



SEATTLE-TACOMA INTERNATIONAL AIRPORT

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES
VOLUME 4: Airline Signs

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17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00319937
SERVICE DIRECTIVE NO. SD2

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 4:
Airline Signs**

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SHEET TITLE:

**TABLE OF
CONTENTS**

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TOC-1

1.0

INTRODUCTION

Airports can be complex and difficult spaces to navigate. Numerous factors affect public perception and levels of customer service with the associated facilities. A key factor, and the subject of this document, is signage.

The objective of these standards and guidelines is to maintain a professional image of the Seattle-Tacoma International Airport (SEA) and its airline tenants through the management of signage. SEA is committed to working with airline tenants in a joint effort to provide clear, efficient and effective wayfinding to passengers, as well as identification of airlines, amenities and services through the use of a coordinated sign program.

Background

SEA is continually implementing major transformations throughout the airport. Improvement projects have radically altered the efficiency of SEA’s wayfinding system, while also creating all-new wayfinding conditions and challenges for passengers.

As the SEA airport continues to evolve, it is important that its wayfinding and signage be designed to accommodate changes in a holistic manner. It must be understood that wayfinding pathways extend to and from the surrounding roadways, parking, curbside and terminal areas. Facility architecture, services, functions and amenities, as well as vertical and horizontal routes, must always be carefully considered and viewed as part of the airport’s interconnected and overall wayfinding system. A solid understanding of graphic/visual cues and human behavioral responses to wayfinding processes is paramount, and the established wayfinding system must also function seamlessly, within the built environment, without user hesitation or confusion, regardless of what area of the airport is being navigated.

For SEA and its airline tenants, it is imperative that SEA-provided wayfinding signs and airline-provided signs work in harmony to manage the passenger experience.

Purpose

This document provides standards and guidelines to regulate and manage airline-provided signs, with the intent of improving the passenger experience at SEA.

Applicability

SEA will allow airline signage at Seattle-Tacoma International Airport based on the airline’s 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 reviewed by the Airport on a case-by-case basis, upon receipt of written request.

Scope

The scope of this document includes the general descriptions and specific design criteria for airline-provided signs.

Signs regulated by this document include all public facing signs provided by airlines.

ALL AIRLINE-PROVIDED SIGNAGE, INCLUDING DIGITAL SIGNAGE AND PROMOTIONAL CONTENT, MUST BE APPROVED BY SEA PRIOR TO INSTALLATION. Refer to Section 7 General Requirements for information on the submittal and approval process and requirements.

Signs NOT regulated by this document include:

- Concession and retail signs
- On-site advertising signs
- Directories
- Dynamic information systems (BIDs/FIDs/GIDs)
- Regulatory or life safety/egress signs
- Rental car facilities/areas/signs
- Non-public, back-of-the-house and cargo area signs

This Document Does Not Address

This document does not address signs that may be required by:

- The Federal Aviation Administration (FAA)
- Homeland Security and their:
 - Transportation Security Administration (TSA)
 - U.S. Customs and Border Protection (CBP)
 - U.S. Immigration and Customs Enforcement (ICE)

Document Organization

This document is organized into seven sections:

- 1.0 Introduction
- 2.0 Typical Allowances
- 3.0 Specific Standards & Guidelines
- 4.0 Examples of Signs Not Allowed
- 5.0 Promotional Content, Decorations & Emergency Conditions
- 6.0 Digital Signage & Technology
- 7.0 General Requirements

Wayfinding Standards and Guidelines Documents

This document is part of a multi-volume set of SEA wayfinding signage standards and guidelines, and is organized into four volumes:

- Volume 1: Terminals and Concourses
- Volume 2: Roadways
- Volume 3: Parking and Ground Transportation
- Volume 4: Airline Signs (this volume)

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INTRODUCTION

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2.0

TYPICAL ALLOWANCES

The following pages provide an illustrative view of typical passenger areas and conditions at SEA, and the types of airline-provided signs allowed.

Areas shown include:

1. Curbside check-in
2. Proprietary ticketing counter with large format digital display
3. Common use ticketing counter
4. Proprietary gate holdroom
5. Common use gate holdroom
6. Baggage service office

Sign Types Allowed per Area

Sign Type	May Include Promotional Content	Curbside	Ticketing Lobby	Gate Holdrooms	Passenger Service Centers	Baggage Service Offices	Airline Lounge Entrance
1A Backwall Sign at Proprietary Ticketing Counter	-	-	Y	-	-	-	-
1B Large Format Digital Display Backwall Sign	-	-	Y	-	-	-	-
1C Backwall Sign at Self-Serve Kiosks	-	-	Y	-	-	-	-
1D Backwall Sign at Proprietary Service Center	-	-	-	-	Y	-	-
1E Backwall Sign at Baggage Service Office	-	-	-	-	-	Y	-
1F Digital Backwall Sign at Common Use Counter	-	-	Y	-	-	-	-
2A Proprietary Gate Podium Sign	Y*	-	-	Y	-	-	-
2B Proprietary Gate Podium Digital Display Sign	Y*	-	-	Y	-	-	-
2C Common Use Gate Podium Digital Sign	Y*	-	-	Y	-	-	-
2D Curbside Podium Sign	-	Y	-	-	-	-	-
2E Small Podium Sign	-	-	-	Y	Y	Y	-
2F Small Podium Backwall Sign	-	Y	-	Y	Y	Y	-
3A Tall Information Sign	-	-	Y	Y	Y	-	-
3B Portable Tall Information Sign	-	-	Y	Y	Y	-	-
3C Wheelchair/ADA Assistance Sign	-	-	Y	Y	Y	-	-
4A Self Service Kiosk Sign	Y*	-	Y	Y	Y	Y	-
4B Bag Sizer Sign	-	Y	Y	Y	Y	-	-
5A Portable Display Sign	Y	Y	Y	Y	Y	Y	-
5B Large Stanchion Display Sign	Y	Y	Y	Y	Y	Y	-
5C Tall Stanchion Display Sign	Y	Y	Y	Y	Y	Y	-
5D Small Stanchion Display Sign	Y	Y	Y	Y	Y	Y	-
6A Queuing Rugs & Mats	-	-	Y	Y	Y	Y	-
7A Easel Sign	Y	-	Y	Y	Y	Y	-
8A Airline Lounge Sign	-	-	-	-	-	-	Y
8B Door graphics	-	-	-	-	-	Y	Y

Y*: Promotional content allowed in digital display only.

