

## **A. Introduction**

The purpose of this policy is to provide efficient, clear wayfinding and information, to maintain a professional image, and to reduce clutter and inconsistency.

The Port of Seattle (herein after know as “the Airport”) will allow airline signage at Sea-Tac International Airport based on the airline ability to meet the following criteria and policies:

1. The carrier requesting signage must provide scheduled service and have an executed lease or operating agreement with the Airport.
2. Signage requests by all other carriers will be review by the Airport, on a case-by-case basis, upon receipt of written request.

All signage will be in accordance with existing Airport Sign Standards and in compliance with Airport Rules and Regulations. Airlines will pay for signage only when sign systems are changed or modified at airline request.

All airline-provided signage, or any other related items, must be professionally fabricated and well maintained, i.e. clean and undamaged. Handwritten signs, paper signs, or use of airline tape, duct tape, etc. shall not be permitted.

Variances to these standards shall be granted only by express written request and approval from the Airport Manager, Signing & Graphics.

## **B. Curbside Check-In**

Port-provided regulatory signs required by FAA and/or TSA shall be placed on the sides of the podiums.

Curbside e-ticket and check-in signage shall be above the podium and parallels to the drive. Overhead frames and attachment to podiums shall be provided by the Airport; one per podium, including when podium is shared by multiple carriers. Signs shall be portrait orientation and of a size and appearance to be designated at a future date. Airline shall provide the insert message.

- Signage and baggage tags shall be allowed on top of podiums.
- No schedules or promotions will be allowed.
- No signage shall be allowed on the face of the podiums.
- No signage shall be allowed on the building or railings.

### **C. Ticket Counter Lobby**

The sign band of fascia above the ticket counter and other tenant spaces are provided by the Airport. The airline name shall be provided in 10" upper-case white vinyl Transit font, one appearance per 30 linear feet of counter/backwall. Signs shall be non-illuminated.

Code-share airline identification shall not be displayed on airport-supplied signage; i.e. signband above the counters, ticketing and baggage claim drive signs. Code-share signage may be displayed on backwall areas or over-the-counter queuing signs, as described below.

No floor markings shall be allowed.

#### **Over-the-counter queuing signs**

This area consists of individual Visiontron rotating position markers using white lettering on a black background. Airlines are responsible for application of messages, which must be approved by the Airport.

With Port approval, dynamic signage, i.e. screen monitors or electronic moving messages may be used in place of the Visiontron position markers.

#### **Backwall**

Currently most ticket counters and backwalls are used exclusively by individual carriers. The following standards should be used.

Layout of all graphics, devices, material and color is at tenant's option, but must be approved by the Airport before installation. Such installation is to be provided and installed by tenant or tenant's contractor. Ambient lighting only shall light all graphics. Sign shall project from the backwall surface less than four inches (4") with no visible mounting attachments. No signs allowed on columns located within ticket counter area. Route maps shall not be allowed on the backwall. All signing and graphic materials must meet fire code. Authorized graphics are as follows:

- Corporate Symbol/Logo/Trademark: Must be proportional to leased backwall area and subject to Port approval.
- Arrival/departure board/schedule boards: of size and design approved by the Airport.
- Code-share signage: Maximum size shall be 30"w x 36"h and limited to one per 30 linear feet of backwall.

## **4.01 AIRLINE SIGNAGE STANDARDS**

As ticket counters are converted to common-use, the backwalls will be standardized with new electronic signage and architectural wall finishes.

### **Ticket counter podiums**

Dispensers for bag tags, airline timetables and similar advisory or informational data may be displayed on counter tops. All data displayed shall be presented in a neat, well-maintained uniform manner and will be subject to approval by the Airport.

Port-provided regulatory signs required by FAA and/or TSA shall be placed in the bagwells. Signs are not allowed on the face of the podiums.

### **Queuing stanchions and signs**

The Airport shall provide all stanchions (posts and bases shall be polished chrome; stanchion tapes shall be black in color with Port of Seattle logo in white).

Only identification/operational wayfinding or regulatory signs shall be authorized. All signs must be mounted in black frames on the stanchion tops. Maximum size for frames shall be 11" x 14". No signage shall be hung from the stanchion tapes.

Special tall queuing sign stands may be used to direct passengers to particular locations, i.e. electronic ticket machines, first class check-in, etc. Stands shall have a black base, black post, and 22" x 28" black frame.

Signage requests other than stated will be review by the Airport, on a case-by-case basis, upon receipt of written request.

### **Bag dimension boxes**

Design is generally at the discretion of the carrier, but must be approved by the Airport Manager, Airport Operations. Boxes must be designed in such a way as not to be a safety hazard, such as tripping. One box per 30 linear feet of counter is permitted.

## **D. Baggage Claim**

No freestanding signs are allowed in this area.

The Airport provides the following signs:

- One airline name appearance in signband above baggage office/counter.
- FIDS monitor(s)

- Electronic baggage carousel sign with airline and flight number.

#### **Baggage service office/counter**

The same backwall guidelines apply as for the ticket counter area. If airline has an enclosed baggage office with a door, a sign may be placed in the door window to identify office hours and other pertinent operation information, as approved by the Airport. Acceptable application is vinyl letters. For glass doors or windows, reverse vinyl letters applied to the inside surface is permitted.

No signs permitted on counter fronts.

Signage requests other than stated will be review by the Airport Conceptual Review Process committee, on a case-by-case basis, upon receipt of written request.

#### **Baggage claim carousel**

The Airport provides signage on the carousels regarding general baggage responsibilities, i.e. "All bags look alike". No airline signage is allowed on the baggage claim carousels. No old baggage is allowed on the carousels, i.e. "last bag".

### **E. Gate Lobby**

#### **Loading bridge**

##### **Exterior signage**

- Airline-owned loading bridges shall be limited to one airline corporate identity sign on each side and cannot exceed 4' 0" x 12' 0" in size.
- Port-owned loading bridges shall have no proprietary identification or graphics.

##### **Interior signage**

- Advertising is permitted in airline-owned loading bridges if it has been coordinated and approved by the Airport-contracted advertising company.
- Airline-owned loading bridges shall have no other sign standards and be left to the owner airline.
- Port-owned, common-use loading bridges shall have no airline identification signage.
- Port-owned, preferential loading bridges shall have specified standard areas for posting other signs,

i.e. wraps, framed posters not to exceed 24" x 36", etc.

- Advertising in Port-owned common-use or preferential loading bridges will be at Port discretion.

#### **Gate holding room**

Signage is not permitted on walls, columns, windows, or front of podiums. Only required government regulatory signs are allowed on sides of gate podiums. Freestanding signs and airline-provided baggage sizers are allowed within the leased areas. No such signage or fixture shall present a safety hazard or it shall be removed at the request of the Airport.

#### **F. Promotional / Temporary Signs**

Promotional/temporary signage shall be limited to a maximum of one 8 ½" x 11" sign per two-agent position at ticket counters and gate podiums. Display duration is limited to 30 days. Sign shall be in a stand-up, slanted acrylic holder. Banners shall not be permitted.

#### **G. Holiday Decorations**

Holiday decorations shall be allowed for a maximum of two weeks. Decorations may not cover or block any visual information, i.e. Federal regulatory information, airline name/logo or airport wayfinding signs. Decorations shall not compromise the design, wall and sign finish, or structural integrity of the facility in any way that would result in repair or rework. Decorations must meet Fire Code and must not create safety hazards. If plants are used, airline must maintain them in good condition and keep area clean. Plants may not come in contact with Port plants.