INTERNATIONALER ARBEITSKREIS SIGNOGRAPHIE SIGNOGRAPHERS NETWORK INTERNATIONAL GROUPE INTERNATIONAL D'ÉTUDES SIGNOGRAPHIQUES



L2/06-272

PUBLIC SIGNAGE (I)

PROPOSAL TO THE UNICODE CONSORTIUM

Preliminary proposal



DATE: 30 JULY 2006

SUBMITTED BY

ANDREAS STÖTZNER

SIGNOGRAPHERS NETWORK INTERNATIONAL

IN COLLABORATION WITH

Deaborah Anderson AND Johannes Bergerhausen

VERSION 2.0

AS(\overline{\pi})SIGNOGRAPHIE.DE

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EDITORS NOTE

The initial concept of proposing Public Signage characters for encoding to the Unicode Standard first evolved in discussions between Dr. Deborah Anderson, Michael Everson, Prof. Johannes Bergerhausen and Andreas Stötzner, during the Unicode conference held in spring 2005 in Berlin.

It was on my side than to begin with a proposal draft which we had to discuss. D. Anderson and J. Bergerhausen provided me with many valuable comments and a range of material which became part of the documentation testifying the usage of public signs. I wish to express many thanks for that to my colleagues.

However, the finish of the current version of this proposal has been under my own responsibility, therefore I alone should be blamed for all possible oddities or mistakes which may be uncovered in this document.

Andreas Stötzner

I.

A. Administrative

- 1. Title: Proposal to add Public Signage characters to the UCS
- 2. Requester's name: Andreas Stötzner
- 3. Requester's type: Individual
- 4. Submission date: 1st August 2006
- 5. Ref.: ..
- 6. This is a preliminary proposal.
- B. Technical General
- 1. This proposal is intended for a new block named »Public Signage«.
- 2. Number of proposed characters: 80
- 3. Proposed category:
- 4. Proposed level of implementation: L. 1

Rationale:

- 5. Ø a. Character names: see p. 6

 - Ø b. Character shapes: see p. 5
- 7. \bigcirc a. References are attached, see p. 9–31
 - \bigcirc b. Published examples are attached, see p. 9–31
- 8. No.
- 9. Ø Additional information is provided.
- C. Technical Justification
- 1. This proposal has not been submitted before.
- 2. Contact to user communities: Yes.
- 3. User community: the general public worldwide; environmental designers, producers of printed matters and screen designs for orientation and services
- 4. Context of usage: public areas of commerce, travel and services; Internet presentations, printed matters
- 5. Current use: yes.
- 6. ...
- 7. ..
- 8. ..

Rationale:

- 9. Composing ...
- 10.
- 11. ..
- 12. ...
- 13. ...

II. Proposal to add Public Signage characters to the UCS

Everyone knows of many pictographical or ideographical signs which are widely used in the public environment, in printed matters as well as on internet presentations and screen interfaces. These signs give orientation to transport, travel, accomodation, tourism, services, commerce, leisure, cultural and sport activities. The author of this document and his collaborateurs believe that the most important ones of these signs ought to be regularily encoded in order to enable font providers to make them handy for a more effective usage.

During the last decades the use of public signage characters underwent a remarkable development which forces us to respond to it by forwarding this proposal. Public signage characters have

- seen a steady growth of use all over the world,
- developed semantically towards an inofficial near-to-standard level in many cases,
- become increasingly intertwined with alphabetical text composing.

For those reasons we see an urgent need of encoding public signage characters. As for the growing field of print production (transport schedules, maps and floorplans, travel handbooks, tourist guides, ...) the accessibility of public signs *within* the composing system is highly desirabel. Safety and effectiveness of orientation in public areas will highly benefit from standardised font-based signage systems. The method of using image data to reproduce public signage characters is by no means satisfactorily and cause many losses of information, as some documented samples may show (see p. 9). Public signs have been done as fonts for quite a long time. But by now all this fonts are encoded randomly which makes data interchange impossible.

The selection of characters presented in this document is destillated from extensive collecting and research work undertaken by the contributors. It's based on several files of hundreds of printed materials, archived website-screenshots and photographs (a representative scope hereof has been published by Andreas Stötzner: *Wo ist Was?* Publikzeichen im realen und virtuellen öffentlichen Raum. SIGNA N° 5, 2003; see http://www.signographie.de/cms/front_content.php?idcat=18).

The selection of signs has been subject to discussions between the contributers over a period of about one and a half year. The chart on p. 5 containes a set of eighty most frequently used signs. Some of the decisions suggested in this proposal may be disputable and subject to revision. However, we believe that meanwhile our knowlegde of the matter is sound enough to forward this proposal at a preliminary state for first evaluation to the UTC.

III. Table of characters

Public Signage (I)

	xx0	xx1	xx2	xx3	xx4
0	İ	*	P		
1	Ħ		P		А
2	宀	Ä	**		슈
3	次	TAXI	4	ن	\$
4	•€≎	=			1
5	.				1
6	1	Ē			2
7	Ţ				
8	→		4		00
9	₩	+		abla	000
A	۲	<u>></u>		Äİ	Ħ
В	7	بد	\ . ■	×	.圃,
C	ÿ	\mathfrak{F}	#		
D	<i>~</i> ;	•			1
Е		Ø\$			Q
F	y K		1		Ź

IV. List of characters

- xx00 MALE WASHROOM
- xx01 FEMALE WASHROOM
- xx02 RIGHTWARD PASSENGER
- xx03 LEFTWARD PASSENGER
- xx04 BABY CHANGING FACILITY
- xx05 MEDITATION
- xx06 RIGHTWARD EXIT
- xx07 LEFTWARD EXIT
- xx08 RIGHTWARD ENTRANCE

- LEF1WARD ENTRANCE

 xx0A RIGHTWARD ASCENDING STAIRCASE

 xx0B LEFTWARD ASCENDING STAIRCASE

 xx0C RIGHTWARD ASCENDING ESCALATOR

 xx0D LEFTWARD ASCENDING ESCALATOR

 xx0E ELEVATOR

 xx0E MEETING SCALATOR

- xx0F MEETING POINT
- xx10 AUTOBAHN
- xx11 GARAGE
- xx12 CAR RENTAL
- xx13 TAXI
- xx14 CAR FRONTAL
- xx15 BUS FRONTAL
- xx16 TRAMWAY FRONTAL
- xx17 RAILWAY FRONTAL
- xx18 SHIP FRONTAL
- xx19 AIRPLANE
- xx1A DEPARTUR
- xx1B ARRIVALS
- xx1C CONNECTING FLIGHTS
- xx1D HELICOPTER
- xx1E BICYCLE
- xx1F TICKETS
- xx20 PARKHAUS
- xx21 PARKING
- xx22 MOTORAIL TRAIN
- xx23 CAR FERRY
- xx24 CAR LATERAL
- xx25 BUS LATERAL
- xx26 TRAMWAY LATERAL
- xx27 RAILWAY LATERAL
- xx28 SHIP LATERAL
- xx29 TRAIN
- xx2A SHUTTLE TRAIN
- xx2B BERGBAHN
- xx2C STEAM LOCOMOTIVE
- xx2D SCHWEBEBAHN
- xx2E SEILBAHN
- xx2F KABINENBAHN