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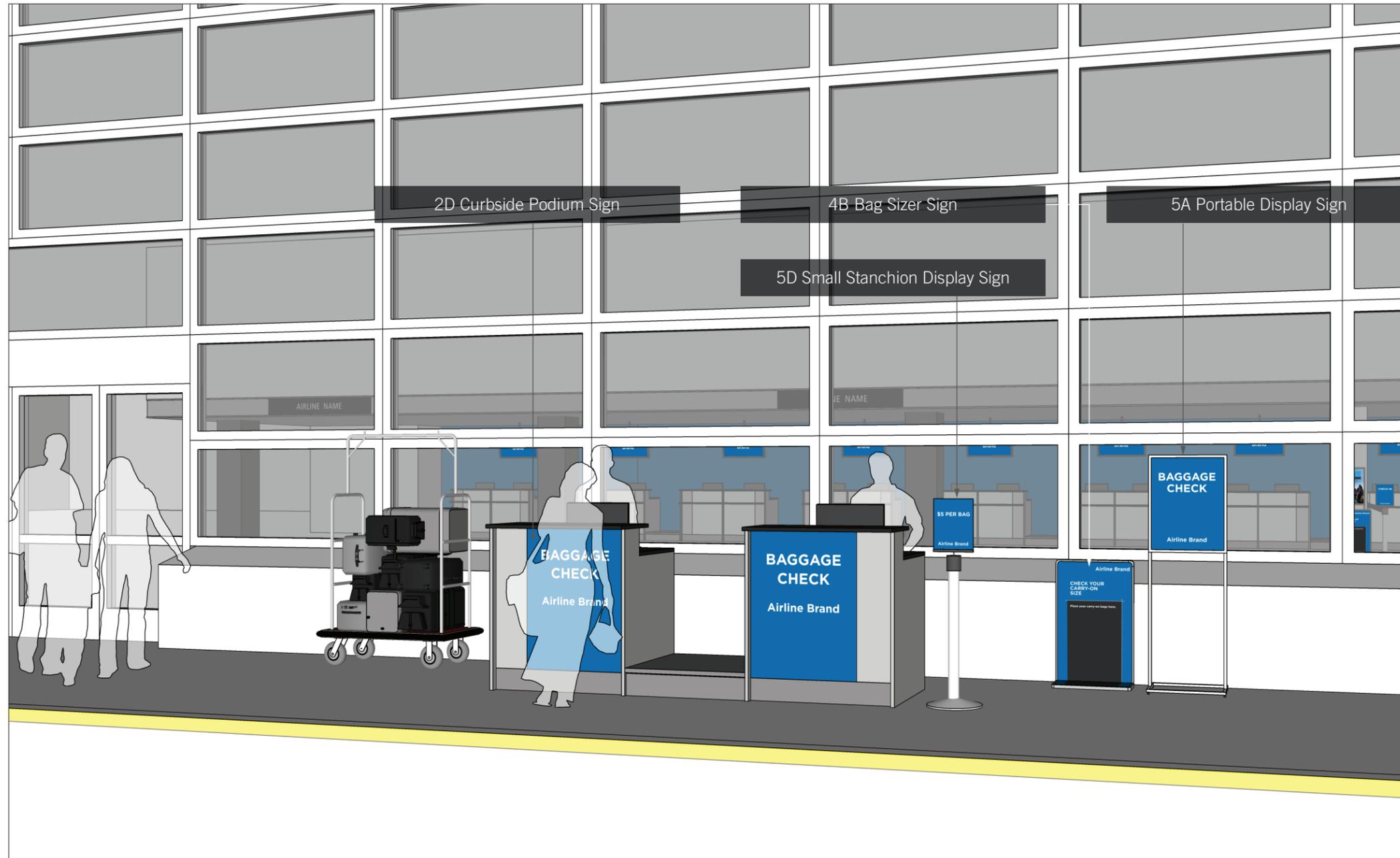
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SHEET TITLE:

TYPICAL ALLOWANCES

Curbside Check-in

SHEET NO:



Typical Proprietary Curbside Baggage Check

Sign types shown are described in Section 3 Specific Standards & Guidelines

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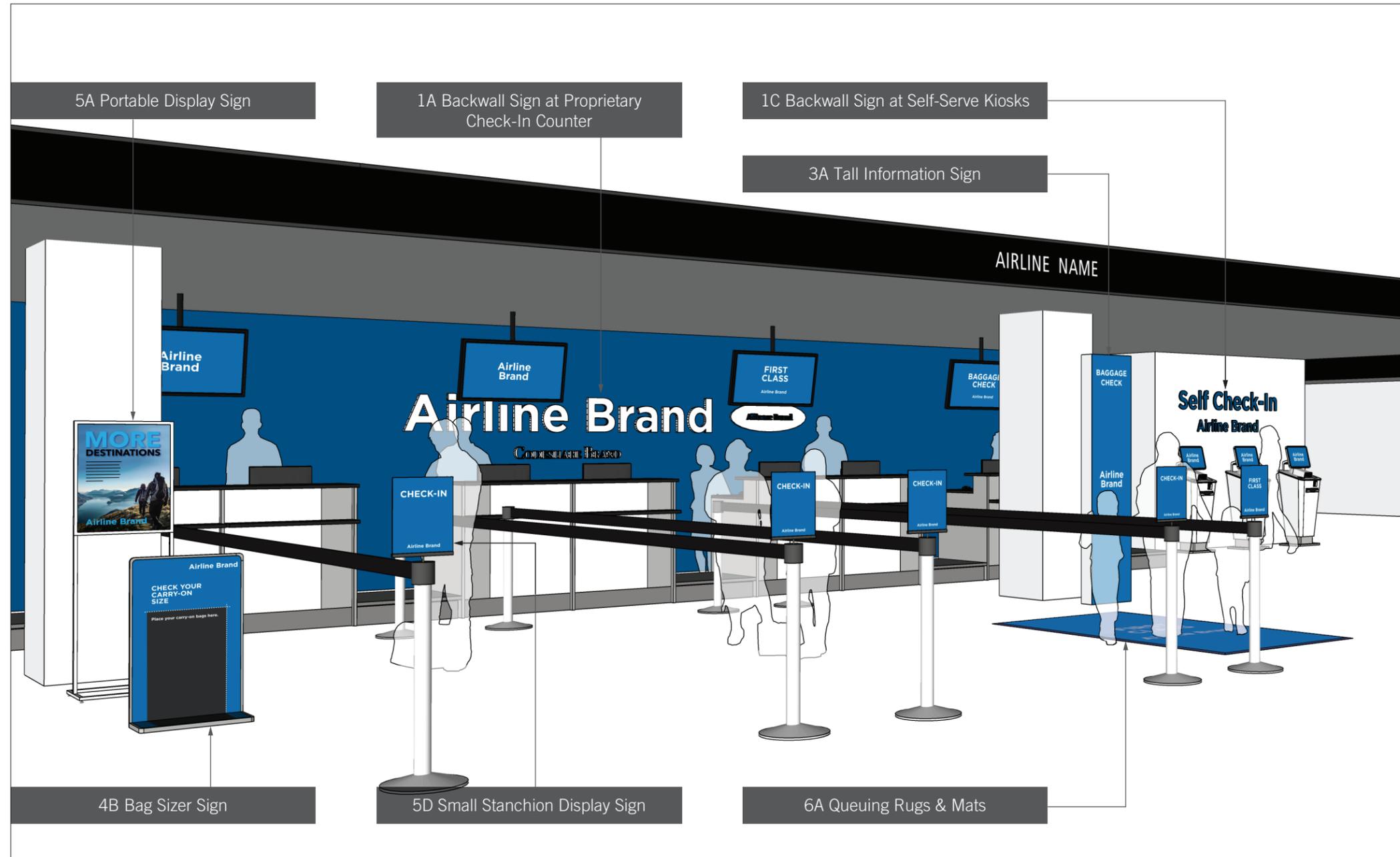
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SHEET TITLE:

TYPICAL ALLOWANCES

Proprietary Ticketing Counter

SHEET NO:



Typical Proprietary Ticketing Counter

Sign types shown are described in Section 3 Specific Standards & Guidelines

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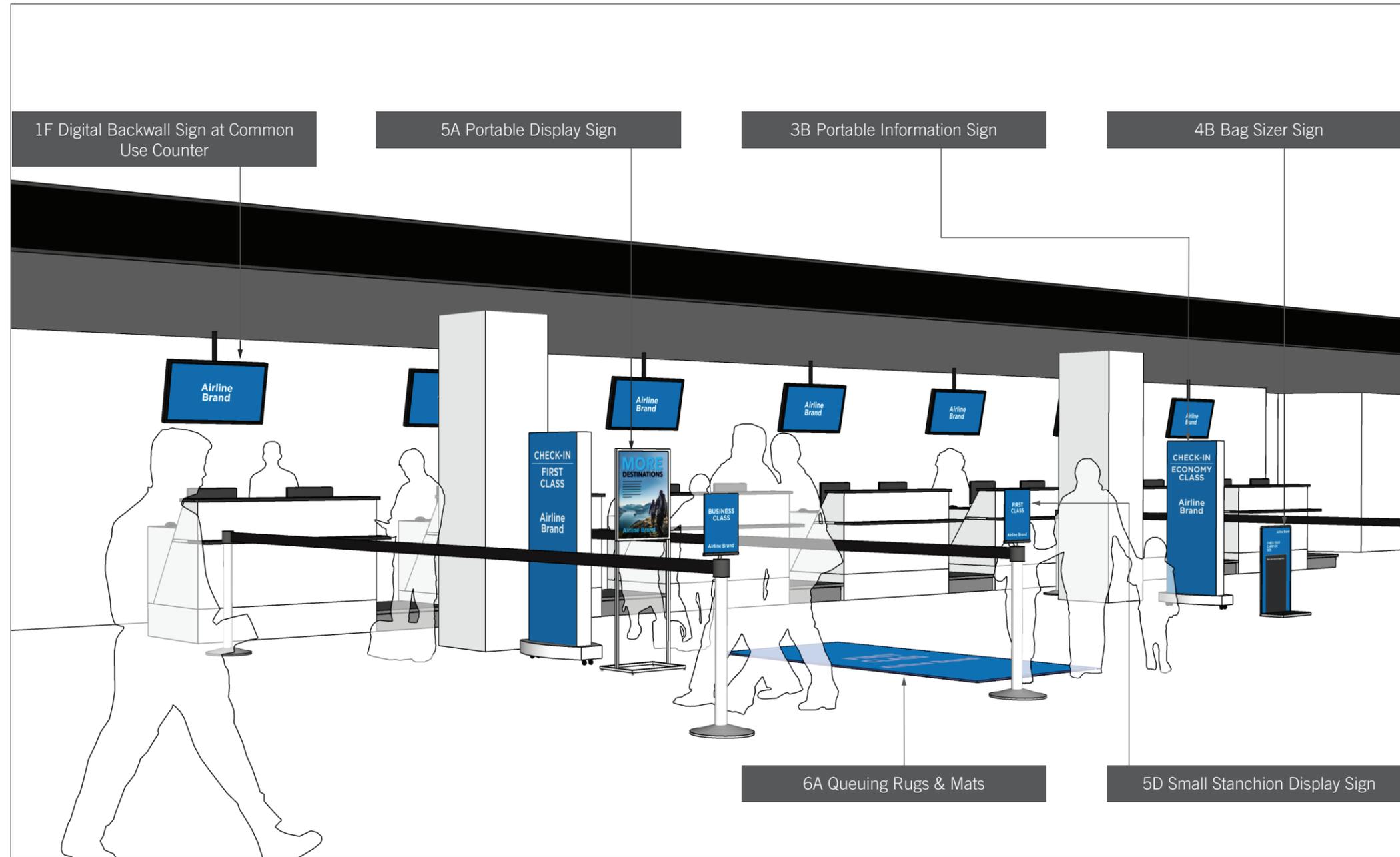
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SHEET TITLE:

TYPICAL ALLOWANCES

Common Use Ticketing Counter

SHEET NO:



1F Digital Backwall Sign at Common Use Counter

5A Portable Display Sign

3B Portable Information Sign

4B Bag Sizer Sign

6A Queuing Rugs & Mats

5D Small Stanchion Display Sign

Typical Common Use Ticketing Counter

Sign types shown are described in Section 3 Specific Standards & Guidelines

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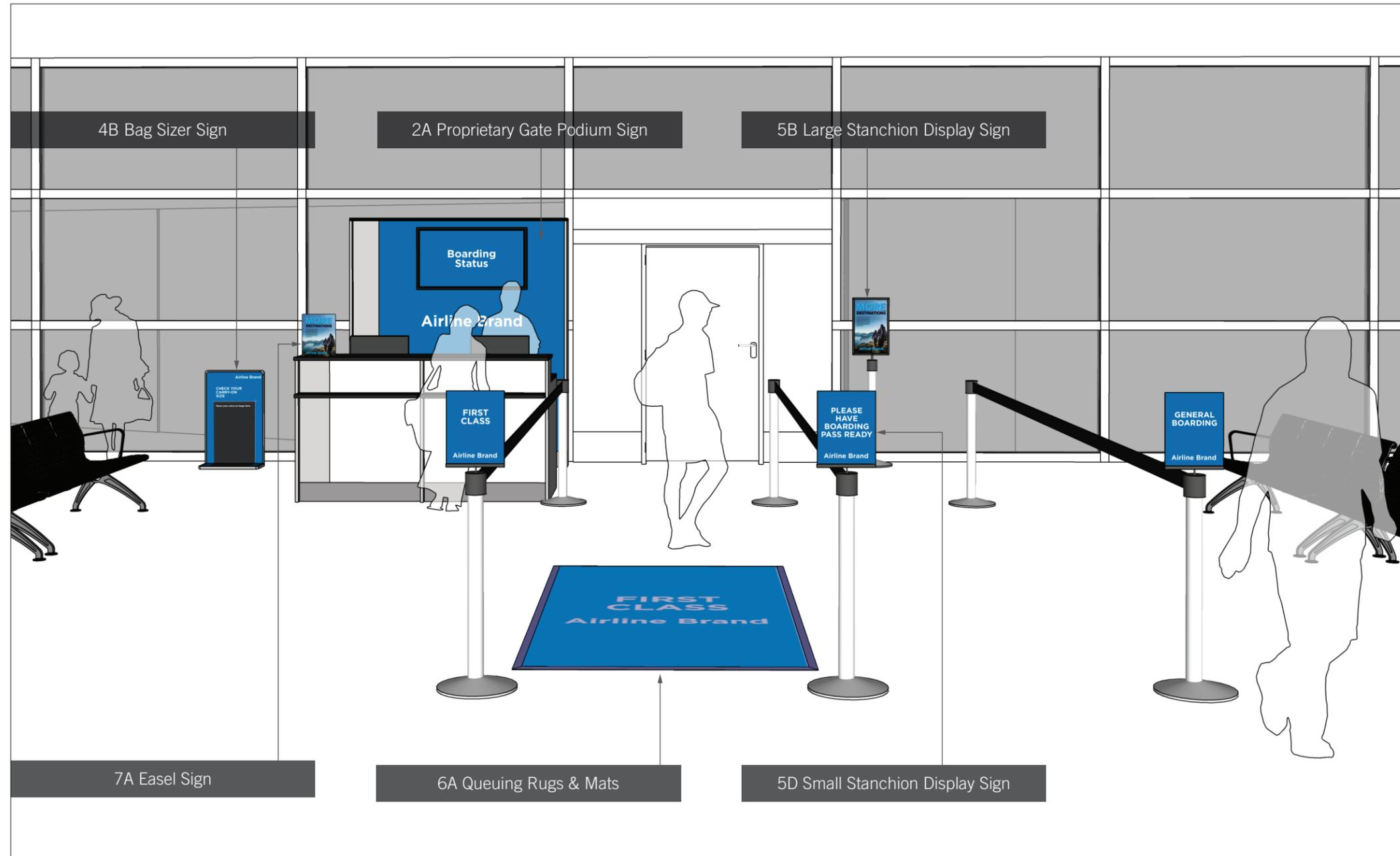
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SHEET TITLE:

TYPICAL ALLOWANCES

Proprietary Gate Holdroom

SHEET NO:



Typical Proprietary Gate Holdroom

Sign types shown are described in Section 3 Specific Standards & Guidelines

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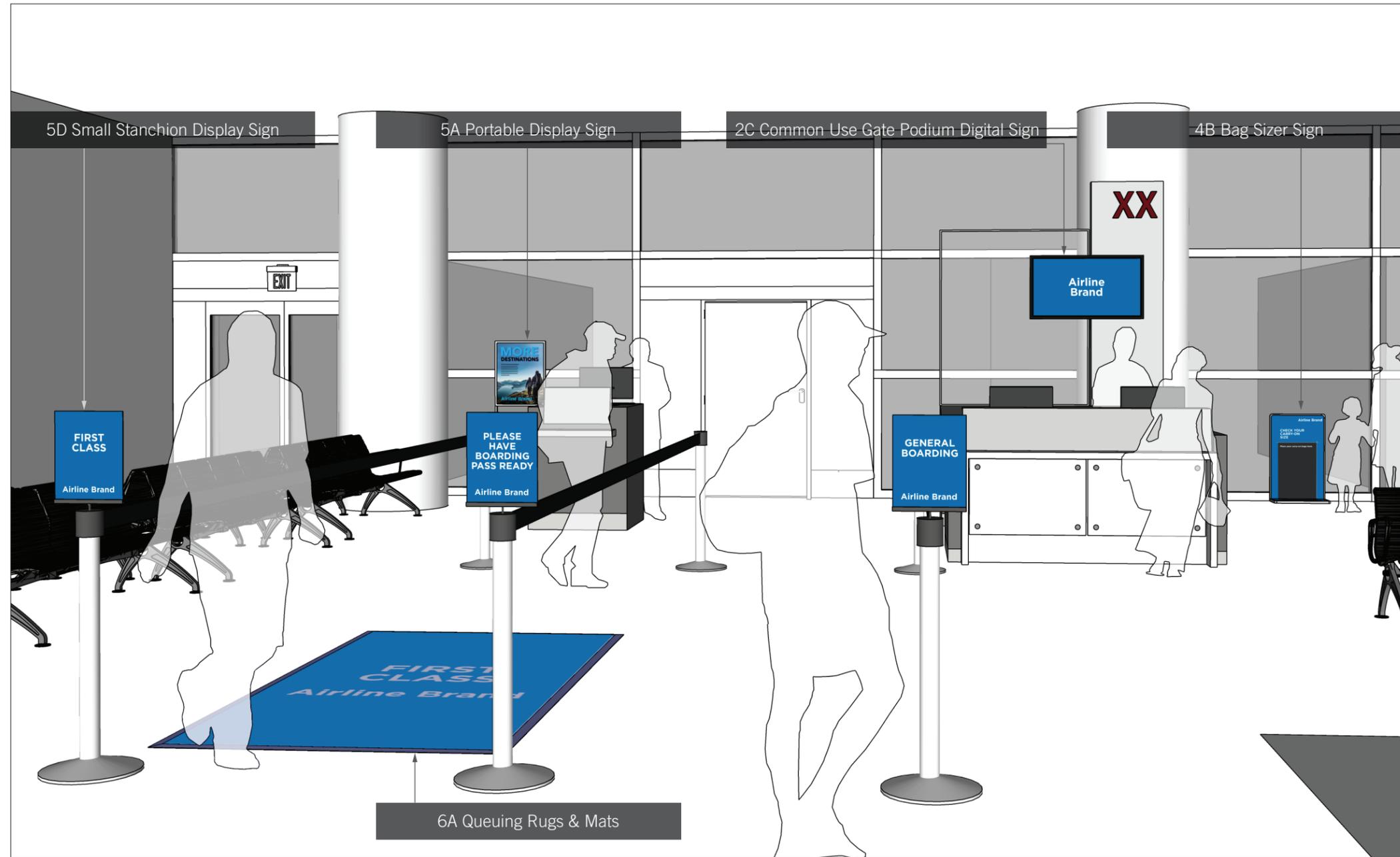
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SHEET TITLE:

TYPICAL ALLOWANCES

Common Use Gate Holdroom

SHEET NO:



Typical Common Use Gate Holdroom

Sign types shown are described in Section 3 Specific Standards & Guidelines

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SHEET TITLE:

TYPICAL ALLOWANCES

Baggage Service Office

SHEET NO:



Typical Proprietary Baggage Service Office

Sign types shown are described in Section 3 Specific Standards & Guidelines

3.0

SPECIFIC STANDARDS AND GUIDELINES

The following pages provide details of the standards and guidelines for the various types of airline-provided signs allowed.

For additional information on requirements, refer to:

- Section 4 Examples of Signs Not Allowed
- Section 5.0 Promotional Content, Decorations & Emergency Conditions
- Section 6.0 Digital Signage & Technology
- Section 7.0 General Requirements

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**SPECIFIC
STANDARDS &
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SHEET NO:

Proprietary backwall signs are used by carriers having leased spaces for self-service kiosks in the ticketing lobby.

