

Minneapolis-St. Paul International Airport

Terminal 1 – Terminal 2 Usage Guidelines

Acceptable uses

Unacceptable uses

One line usage:

Terminal names in wayfinding signs should be presented on one line, in horizontal orientation whenever space permits:

- **Phrasing:** Terminal numbers should not appear independent of the word “terminal.”
- **Placement:** The historical name, when used, must always appear after the terminal number.
- **Type:** The type must always appear uniform, in plain text.
- **Spacing:** There must be a hyphen, with no spaces, between the terminal number and its historical name.
- In areas where horizontal use is not practicable, the names may be presented according to the standards for vertical (two line) orientation as described below.

Terminal 1-Lindbergh

Terminal 2-Humphrey

~~1-Lindbergh~~

~~Lindbergh-Terminal 1~~

~~Terminal 1-Lindbergh~~

~~Terminal 1-Lindbergh~~

Two line usage:

In instances when the terminal name appears on two lines:

- **Phrasing:** Terminal numbers should not appear independent of the word “terminal.”
- **Placement:** The historical name must always appear below the terminal number.
- **Type:** The type must always appear uniform, in plain text.
- **Size:** The historical name should be 66% (about two-thirds) the size of the terminal number. For example, if using 18-point font for the terminal number, the historical name should appear in 12-point type.

Terminal 1
Lindbergh

Terminal 2
Humphrey

~~2
Humphrey~~

~~Humphrey
Terminal 2~~

~~Terminal 2
Humphrey~~

~~Terminal 2
Humphrey~~

Preferred Fonts:

The following fonts should be used for terminal names and associated communications pieces:

- Helvetica regular is a sans-serif typeface selected for its functional simplicity. Helvetica should only be used in its regular format – not bolded or italicized.
- Arial regular is an acceptable replacement font when Helvetica is not available. As with Helvetica, Arial should only be used in its regular format – not bolded or italicized.

Terminal 1-Lindbergh

Terminal 2-Humphrey

Terminal 1-Lindbergh

Terminal 2-Humphrey

~~Terminal 1-Lindbergh~~
~~Terminal 2-Humphrey~~

~~Terminal 1-Lindbergh~~
~~Terminal 2-Humphrey~~

Acceptable uses

Unacceptable uses

Color usage:

When using color, such as in a brochure, poster, backlit or PIDS design, the same rules as above apply. In addition, the following guidelines apply:

- **Font Color:** Terminal names should appear in uniform black or white (reverse) text, whichever option provides the greatest contrast. In rare instances where color fonts are used, the numerical terminal name and historical terminal name should employ the same color.

Terminal 1
Lindbergh

Terminal 2
Humphrey

~~Terminal 1
Lindbergh~~

~~Terminal 2
Humphrey~~

Suggested Color Palettes for Each Terminal:

Terminal 1 Palette:



2768 7540

Terminal 2 Palette:



349 7531

Secondary Palette (for use in both Terminal 1 and Terminal 2 communications):



429 7516 432 Black

Questions?

Please direct any questions regarding these guidelines to the Metropolitan Airports Commission's Public Affairs and Marketing Department.

Phone: 612-726-5335 or 612-726-8170.