- xx30 POLICE
- xx31 PASSPORT CONTROL xx32 CUSTOMS xx33 WAITING xx34 LUGGAGE

 - xx35 LUGGAGE CLAIM
 - xx36 LUGGAGE CHECK IN
- xx37 LUGGAGE TROLLEY xx38 LUGGAGE LOCKER

 - xx3E BERGSCHWEBEBAHN
 - xx3F UNDERGROUND RAILWAY
 - xx40 INFORMATION DESK
 - xx41 PORTER
 - xx42 MEDICAL AID
 - xx43 PHARMACEUTICAL GOBLET
 - xx44 BED
 - xx45 COUCHETTE
- xx46 CLOAKROOM
- xx47 PRAM
 - xx48 GIFTS
 - xx49 MONEY EXCHANGE
 - xx4A HOUSE
 - xx4B SUPERMARKET
- xx4C MARKET
- xx4D ELECTRICITY
- xx4E DRINKS
- xx4F LUNCH ROOM

V. Explanations

XX00, XX01

This two well known characters happen to appear both on their own as well as in combination, than pointing at "toilets" in general. The design of the glyphs may considerably differ due to cultural expectations (e.g., xx01 ought to look different when used in Arabic countries).

XX02, XX03

Directional signs

We propose directional alternatives to be encoded separately for those signs which serve the directional guidance for passengers in public spaces. This applies also to xx06/7, xx08/9, xx0A/B and xx0C/D. If not variable, these signs may cause confusion by visually suggesting a wrong direction. This directional signs are likely to be used together with other arrows, as encoded in the Arrow's block (U+2190 – 219F). We suggest not to encode seperately arrows for public signage.

XXOA, XXOB, XXOC, XXOD

The 'up'-and-'down'-signs are likely to be perceived differently by people who are acustomed to different reading directions. For instance, xxoA will possibly read as "upwards" to an European (who reads from left to right), whereas rather as "downwards" to an Arab (who reads from right to left). Therefore we refrained to name them "upwards" and "downwards" respectively. Either variant of stairs and escalators shall be at hand for application in information systems.

XX04

Although at least three pictograms for "Baby changing facilities" have been documented, we propose to encode just one single character for that item. In this proposal the simple depiction of the baby has been preferred for clarity instead of a mother-and-child-view and the milk bottle, which quite often stands for nursing facilities.

XX05

The praying man evolved recently to become an obvious sign for "chapel", "meditation room" or the like, mainly used in airport information. It is meant to bear no specific religious connotations (the rooms themselves normally don't, actually) but possibly appeal to everyone, of whatsoever confession.

XXOE

Obvious differences of "elevator" signs are to be expected in reality, yet the meaning is always the same. The glyph in the table is to be regarded a representative of those various possibilities.

XX10

The (European) motorway sign is widely used not as a traffic sign only but even in printed matters, where it

may stand in for "motorway nearby" (of a hotel, e.g.).

XX11

The garage sign sometimes appear featuring an angled roof-line instead of the rectangle (like in xx20), the meaning is the same. The sign is used mostly to indicate parking space of restricted accessibility, as hotel garages and the like.

XX13

"TAXI" may also appear without the car. We suggest to encode just one taxi character.

xx14 - xx18, xx24 - xx28

Vehicles – lateral and frontal forms

Our research has revealed that the most frequently occurring vehicle signs do exist both in frontal and lateral depictions. Though the meaning is (mostly) actually the same (for few exceptions see the documentation) we see some good reason for encoding both variants of those five items: car, bus, tram, railway and ship. The actual usage of either of these alternates often follows long lasting and well established customs (e.g. in railway schedules).

To restrict the selection to only one of the two sets would cause acceptance conflicts.

XX19

The incorporation of the general "airplane" sign may be disputable, since U+2708 does also provide an airplane. Despite that fact we suggest maintaining it in the Public Signage section because it is very much used in context to all the other signs presented here. (It seems not desirable to force users into the unfortunate "Zapf Dingbats" block here).

The direction of the airplane glyph is of no meaning, as is with the other vehicle signs of lateral view. The airplane may even appear in slanted position.

XX1A, XX1B, XX1C

These three signs are frequently used in ground information systems and in airport leaflets.

XX1F

Actual glyphs may show one or two tickets.

XX20, XX21

The difference in meaning of the two "Parking" signs is that the one with the rooftop stands for a multi-storey park house, whereas the boxed P stands for parking in general, be it covered or not, public or restricted, small or big.

XX29

This sign is for particular denotations rather within the

railway context. It is not for the indication of "railway" as such in an outer sphere, for which xx17 and xx27 are provided.

XX2A - XX2F

Out of the various specialised bahns (and especially constructed ones) we choose a range of the most important ones. See also xx3E and xx3F.

XX37

The trolley may also appear without a piece of luggage.

XX38

The glyphic possibilities of depicting the "luggage locker" include a rectangular box (see xx11). Variants to this character may be left to future considerations.

XX39, XX3A

The cocktail glass is common for "bar" in hotel and restaurant environments. The mini-bar-service sign is used in railway schedules as a feature sign for certain trains.

ххзв

The "restaurant" sign is frequently found in a variant in which both fork and knife do stand upright instead of beeing crossed. Even more variants have been testified (spoon and fork, fork-knife-spoon). An arguable cultural background for those distinguished usages has not yet been researched in depth. In order to accomodate these variants an extension of the restaurant signs may be worth consideration and a future option. By now we suggest to include one restaurant sign only.

XX3C, XX4E

We do not intend to propose several characters for American style hamburgers and more French style baguettes. It should be left to the font designer to serve the one or the other under this codepoint, or even a German wurst, if appropriate.

The "snacks" sign sometimes happens to show a hamburger (or the like) combined with a beverage, like we give it under xx4E. Since this shape is used seperately for "drinks" or "refreshments" we opted for two seperate codepoints.

XX3D

This sign should be recognised seperately from U+2615 (hot beverage) since it commonly lacks the steam and stands for "coffee shop" rather than for a single beverage or coffee brake.

XX40

The counter or information desk denotes a definitely

personal assistance, in distinction to U+2139, which applies for information sources in general (and of various kinds).

XX41

The porter may also appear handling a trolley.

XX42

This sign stands nowadays for medical aid in general, whereas the Rod of Aesculap (U+2695) is rather usual as a sign for "medicine" and/or "pharmacy" as subjects or occupations. It is derived from the emblematic Red Cross. Since an usage in black and white lacks the possibility of giving the semantic value of colour the cross has to be in contour mode here.

XX43

The "Pharmaceutical goblet" is a rather modern derivation from the Rod of Aesculap, which has already been encoded under U+2695. The two ought not no get unified. Their meanings are related yet different. Today the goblet is in many countries a known part of official pharmacist's emblems, it'll therefore get recognised by people of many different countries if they happen to be abroad and spotting a pharmacy. There's a separate documentation on this sign by Andreas Stötzner available at www.signographie.de .