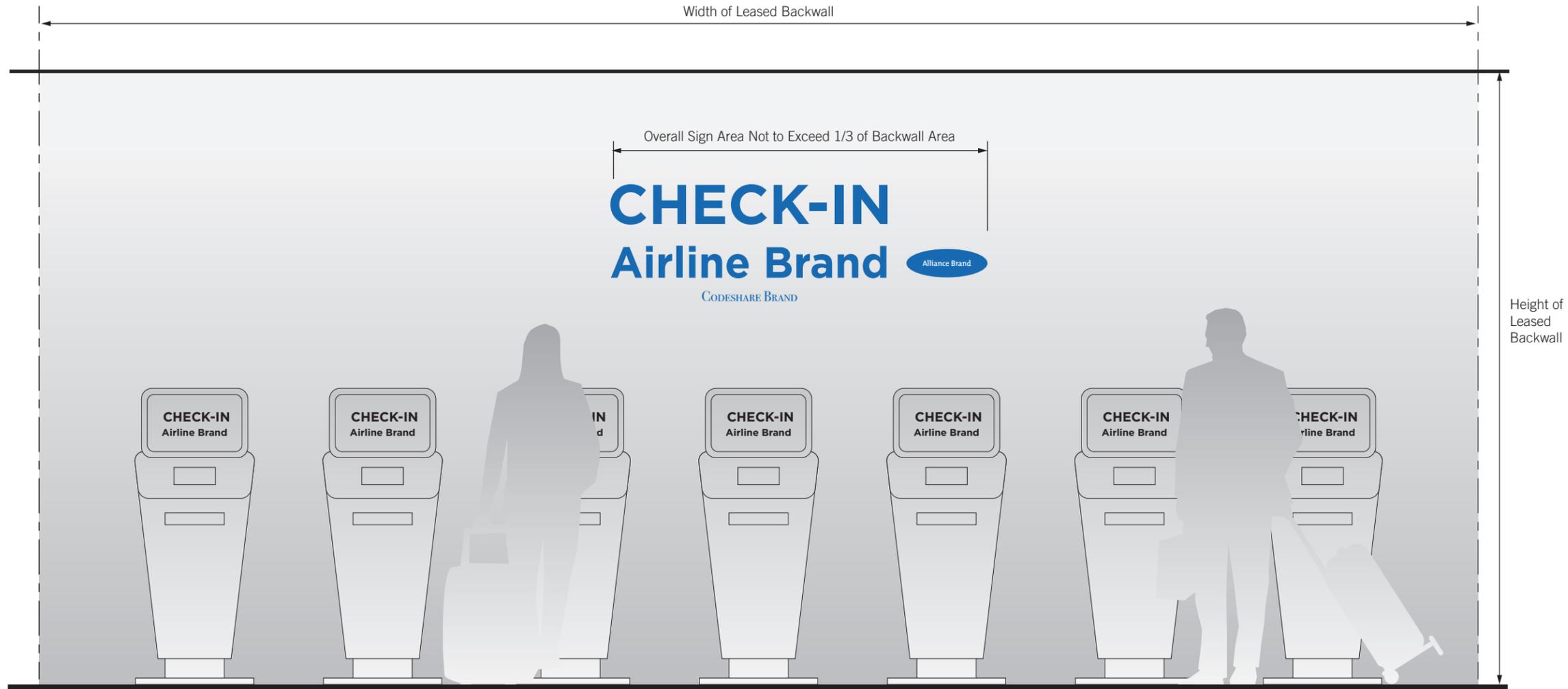
- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- Sign may project from the backwall surface no more than four inches (4") with no visible mounting attachments. Maximum area of sign shall not exceed the dimensions and proportions shown below.

Authorized content may include:

- Airline brandmark, codeshares, alliances
- Text to identify space as a passenger self-service area
- Flight schedule, hours of operation and other detailed content shall be displayed on digital kiosk monitors.

Content may NOT include:

- Promotional content
- No signs allowed on columns located within leased area.



1C Typical Backwall Sign at Self-Serve Kiosks
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Self-service area identification

LOCATIONS

- Proprietary check-in kiosk backwalls

CONTENT

- Airline brandmark, codeshares, alliances
- Text to identify space as a passenger self-service area

DURATION

- Permanent

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SHEET TITLE:

SPECIFIC STANDARDS & GUIDELINES

1C Backwall Sign at Self-Serve Kiosks

SHEET NO:

At common use counters, airline branding may be displayed on the digital monitors provided by the Port.

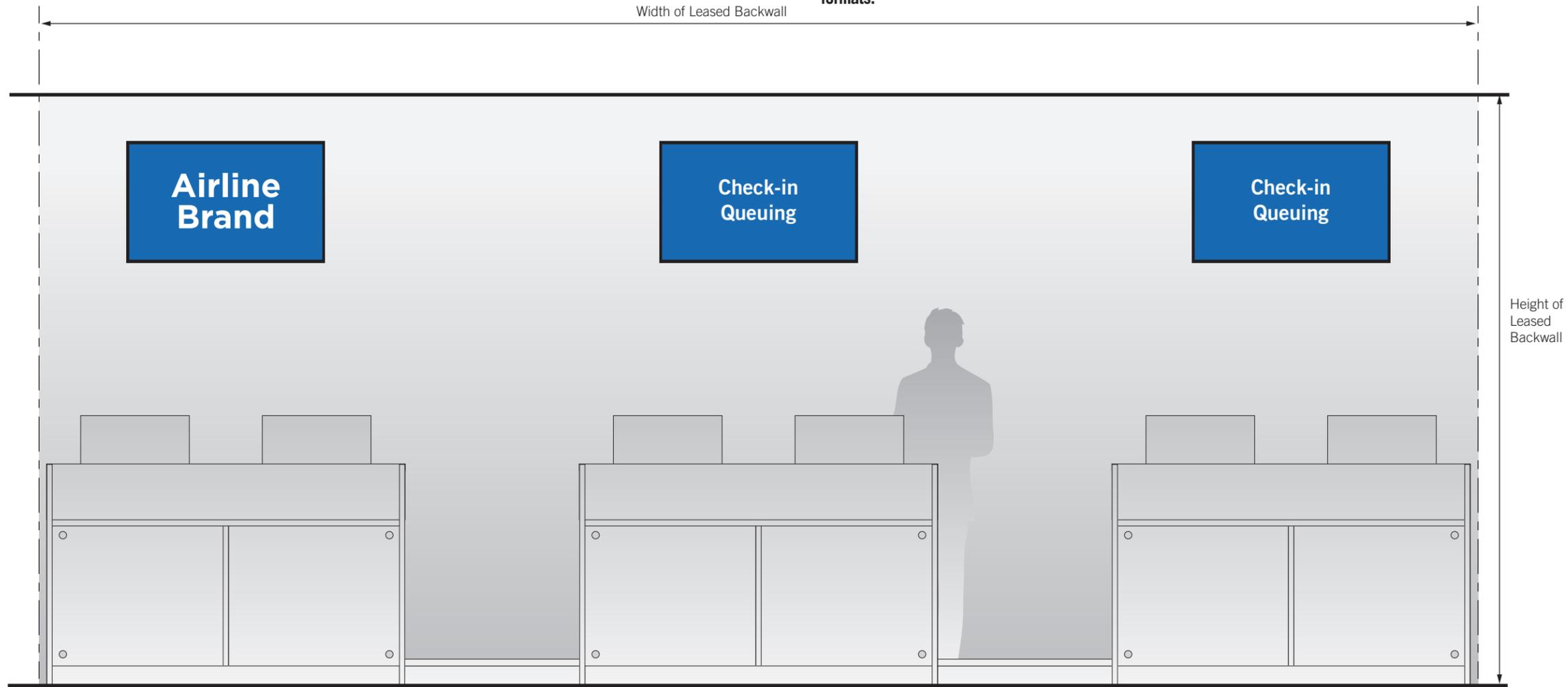
- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- **Signs are not allowed on the face of ticketing counters or podiums.**

Authorized content may include:

- Airline brandmark, codeshares, alliances
- Flight schedule, hours of operation and other detailed content may be displayed on the digital LCD monitors.
- Passenger queuing
- **Refer to Section 6.0 Digital Signage & Technology for guidance on content and formats.**

Content may NOT include:

- Promotional content
- No signs allowed on columns located within common use area.



