC**: East African Community
- **Wakenya**: Kenyans
- **Wakenya na mataifa ya Afrika Mashariki**: Kenyans and other African countries
- **Cheti cha mtandao**: Standard通道
- **Cheti cha haraka**: Fast Track通道
- **Wafanyikazi**: Crew通道
- **Wenye ulemavu**: PRM通道
- **Kenyans/EAC**: Kenyan and other African countries

**Measurements**
- **6500 mm**: Width of the Immigration section
- **900 mm**: Height of the Immigration sign
- **300 mm**: Height of the E Visa and Crew/Fast Track/PRM sections
- **2100 mm**: Height of the Kenyans/EAC and Kenyans sections
- **1600 mm**: Width of each section

**Signage**
- **Aluminium composite panel**
- **Translucent vinyl graphic surface**
- **Internally lit**
Baggage Claim

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

Baggage Claim

A

B

Baggage Belt
Mkanda wa mizigo

Baggage Belt
Mkanda wa mizigo
Kenya Revenue Authority

Customs Office

2100

300

30

Nothing to Declare
Mizigo ambayo hailipwi kodi

1800

6

Customs

Forodha

M Aluminium composite panel
Translucent vinyl graphic surface
Internally lit

Gods to Declare
Wanao mizigo inayoliipa kodi

Kenya Revenue Authority
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: 

[Blank space for additional text or information]
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

ACRP Report S2, Airport Cooperative Research Program, Wayfinding and Signing Guidelines for Airport Terminals and Landside