XX44, XX45

Whereas the bed is widely applied to both railway train specifications and accomodation the couchette usually applies to railways only, where it indicates a significant difference of comfort.

XX4A

In railway guides the house sign is traditionally used for "frontier crossing-point", in other environments it may stand for "important building", "embassy" or the like.

XX4D

The electricity sign in this shape is commonly known and widely used in Europe. It should not be unified to U+26A1 because this would not be equally recognised by those who aren't acustomed to it — though the meaning is quite similar.

VI. Documentation

+	Flugverkehr>>
	Fährhäfen>>
重	Reiseveranstalter >>
Н	Unterkünfte
π	Sehenswürdigkeiten $\ldots >>$
₩	${\tt \"{O}ffentliche\ Verkehrsmittel\ } \Rightarrow$
0	Regionen Irlands>>
~	Reisen>>
1.	Golf>>
1	Wandem>>
	$Fischen/Angeln \cdot \cdot \cdot \cdot \cdot \cdot > \\$

Internet presentation of the Irish tourist board, with ideograms indicating services and facilities to the public. The poor quality of signage rendering is due to the fact that the signs havn't been available as fonts. The handling of such frequently-used signs as image files is an archaism which blocks clear and effective communication.

XX19, XX24, XX25, XX28, XX44



Extensive use of complementing ideograms in the composing of the famous french Michelin guides: as early as 1900 (left) and nowadays (bottom).

- 2. XX2C
- 3. XXOE, XX24, XX3B, XX4A

- Murhotel Eichwald 多, Eichwaldstr. 20, ₽ 60 94, 余, Massage, 九, 全, □, ዶ 貸 回 ② 郑 Rest
 Nov.- 22. Dez. geschl. M (auch Diät) a la carte 29/49 53 Z: 95 B 90/110 160/180 Fb ½ P 130/150.
- Massageabteilung, 本, 全, 全, 上, 是 大 Zim 〒 全 よ 金 日 益 25/100. 匹 医 5 M a la carte 32/51 78 Z: 116 B 80/130 160/340 Fb ½ P 90/180.
- Kurhotel Brandl ⑤, Hildegardstr. 3, 6 20 56, Fax 2058, Bade- und Massageabteilung, 点, 章, 国 自 ②. 郊 Rest

 Dez.- Mitte Feb. geschl. (Restaurant nur für Hausgäste) 24 Z: 36 B 78/130 138/206 Fb ½ P 97/134.
- Allgäuer Hof, Türkheimer Str. 2, 6 50 98, Fax 5090, 余 ★ □ ☎ ②. 昼 ⑩ E 返 . 歩 6.- 20. Juli geschl. M a la carte 28/55 32 Z: 48 B 78/88 106/118 Fb.

- Löwenbräu, Hermann-Aust-Str. 2, \$\tilde{S}\$ 50 56, \$\frac{A}{R}\$ \$\bar{R}\$ \$\infty\$ \$\i
- Schwabenhof ⑤ garni, Füssener Str. 12 (Eingang am Trieb), ₽ 50 76, Fax 4292, Massage, 元, 年 ②. 郑 Dez.- Jan. geschl. 22 Z:33 B 55/90 110/160 Fb.
- Sonnenbüchl Sp mit Zim, Sonnenbüchl 1, 8 67 91, 😭 🔟 🕿 📵. 🕮 🗷



4. Selected range of the very large amount of idoegrams as utilized in the offical Italian Hotel guide handbook. xx10, xx17, xx19



Description (Section)	DVDI ANIA	TON OF
830232	EXPLANAT	TON OF S
Hostels with Scheme	in the Assured Standards	
<u></u>	Standard Grade	
<u> </u>	Simple Grade	Δī
8	Telephone number Facsimile number	Directions:
ĕ	E-mail address	_
0	Web Address	2 NE
Open Dates:	Dates hostel open	
Open Hours:	Hostel open all year Times hostel open	Ť
1	Hostel open 24 hours	A
_	Reservation Information	- Carre
⊕ ⊕	Reservation recommended Online reservations with	TAL
•	Hlhostels.com (see main	
	introduction for details)	
FINITES	FreeNites & More	
	participating hostel (see main introduction for	
	details)	
ECC-3	Credit cards accepted	u
Beds:	Total number of beds Number of rooms	(M)
	containing indicated	
	number of beds	*
Brico (nango)	Japanese style beds : Overnight fee (prices are	ap
riice (range)	subject to change)	Attractions
88 inc	Breakfast included in	macuon
	Overnight Fee Linen included in fee	Ø.
<u> </u>	Linen can be hired	<u>≯</u> *x
Facilities:	Facilities available at the	a
	hostel	39)
ě.	Suitable for wheelchair	Mon Tue Wed Thu
***	users Groups welcome	Fri Sat St
111	Family rooms available	Ave Hwy
*	Female only	Rd St Su Wi
†λ T⊚l	Male only All meals available (unless	50 WI
	otherwise specified):	
В	Breakfast	
L D	Lunch Dinner (evening meal)	
ชั้	Self catering facilities	
_	provided	170000
₽ 6%	Café/Bar available Cycle Store at hostel	CON
4	Discounts & Concessions	VIII O
	available	NEAN
1221	Common room(s) in hostel	e In
īV	TV room in hostel	ZY X
	Library for members' use	
ლე 1	Internet Access at hostel Conference room(s)	E Lin
ā	Laundry facilities available	HINLANDE - FI
_	at or near the hostel	1 Op
	Luggage storage for	TEAN OF SECOND
alle	members Basic store available at or	
	near the hostel	0
8	Lockers available at hostel	0
⊜ ፤	Air Conditioning Lift in hostel	Op Be
Ē	Parking facilities available	X
	at or near the hostel	DUFFER OF A

at or near the hostel

F SIGNS Tourist Informat Currency Exchai hostel Garden at hostel Playground at h Transport for ge the hostel Direction and ap distance in km i from city centre Nearest major A Airport bus Harbour/Port: N distance from C Train: nearest S distance to host Bus (from City alighting point a hostel Tram or trolley Centre): No/No: and distance to Underground: 1 Station name an hostel Bus Stop Tram Stop alighting point tions: Attractions at th surrounding ar Beach at or nea Skiing area Hiking area Swimming at or Sports facilities Monday Tuesd Thur Wednesday Th at Sun Friday Saturda Avenue Highw

Road Street Summer Winte Signage of a European Hostel Guide, 2004; explanation, spread and enlarged sample. Approximately half the information is given in non-alphabetical signs. XX00, XX01, XX0E, XX19, XX21, XX25, XX28XX2C, XX3C, XX3D, XX44, XX4C



Simboli

- Lu Lunedì
- 2 Ma Martedì
- 3 Me Mercoledì
- 4 Gi Giovedì
- 5 Ve Venerdì
- 6 Sa Sabato
- 7 Do Domenica
- + Giorno successivo
- 2 giorni dopo
- UTC Orario universale coordinato
 - (+/--= ora locale)

- MaM Miles & More
- FIL Frequent Traveller
- SEN Senator
- HON HON Circle
- Soggetto ad approvazione governativa
- 9 Tempo limite di accettazione
- Treno
- Autobus
- Ogni . . . minuti
- ★ Telefono

- a) Bus
- b) Operato da PriyatAir Business Jet
- c) Treno

Aalborg

a 70 10 20 00

B 32 32 64 48

8 98 17 11 44

♠ Aalborg

Cargo

86 13 14 66

■ 86 13 19 75

70 10 20 00

B 32 32 64 48

86 36 36 00

Tirstrup

Dänemark/Denmark

Reservation Service

Taxi, 10 Min., 60 DKK

🖺 Bus, 20 Min., 22 DKK

O 80 Min. vor int. Flügen

Aarhus, Dänemark/Denmark

Reservation Service

🛱 Taxi, 45 Min., 350 DKK

🖺 Bus, 50 Min., 50 DKK

O vor und nach Flügen

- d) Operato da Contact Air
- z) Soggetto a conferma
- 6.