1F Typical Digital Backwall Sign at Common Use Ticketing Counter
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification, queuing

LOCATIONS

- Common use ticketing counters

CONTENT

- Airline brandmark, codeshares, alliances
- Queuing, flight/boarding status

DURATION

- Displayed during active use

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SHEET TITLE:

SPECIFIC STANDARDS & GUIDELINES

1F Digital Backwall Sign at Common Use Counter

SHEET NO:

Proprietary gate podium signs are used by carriers having proprietary gate podiums in the gate holdrooms.

- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- One backwall sign allowed per each gate podium.
- Signs are single sided.
- Maximum area of sign shall not exceed 20 square feet or the dimensions and proportions shown below.

Authorized fixed content may include:

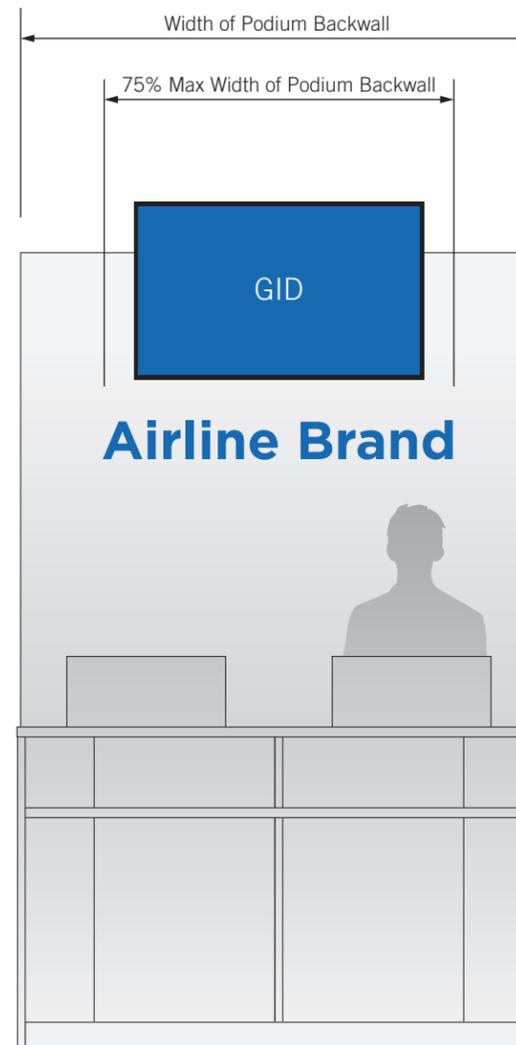
- Airline brandmark, codeshares, alliances
- Gate number

Authorized variable/dynamic content displayed on digital monitors may include:

- Queuing information
- Boarding process and zones
- Flight information, including codeshares and alliances
- Wheelchair and ADA services
- **Promotional content subject to limitations on duration**

Content may NOT include:

- Route maps



2A Typical Proprietary Gate Podium Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Passenger information

LOCATIONS

- Gate holdrooms

CONTENT

Fixed

- Airline brandmark, codeshares, alliances
- Gate number

CONTENT

Variable on digital displays

- Queuing information
- Boarding process and zones
- Flight information
- Wheelchair and ADA services
- Promotional content

DURATION

Fixed

- Permanent

Variable

- During active gate use

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GUIDELINES**

**2A
Proprietary Gate
Podium Sign**

SHEET NO:

Digital displays provided by SEA shall be used for common use gate podiums in the holdrooms.

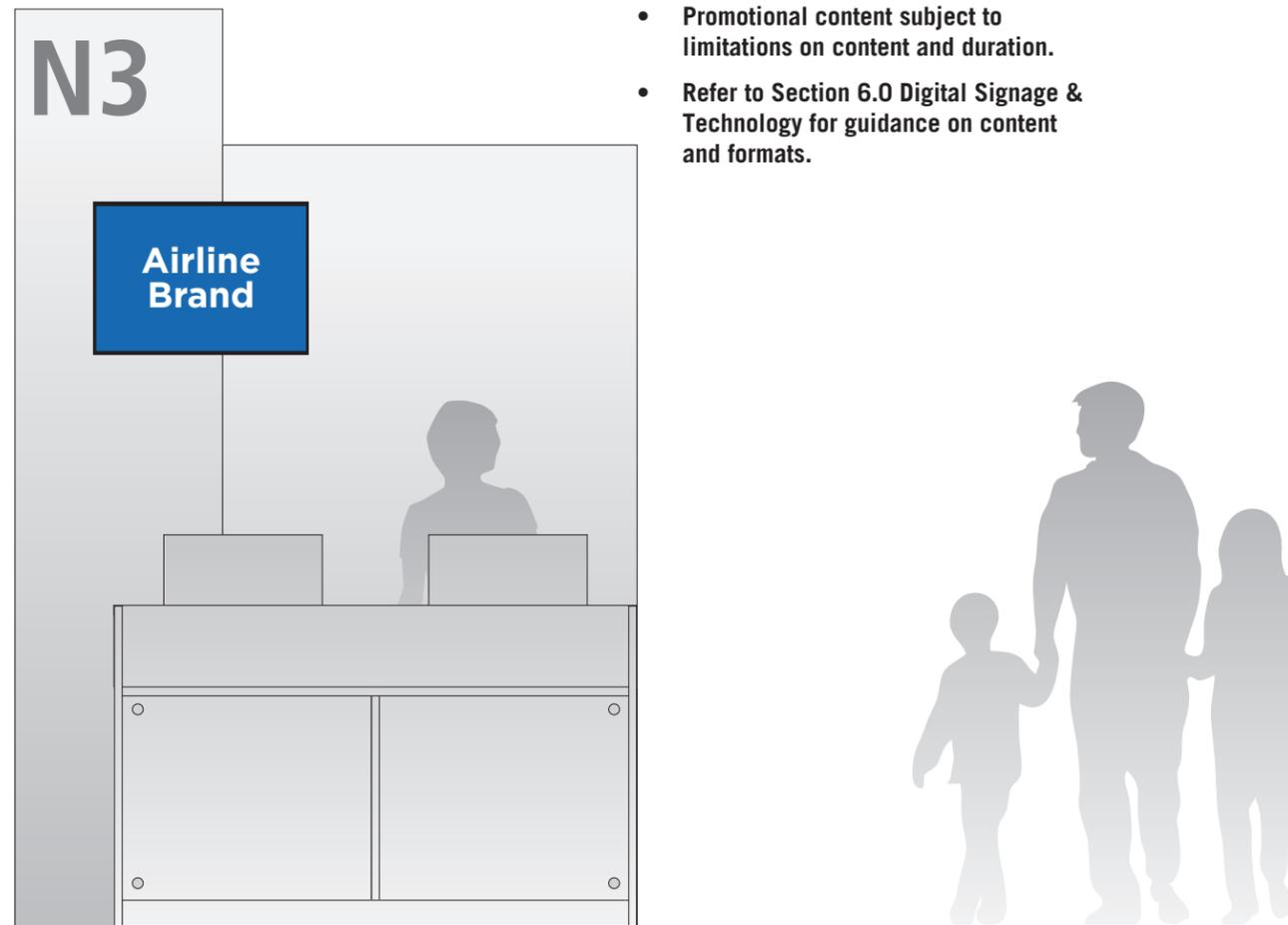
- Layout of all graphics and colors are at airline’s option, and must be approved by SEA prior to public use.
- Frequency and locations of digital displays shall be as determined by the Port and the airline’s leased common use counter space.

