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Aéroports de Paris : new signage system

From 1st January 2009, all the terminals at Paris-Charles de Gaulle and Paris-Orly airport will have a new signage system. *"In less than one year, we will have replaced more than 10, 000 sign posts. The total overhaul of our signage system is the result of an unprecedented effort!"* states Pierre Graff, Chairman and Chief Executive Officer of Aéroports de Paris.

A new signage system validated by passengers

- **two surveys were conducted among passengers:**

A survey carried out in 2006 among 800 passengers was used to evaluate several options and to validate the new signage charter. In February 2007, Aéroports de Paris tested the first prototypes with passengers. From the 2nd quarter of 2008, customers will be questioned at frequent intervals to assess their level of satisfaction during roll-out in the terminals.

"The total overhaul of our signage is a real challenge. In less than a year, Aéroports de Paris will have replaced over 10,000 information panels" explains François Rubichon, Deputy CEO of Aéroports de Paris.

- **an international benchmark:**

The architects and marketing experts of Aéroports de Paris took an in-depth look at the signage in international airports in order to identify "best practices" within the industry and to adapt them to Parisian airports. Aéroports de Paris selected *ENT Design** agency to develop the graphic charter, plan and install the new signage in the terminals.

* ENT Design created the signage for the RATP [Paris City Transport Authority] metro network and Incheon-Seoul International Airport in Korea, as well as for Parly 2 shopping centre

The basis for the new signage system for Aéroports de Paris

www.aeroportsdeparis.fr

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Aéroports de Paris builds, develops and manages airports including Paris-Orly, Paris-Charles de Gaulle and Paris-Le Bourget. Aéroports de Paris is the 2nd European airport group in terms of airport turnover and the 1st European airport group in terms of cargo and mail. Aéroports de Paris accommodates nearly 460 airlines, mainly the major actors of air transport.

Benefiting from an exceptional geographical location and a major trading area, the group's strategy is to modernize its terminal facilities and to upgrade its quality of service. It also intends to develop its retail and real estate business. In 2006, Aéroports de Paris Group had a turnover of 2,076.8 million euros, and a net result of 152.1 million euros. Aéroports de Paris handled 82.5 million passengers in 2006.



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"To be effective, the information conveyed by the signage must have priority over other airport messages (advertising, shop signs etc.). When simple and highly visible, it can be understood by all our passengers whatever their culture or travel frequency" emphasises Olivier Tarneaud, Head of Marketing department at Aéroports de Paris.



Example of a panel based on the new signage charter

1- Three colours for highly visible information:

For the first time, the new sign posts will come in three colours in order to increase their visibility and organise the information by level of importance. Each colour corresponds to a passenger flow:

- Departing or connecting passengers will follow midnight sign posts:



- Arrival passengers will follow the indications on azure blue sign posts:



- For all services and shops, passengers will follow orange sign posts:





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2 – "Time planners" will assist passengers along their route:

Aéroports de Paris is introducing the time-planner into its signage. This tool shows passengers their route time from their current position to where they want to go. It enables passengers to manage their time better and make the most of the services offered by the airport.



3 – New graphic elements



The signage charter incorporates new, very explicit pictograms that are adapted to the layout of the terminals and indicate the new services provided by the airport: WiFi, CDG VAL, work stations, shops etc.

4 – A new signage phraseology

To achieve consistency in the information conveyed to passengers, Aéroports de Paris is proposing a single "signage phraseology" applicable to all scenarios within the airport.



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The new “signage phraseology” comprises:

- an arrow for directional information, together with the travel mode used (CDGVAL, lift, escalator etc.);
- a pictogram, if there is one, that can be easily understood;
- some text (a word or group of words) in French and, if necessary, its English translation;
- large, bold alphanumeric indicators (terminals, check-in desks; boarding gates, baggage conveyors, arrivals etc...);
- a “time planner” only when necessary.

5 – “Tailor-made” siting of information in each terminal

The siting and sizing of the new signage takes into account the unique architectural features of each terminal in order to provide maximum visibility and clarity for passengers.



Oversized signage in Terminal 2E at Paris-Charles de Gaulle airport

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Press release

Schedule: one year to replace all the sign posts

December 2007: Terminal 3 at Paris-CDG	June 2008: Terminals 2C and 2D at Paris-CDG
March 2008: Terminals 1 and 2E at Paris-CDG	September 2008: West Terminal at Paris-Orly
April 2008: Terminal 2F at Paris-CDG	December 2008: South Terminal at Paris-Orly Terminals 2A and 2B at Paris-CDG

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