Signage in the time table of Swiss airways. XX19, XX25, XX27

7. Signage in the time table of Lufthansa airways.

- ♦ International
- **₱ 575 7062**
- ₽ 575 7332
- Airport Hotel: SPearl: Senator,
- Taxi, 30 Min., 7
- 🖽 Bus 901, 40 Mi
- ③ 30 Min.
 - Fax Check-in n Cargo
- 575 7153
- ₫ 575 7554

Acapulco, Mex Reservation S

- △ (05) 230 00 55
- Condor Inform
- **6** (074) 66 91 91
- Acapulco Inte
- **(074) 84 47 41**
- MX Executive:
- 🖽 Bus, 30 Min., 1

Accra, Ghana Reservation S

- @ (21) 24 38 93
- A (21) 24 38 97

- → Aeroporto
- Tax free, partenza
- Tax free,
- partenza/arrivo
- B Ufficio commerciale
- Direzione
- Merci
- Informazioni
- C Lounge
- ® Ufficio prenotazioni

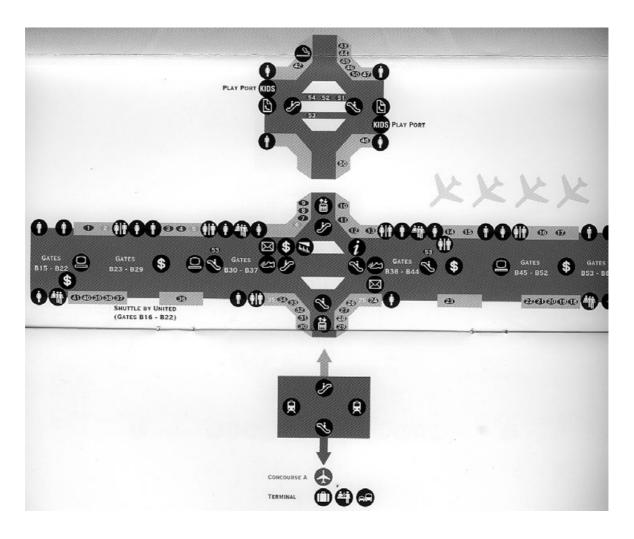
@swiss.com

- Heathrow transport
 Underground train:
 Piccadilly Line ∞ 5–10 min
 GBP 4
- Paddington Heathrow Express ∞ 15 min GBP 15
- Victoria Station ∞ 20–30 min GBP 7
- → Heathrow □ (24 km) ☎ 087 00 00 01 23
- F/C-Class/Club Member Servisair Lounge
- O: 30 Y: 45 min Terminal 2
- London City transport
 Underground: Jubilee Line

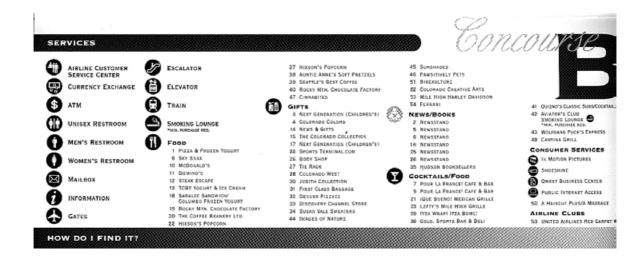
Reservierung/Reservations

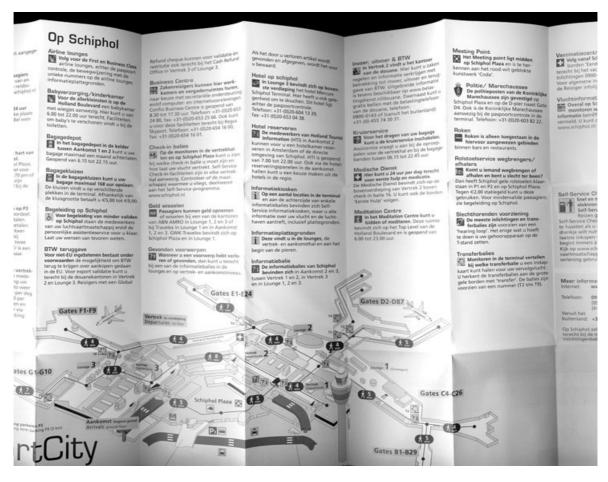
- Fax
- ⋈ eMail
- Öffnungszeiten/Office Hours
- Generalagent/General Agent
- ◆ Flughafen/Airport
- Flughafensteuer/Airport tax
- □ Zubringerdienst/Feeder service
- Abfahrt alle .. Min./Departure e
- Lounge
- Star Alliance Gold Member

86 13 19 75



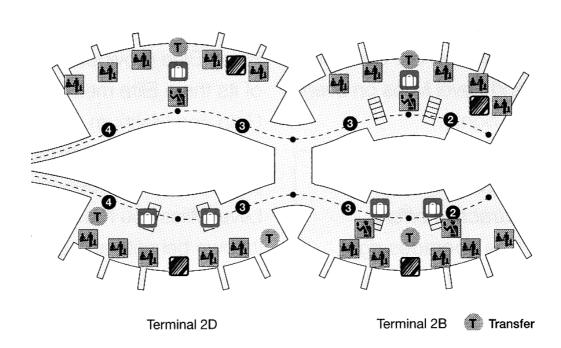
8. 9. From a guide to Denver airport. XX00, XX01, XX0A, XX0B, XX0E, XX17, XX19, XX39, XX3B, XX40, XX48, XX49





10. Schiphol airport folder (top). Note the simultaneous usage of frontal and lateral bus signs in the floor plan. xx02, xx05, xx0F, xx12, xx13, xx15, xx16, xx25, xx32, xx33, xx38, xx40, (xx41), xx42, xx44, xx49

Orientational signage at Schiphol airport, Amsterdam. XX31, XX34, XX40



SERVICES

AirTrain
AirTrain, an automated people mover system, connects SFO's inals, parking garages, BART Station and Rental Car Center with convenient and frequent service. AirTrain has two lines: the Red Line, a short loop that serves both the Domestic and International Terminals and garages; and the Blue Line, a longer loop that connects the terminals and garages with SFO's Rental Car Center.