Authorized variable/dynamic content displayed on digital LCD monitors may include:

- Airline brandmark, codeshares, alliances
- Queuing information
- Boarding process and zones
- Flight information, including codeshares and alliances
- Wheelchair and ADA services
- **Promotional content subject to limitations on content and duration.**
- **Refer to Section 6.0 Digital Signage & Technology for guidance on content and formats.**

Content may NOT include:

- Route maps



2C Typical Common Use Gate Podium Digital Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Passenger information

LOCATIONS

- Gate holdrooms

CONTENT

- Airline brandmark, codeshares, alliances
- Queuing information
- Boarding process and zones
- Flight information
- Wheelchair and ADA services
- Promotional content

DURATION

- During active gate use

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SHEET TITLE:

SPECIFIC STANDARDS & GUIDELINES

2C Common Use Gate Podium Digital Sign

SHEET NO:

Small podium backwall signs may be used by carriers having proprietary podiums at passenger service centers, in the gate holdrooms, and within the baggage claim area.

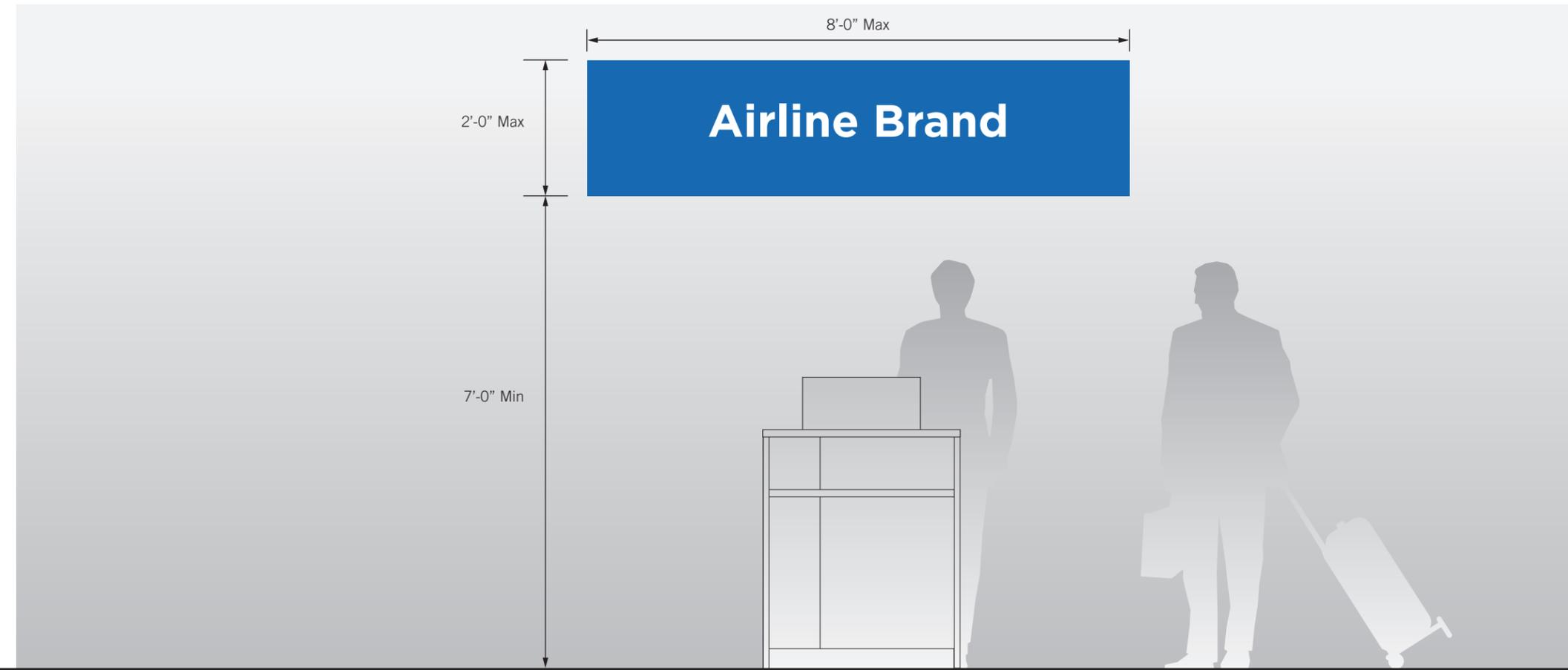
- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- One sign allowed per each small podium.
- Signs are single sided.
- Maximum area of sign shall not exceed 12 square feet or the dimensions and proportions shown below.

Authorized fixed content may include:

- Airline brandmark, codeshares, alliances
- Text to identify the function of the podium, such as passenger service center, baggage service, etc.

Content may NOT include:

- Directional arrows
- General flight schedule, hours of operation, route maps and other detailed content
- Promotional content



2F Typical Small Podium Backwall Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification

LOCATIONS

- Passenger service centers
- Gate holdrooms
- Baggage service offices

CONTENT

- Airline brandmark, codeshares, alliances

DURATION

- Permanent

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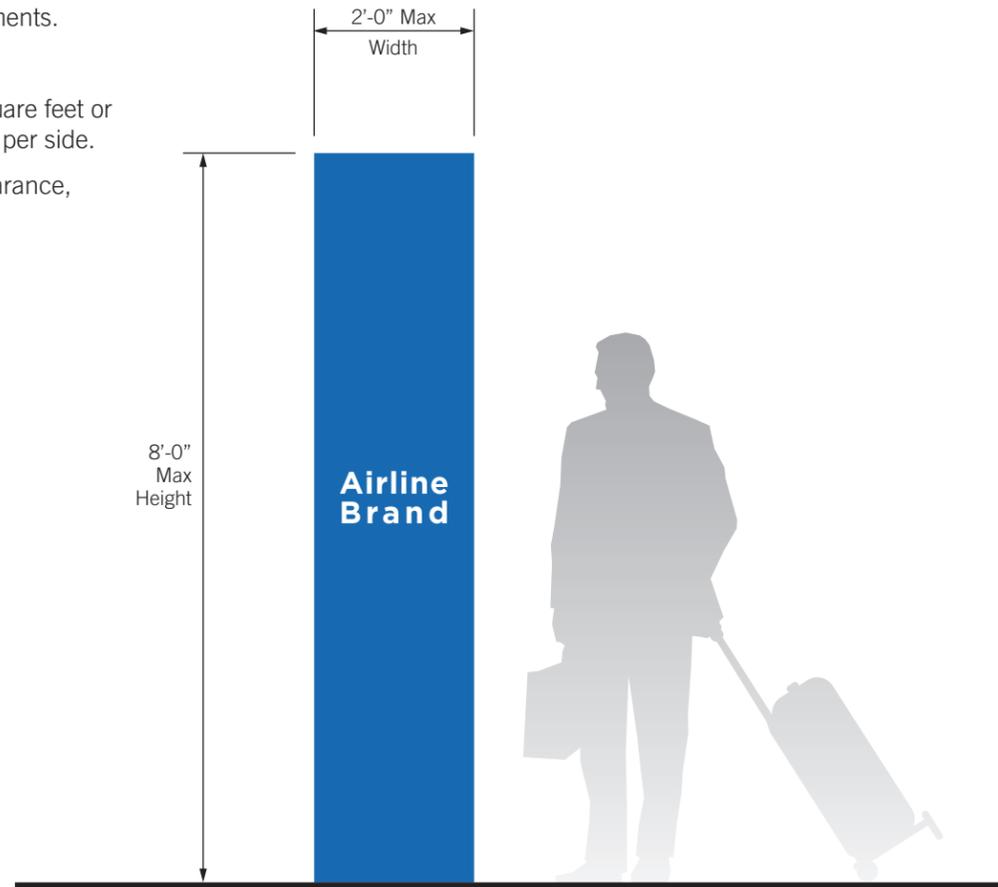
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SHEET TITLE:
SPECIFIC STANDARDS & GUIDELINES
2F Small Podium Backwall Sign

Tall information signs may be used in leased spaces within the ticketing lobby, gate holdrooms and passenger service centers to inform passengers of airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair and ADA services, etc.