Domestic Terminals 1, 2 and 3 each have an AirTrain station located on Level 5 of the Domestic Parking Garage. Terminal 3's station connects to the terminal via a passenger skybridge; to access the Terminal 1 and 2 stations, please use the tunnel connector to the parking garage

The International Terminal has two AirTrain stations, located one level above the Departures/Ticketing Level at both ends of the Main Hall. The International Parking Garages (Garage A and Garage G) each have an AirTrain station that is accessed from Levels 7 and 8.

Luggage carts are allowed on AirTrain; for your safety, please secure the hand brake on the cart. All AirTrain stations and cars are wheelchair accessible. For more information, please refer to SFO's AirTrain brochure, available at information booths and kiosks throughout the terminals.

Automated Teller Machines (ATM)

ATM services are provided by Bank of America, Union Bank and Wells

Fargo in the Domestic Terminals. ATM services in the International Terminal are provided by Travelex America, Inc.

Automatic External Defibrillators (AEDs)

Automatic External Defibrillators (AEDs) are located throughout SFO's

rminals. Locations are marked by signage containing the AED symbol. For emergency assistance, dial 911 from any Airport phone.

Banking Services

A full service branch of Bank of America is located on the Mezzanine Level of Terminal 3, near Boarding Area F. Services include: deposits, withdrawals, loans, credit card cash advances, cashiers checks, money orders and travelers checks. No foreign currency exchange services Hours: Mon.-Fri. 8:00 a.m. to 4:00 p.m., Sat. 8:00 a.m. to 12:00 p.m. Courtesy Phone Dial: 1115 Telephone: (650) 742-8022

BART (Bay Area Rapid Transit)
BART operates rapid rail service to northern San Mateo County,
San Francisco and the East Bay. A BART station is located on the Departures/ Ticketing Level of the International Terminal, on the Boarding Area G side. BART is also easily accessed from any terminal by riding AirTrain to the Garage G/BART Station. BART provides a direct connection to Caltrain at the Millbrae station

Courtesy Phone Dial: 1196

Cellular Phone Rental
Action Cellular Rent A Phone provides cellular and satellite phone rentals. Action Cellular is located on the Arrivals/Baggage Claim Level of all terminals.

Courtesy Phone Dial: 1194

Currency Exchange

Travelex America, Inc. has several currency exchange offices and automated currency exchange machines located throughout the International Terminal. Travelex's main office is located in the International Terminal, Main Hall, Departures/Ticketing Level, near the security checkpoint for Boarding Area G. Additional services provided at the main office include: travel insurance, Western Union, money orders, travelers checks, travelers check cashing, credit card advances, money wires/transfers, faxes and change. Business hours vary due to flight scheduling

Courtesy Phone Dial: # 1120 Telephone: (650) 821-0900

Ground Transportation Information

Ground transportation serving SFO includes public transit, Airporters, door-to-door vans, limousines and taxi service. Ground transportation information is posted in displays throughout the terminals and on the computerized kiosks located at Airport information booths throughout the terminals. Ground transportation information is also available at the curb from the Curbside Coordinators. Courtesy Phone Dial: 1121

Hair Salon and Public Showers

SFO Hairport, a full service hair salon, is located in the International Terminal, Main Hall, Departures/Ticketing Level, near the security checkpoint for Boarding Area G. Services provided include hair styling, facials, neck and shoulder massage, foot massage, hair and skin products, showers and lottery tickets.

Hours: 8:00 a.m. to 5:00 p.m., Monday through Saturday Telephone (650) 876-1741 Courtesy Phone Dial: 1122

Hotel Courtesy Shuttles

Hotel Courtesy Shuttles

Courtesy Shuttles to participating hotels may be scheduled by contacting the hotel via the Lodging, Transportation and Attractions Boards located on the Arrivals/Baggage Claim Level of all terminals, or from the Hotel Courtesy Phones located outside of the terminals in the Center Island Shelters at the Hotel Courtesy Shuttle zones. Hotel Courtesy Shuttles depart from the Departures/Ticketing Level of all terminals.

Lockers/Storage
Due to security regulations, Airport lockers will be out of service until further notice. Locker storage is available at the Airport Travel Agency. located on the Departures/Ticketing Level of the International Terminal, near the security checkpoint for Boarding Area G.

Lodging, Transportation and Attractions Board Free phone service to participating local hotels, motels, rental car

npanies, limousine services and local attractions. Boards are located on the Arrivals/Baggage Claim Level of all terminals.

Lost and Found

 Lost and Found
 Located in Terminal 1, Arrivals/Baggage Claim Level, across from Baggage Carousel 17.

Courtesy Phone Dial: 1127 Telephone: (650) 821-7014 -mail: sfolostandfound@flysfo.com

Luggage Carts Smarte Cartes are avail

terminals and garages. Some Luggage Carts are provided fre rtesy of the San Francisco Courtesy Phone Dial: 1135

Medical Clinic
Provides travel, urgent Located in Terminal 2, Arrivals Hours: 8:30 a.m. to 5:00 p.m., Courtesy Phone Dial: 1128

Nurseries
Located on the Depart Levels in Terminal 1, and the £ Terminal 3.

Courtesy Phone Dial: 6-2359

Paging Services

Dial: ® 1130 from an Airport

Parking Hourly and daily parking parking is available in the Long exit of U.S. 101. SFO offers two provides valet service to all ter automated entry and exit syste Parking brochure from an infor Courtesy Phone Dial: ® 1131

Parking Shuttles (Lo Drop-off and pick-up zo and off-airport parking shuttle

Ticketing Level of all terminal operate every 5 to 15 minute Courtesy Phone Dial: 1126

Postal Services

Postal Service.
Postage machines are k of all terminals. Mailboxes Ticketing Level at the end of a

Rental Car Center SFO's consolidated Rent

car companies in one location Rental Car Center is provided off- airport rental car compan Center and transfer to their co

12.

From a San Francisco airport information leaflet. XX04, XX12, XX17, XX21, XX37, XX38, XX42, XX44, XX49

AMENITIES

Aquarium

An aquarium is located pre-security of Boarding Area C, Departures/ Ticketing Level, Terminal 1. Presented in conjunction with the Steinhart Aquarium, California Academy of Sciences.

Berman Reflection Room

Center for quiet self-reflection and meditation. Located in the International Terminal, Main Hall, Departures/Ticketing Level, near Boarding Area G.

Hours: 7:00 a.m. to 11:00 p.m., Daily

Christian Science Reading Room

Hosted by the Christian Science Monitor, the Christian Science Reading Room is a quiet place to read or buy Christian literature. Located on the Departures/Ticketing Level of Terminal 1 across from

From a San Francisco airport information leaflet. XX05, XX32

Travelers Aid

Organization of volunteers devoted to assisting passengers in airports in the United States and Canada. Booths are staffed from 9:00 a.m. to 9:00 p.m. daily. Located on the Departures/Ticketing Level of all terminals. Courtesy Phone Dial: 1137

Customs/Immigration

Customs/immigration
Located on the Arrivals/Baggage Claim Level of the International

Courtesy Phone Customs Dial: 38 1138

Courtesy Phone Immigration and Naturalization Service Dial: 🗷 1123

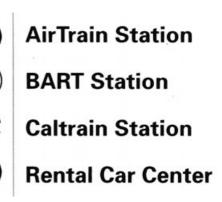
Police/Emergencies

POlice/Emergencies

Located at Terminal 1, Arrivals/Baggage Claim Level across from Baggage Carousel 17.

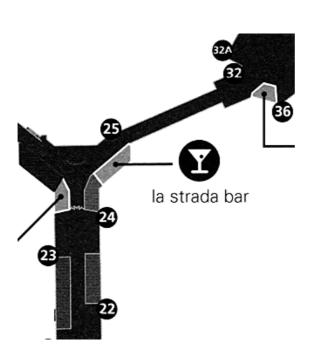
Courtesy Phone Dial: 🖹 1132; Non-emergency Telephone: (650) 876-2424

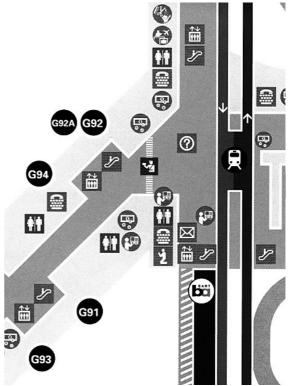


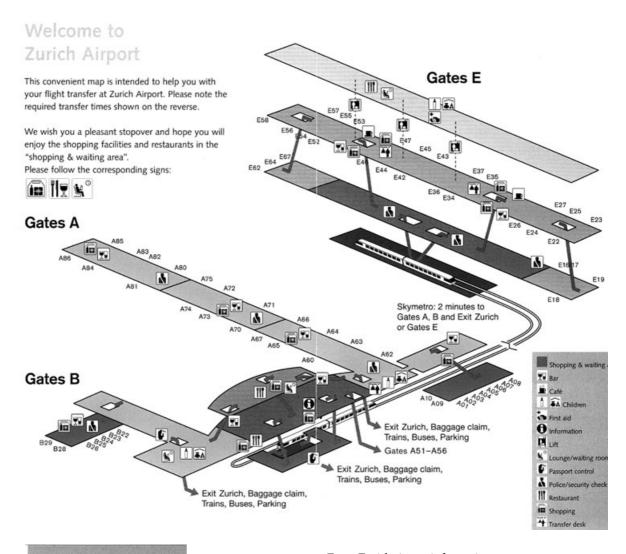


From SFO airport information. xx12, xx17, xx19

15. 16. From SFO airport information. XX00, XX01, XX05, XX0C, XX0E, XX17, XX39, XX49







Flughafen Zürich

From Zurich airport information.

17. XX33, XX3C, XX39, XX3D, (XX3E), XX40, XX48

18. XX00, XX01, (XX04), XX05, XX0E, XX21, XX27, XX30, XX35, XX36, XX38, XX40, XX41,

Pläne



Unterschiedliche Landeszeiten Züge und B An- und Abfahrtzeiten sind immer in de Ankun! in einem Land gültigen Zeit angegeber In Deutschland gilt die MEZ, von Ende März bis Ende Oktober die Sommerzei In der der and oder u In der MEZ Mitteleuropäische Zeit der an Westeuropäische Zeit WEZ Siehe, (1 Stunde nach MEZ) OEZ Osteuropäische Zeit Buslini (1 Stunde vor MEZ) MZ Moskauer Zeit Zugfah (2 Stunden vor MEZ) Streck Busser Züge und Bahnhöfe Bus hã Reservierung erforderlich Schifffa Zug mit Stellplätzen im Fahrrad-4 Flugha wagen, Mehrzweckabteil hafen \blacksquare Grenze Zug mit Stellplätzen im Fahrradgung abteil; Reservierung erforderlich Pass-(HI) renden Zug mit durchlaufenden Wagen (Kurswagen) Abkürzunge Rf Bah Schlafwagen mit Abteilen 1. und Klasse Bst Betr Hbf Hau Liegewagen 2. Klasse; Liegewag 1. oder 1./2. Klasse sind besonde HaltqΗ Gst Ges Zen ZOB gekennzeichnet Weitere Zeic BordBistro/kleine Speisen und sind auf der Getränke im Zug (In bestimmten DB NachtZügen sie vorkomi [NZ], Bistro oder Servicewagen) 41 BordRestaurant/Speisen und Getränke im Zug r. SnackPoint/Imbiss im Zug 6,7 Übergangszeiten von 6, 7... Minur (ohne Zeitangabe 5 Minuten) Halt nur zum Zusteigen Halt nur zum Aussteigen Halt auf Verlangen

In fondo a ogni Quadro Orario è sempre presente una Legenda con una dettagliata spiegazione di tutte le sigle e i simboli.

Imprese Ferroviarie

- FAS Ferrovia Adriatico Sangritana
- FER Ferrovie Emilia Romagna
- LeN LeNORD
- MC MetroCampania NordEst
 - TI Trenitalia

Classifica dei Treni

Eurostar Italia ad Alta Velocità

+3iZ Treno Business

ES* Eurostar Italia

ES+(LNK. Eurostar più Bus

Tok Treno Low-cost con prenotazione e vendita via Internet, Call-Center e Self-Service

/C Intercity

ICplus Intercity Plus

Intercity Notte

EC Eurocity

EN Euronight

- -

€ Espresso

D Diretto

iR Interregionale

R Regionale

S Suburbano

Servizio Bus Sostitutivo

Treno Cisalpino

Classi di Servizio

- Prima ClasseSeconda Classe
- 1-2 Prima e Seconda Classe

Servizi

- Trasporto Auto e Moto al seguito
- ord Trasporto Bici al seguito
- Prenotazione obbligatoria
- R Prenotazione facoltativa
- Prenotazione in modalità *Ticketle*:
- Trasporto Disabili su sedia a rotelle
- Carrozza Letti
- Carrozza Cuccette

 Ristorante
- Treno con Bar
- 고 MiniBar
- 10' Possibile prolungamento dell'orario
 - programmati

 G Treno garantito
 in caso di sciopero
 nei soli giorni feriali

di arrivo per lavori

G Treno garantito in caso di sciopero nei soli giorni festivi

19. Signs used in schedules edited by the Deutsche Bahn. XX19, XX1E, XX25, XX28, XX29, XX3B, XX3D, XX44, XX45, XX4A

schlusszug links

14

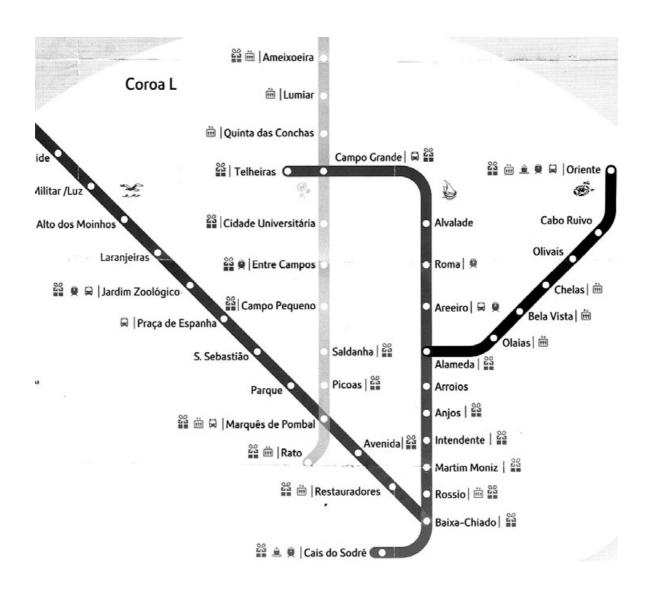
In der Fahrzeitspalte: fährt durch oder fährt eine andere Strecke

In der Fahrzeitspalte: weiter sie

In der Fahrzeitspalte: siehe An-

20.

Signs used in schedules by the Italian State Railways. XXIE, (XX24), XX25, XX3A, XX3B, XX3D, XX44, XX45



21.Local transport network plan from Lisbon.
Vehicle signs alongside the gift and elevator signs.
XX0E, XX15, XX17, XX18, XX48





Air Museum



Museo de la Carris Carris Museum



sidência de la República the Republic Museum



Museo da Rádio Radio Museum

Restored 19th century pump station. Cisterns, machinery, equipment.

Rua do Alviela, 12, Lisboa, **2** 21 810 02 15

De 10:00-18:00. Domingos y festivos. Open 10 a.m. to 6 p.m. Closed Sundays and public holidays.

Museo de la Presidência de la República Presidents of the Republic Museum

La história de los Presidentes de la República y del Palacio de Belém.

The story of the Presidents of the Republic of Portugal and Belém Palace.

Palacio Nacional de Belém/ Belém National Palace Praça Afonso de Albuquerque 21 361 46 60

Martes a domingo, 10:00-18:00.

Tuesday to Sunday, 10am-6pm. 14, 27, 28,43,49, 51, 73, 100, 112, 201

15 Co Comboio Belém (línea de Cascais/ Cascais line) Barco Estación Fluvial de Belém

Belém ferry boat dock

Museo da Rádio Radio Museum

La colección más grande de Europa de equipos de producción, registro, transmisión y recepción radiofónicas.

The largest European collection of radio production, recording, transmission and reception equipments.

Rua do Quelhas, 21.

2 213 950 762 Martes a sábado, 10h00-17h00. Cierra los festivos Tuesday to Saturday 10 am to 5pm.

Closed bank holidays. **27, 40, 49, 51, 60**

15, 18

Carris Museum

Carros eléctricos, autob urbano.

Trams, buses and urban Rua 1º de Maio, 103

21 361 30 87 De Lunes a Sábado 13:00 a 14:00 y los Mon. to Saturday 1

1 p.m. to 2 p.m., St. 15

Museo Nacional de National Museum

Colección universal. As Collection with a un implements.

Av. Ilha da Madeira

21 304 11 60 Martes, 14:00-18:00 Miércoles a Domir Cierra 25 Dic., 1 de Tuesdays 2 p.m. to Wednesday to Sur Closed: Dec. 25, Ja

28, 32, 49

Museo del Centro y Cultural de Mac Museum of the M and Scientific Cer

Arte chinesa, pratas, t Chinese art, silver, fab Rua da Junqueira, 30. **2** 21 361 75 70 / 92

Martes -Sábado, 1 Domingo: 12:00-1 Tuesday to Saturo Sundays: 12 noor

Centro Científico Macao Cultural ar Palacio N Praça Afc **a** 21 36



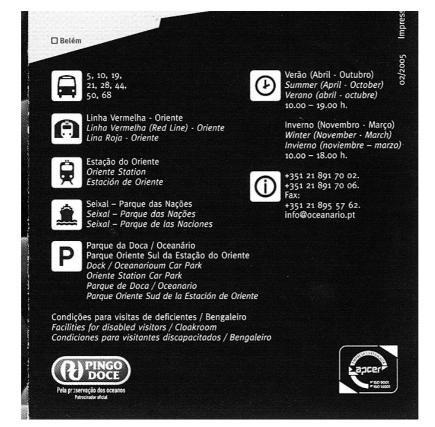








From a Lisbon tourist guide. XX15, XX26, XX28, XX3F



Traffic signs on a Lisbon transport guide.

Tarifzonenplan Verbu



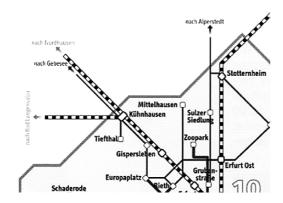




Das Voll-Mobil-Tic in Mittelthüringen möchten. Tickets e Verbundgebiet. Me

24

Use of frontal versions of bus, train and tram; from a German local transport brochure. xx15, xx16, xx17





25. Frontal tram signs as displayed in Amsterdam. XX16

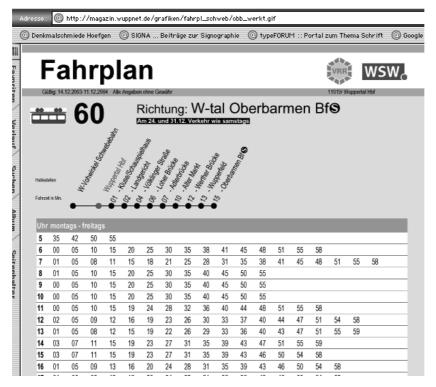


Frontal tram sign as displayed in Cologne. XX16



A suspension railway sign at SFO airport.

XX19, XX2D



A suspension railway sign at an online schedule of the famous municipal Schwebebahn of Wuppertal, western Germany.

10505 Bodenseefähre Friedrichshafen

haft AG · Postfach 77 · CH-8590 Romanshorn · (0041 Schweizerische Bodensee-Schiffa Bodensee-Schiffsbetriebe (Bei Nebel, Sturm und unvorherge

Gültig:



Friedrichshafen Hafen

Friedrichshafen Stadt a



h Eriedrichshafen · Seestraße

rspätet werden od

Indication of ferry services in a railway schedule. XX28

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nz Bahnh	of ₩/쩆	800	Immenstaad	 	250	Meersburg		800
ichshafer	1		Konstanz	₩₽/₩₩	300	Nonnenhorn	40 / 70	600
bf)	140 / ****	100	Kressbronn	40 / ***	1500	Radolfzell	₩0/ ₩	100
ichshafer	1		Kreuzlingen			Rorschach		
of)	140 / 777	900	(Hafenbf)	₩	500	(Hafenbf)	₩	50

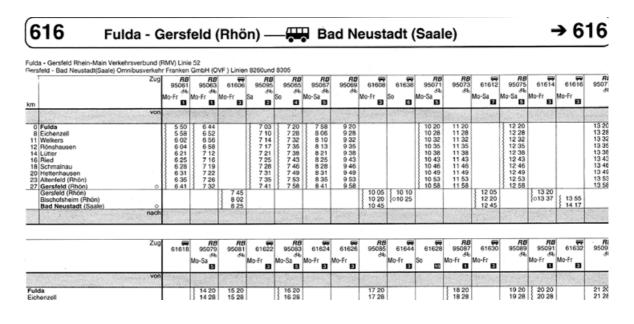
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Radolfzell 🖴				Г
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	501, 10502			L
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Überlingen 🖴			-	
Überlingen-Nußdorf Uhldingen-Mühlhofen				
Salem				
Bermatingen-Ahausen				
Markdorf (Baden)				
Friedrichshafen Landratsam	t			
Friedrichshafen Stadt +		3 0		
Friedrichshafen Stadt + -			16 46	r
Friedrichshafen Ost			16 50	
Eriskirch			16 54	
Langenargen			16 58	
Kressbronn			17 03	
Nonnenhorn			17 12	
Wasserburg (Bodensee)			17 16	
Enzisweiler			17 21	
Lindau-Aeschach		_	17 23	
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	D 9, 10506			
Lochau-Hörbranz		0		
Bregenz Hafen 👄		0	-	
			21	

From schedules of Deutsche Bahn AG.

30. (above) xx25, xx2C

31. XX19, XX28

Bermatingen-Ahausen Markdorf (Baden) Friedrichshafen Landratsamt Friedrichshafen Stadt + == Friedrichshafen Stadt + -Friedrichshafen Ost Eriskirch





32. Buses and bikes in a printed schedule of the Deutsche Bahn. XX1E, XX25

260und 8305

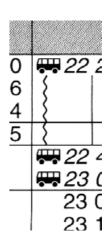
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8	50	50	50		1.0000001000000000000000000000000000000	
1	So	Mo-Sa		Mo-Fr	So	N

33. Selection of signs in a Deutsche Bahn schedule . XXIE, XX3B, XX3D, XX44, XX45

erkehrs- und Tarifverbund Stuttgart GmbH (VVS) R 1 nau-Iller-Nahverkehrsverbund-Gesellschaft Ulm (DING)

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-					22	10			23	10			0	10		
					22	14			23	14			0	14		
					22	19			23	19			0	19		
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Zweckverband Fränkisches Freilandmuseum 97650 Fladungen, Tel.: (0 97 78) 91 23-0, Fax: (0 97 78) 91 23-45, Internet: www.frei

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	Ostheim v Rhön	10 30		16 30
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_16	Mellrichstadt Bf o	10 50		16 50

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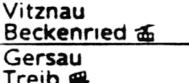
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		- ch				9	G	
Weggis			14.53			17 55	52	

34. 35. 36.

Usage of several vehicle signs in a printed schedule of the Deutsche Bahn.

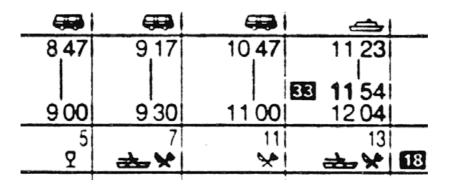
XX19, XX25, XX28, XX2B, XX2C, XX2E, XX3B

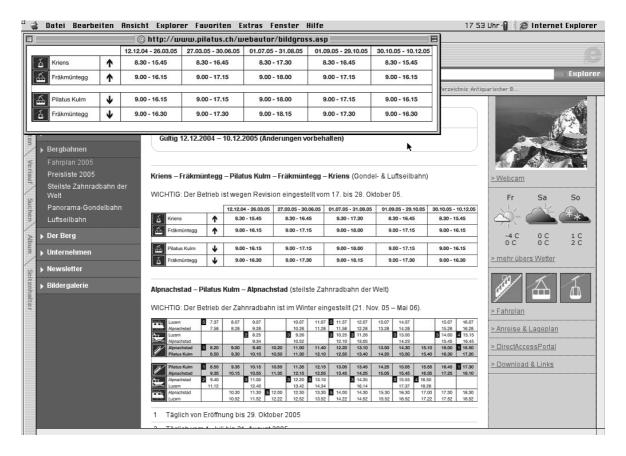


Treib Brunnen Rütli Flüelen



25









Three different bergbahn signs are featured in this web presentation from Pilatus, Switzerland.

XX27, XX28, XX2B, XX2E, XX2F,







38.Two different bergbahns of Dresden. XX2B, XX3E



39. 40. 41. A variety of vehicle signs used simultaneously at the Internet, in print and on

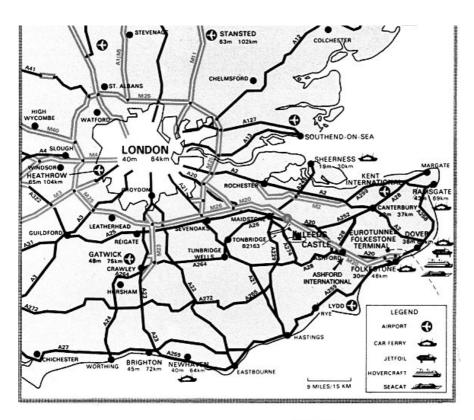
signposting.

XX0F, XX25, XX26, XX27, XX2B, XX3B





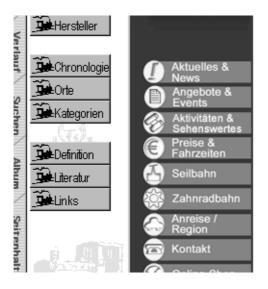


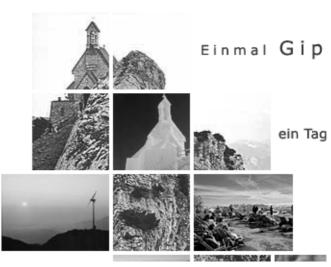


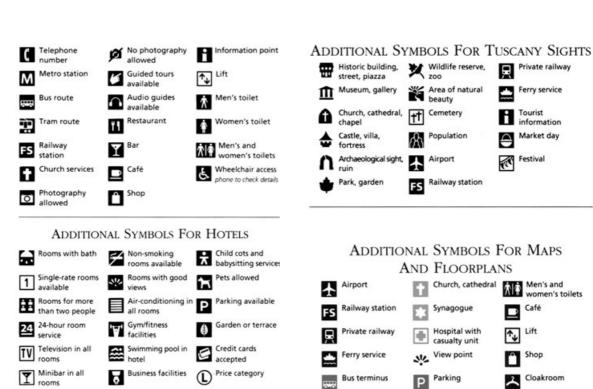
Ferry and airport signs on a map of the Channel (France – Great Britain). Unusual is the usage of four different ship signs (see below).



43. From the website of Wendelsteinbahn (Bavarian Alps). XX24, XX2E









Post office

44. 45.

Tram terminus

P Parking

From the popular "Eyewitness Travel Guides" series edited by Dorling Kindersley Publ., explanation and composing sample. Note the simultaneous use of frontal and lateral bus signs (right, middle).

Church

XX00, XX01, XX0E, XX15, XX17, XX19, XX21, XX25, XX26, XX28, (XX30), XX39, XX3B, XX3D, XX42, XX46, XX4A, XX4C



Police station

see also page 135

Post office





46. From a British Museum leaflet. XX3B, XX3D, XX42, XX46

47. Natural History Museum, London. XX00, XX01, XX04, XX0B, (XX0E), XX3B, XX3D, XX46, XX4A, XX4E, XX4F