Tall information signs must be permanently attached to the floor and require approval by SEA prior to installation.

- Layout of all graphics and colors are at airline's option, and must be approved by SEA prior to installation.
- Quantity of tall queuing signs shall be a maximum of one sign per 50 lineal feet of airline's leased space.
- Locations shall be within the airline's leased space, and are not allowed in the baggage claim area.
- Sign thickness shall not exceed 6" at the ends and 12" at the center, with no visible mounting attachments.
- Signs are double sided.
- Maximum area of sign shall not exceed 12 square feet or the dimensions and proportions shown below per side.
- Ends of signs shall have a plain finished appearance, and without any branding or text.



3A Typical Tall Information Sign
Scale: 1/2" = 1'-0"

Authorized content may include:

- Airline brandmark, codeshares, alliances
- Text and/or symbols to identify airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair/ADA service, etc. as appropriate for the space where installed

Content may NOT include:

- Directional arrows
- Flight schedule, hours of operation, route maps and other detailed content
- Promotional content

FUNCTION

- Airline queuing
- Check-in process and zones
- Passenger services

LOCATIONS

- Ticketing lobby
- Passenger service centers
- Gate holdrooms

CONTENT

- Airline brandmark, codeshares, alliances
- Text and/or symbols to identify airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair/ADA service, etc.

DURATION

- Permanent

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SHEET TITLE:

SPECIFIC STANDARDS & GUIDELINES

3A Tall Information Sign

SHEET NO:

Portable tall information signs may be used in leased or common use areas of the ticketing lobby and gate holdrooms, as well as within passenger service centers, to inform passengers of airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair and ADA services, etc. on an as-needed basis during periods of active check-in or boarding by airlines.

Portable tall information signs must be movable by a single airline employee, and contain internal wheels to facilitate movement of sign into storage when airline's stations are inactive.

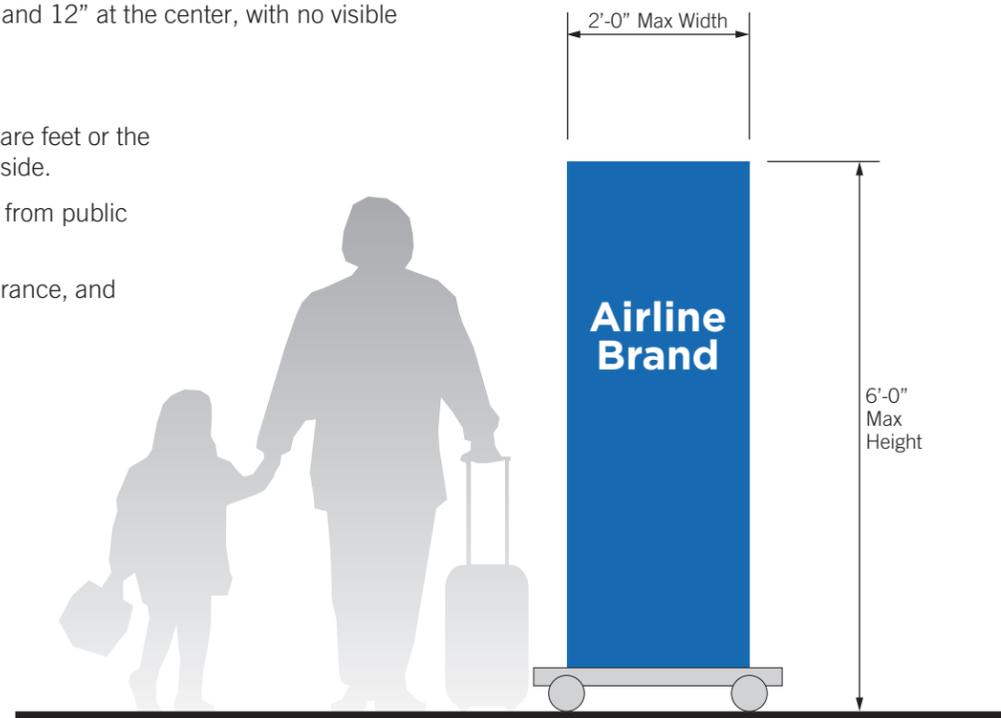
- Layout of all graphics and colors are at airline's option, and must be approved by SEA prior to installation.
- Quantity of portable tall information signs at common use counters shall be a maximum of one sign per 25 lineal feet of airline's common use space, with no more than 2 such signs per 50 lineal feet of frontage.
- Quantity of portable tall information signs at leased counters shall be a maximum of one sign per 50 lineal feet of airline's leased space, with no more than 2 such signs per 50 lineal feet of frontage.
- Locations shall be within the airline's leased or common use space, and are not allowed in the baggage claim area.
- Sign thickness shall not exceed 6" at the ends and 12" at the center, with no visible mounting attachments.
- Signs are double sided.
- Maximum area of sign shall not exceed 12 square feet or the dimensions and proportions shown below per side.
- Displayed during active use and stored hidden from public view when not in use.
- Ends of signs shall have a plain finished appearance, and without any branding or text.

Authorized content may include:

- Airline brandmark, codeshares, alliances
- Text and/or symbols to identify airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair/ADA service, etc. as appropriate for the space where installed

Content may NOT include:

- Directional arrows
- Flight schedule, hours of operation, route maps and other detailed content
- Promotional content



3B Typical Portable Tall Information Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline queuing
- Check-in process and zones
- Passenger services

LOCATIONS

- Ticketing lobby
- Passenger service centers
- Gate holdrooms

CONTENT

- Airline brandmark, codeshares, alliances
- Text and/or symbols to identify airline queues, boarding zones, bag drops, self-service check-in kiosks, wheelchair/ADA service, etc.

DURATION

- During active counter or gate use

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SHEET TITLE:

SPECIFIC STANDARDS & GUIDELINES

3B Portable Tall Information Sign

Signs are allowed on carrier's proprietary self-service kiosks.

- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- Sign graphics shall not project.
- One sign allowed per each kiosk.
- Signs are single sided.
- Maximum area of fixed sign shall not exceed 1 square foot or the dimensions and proportions shown below.
- Additionally, airline may include their brandmark and instructional content on the unit's digital display.

Authorized fixed content on face of kiosk may include:

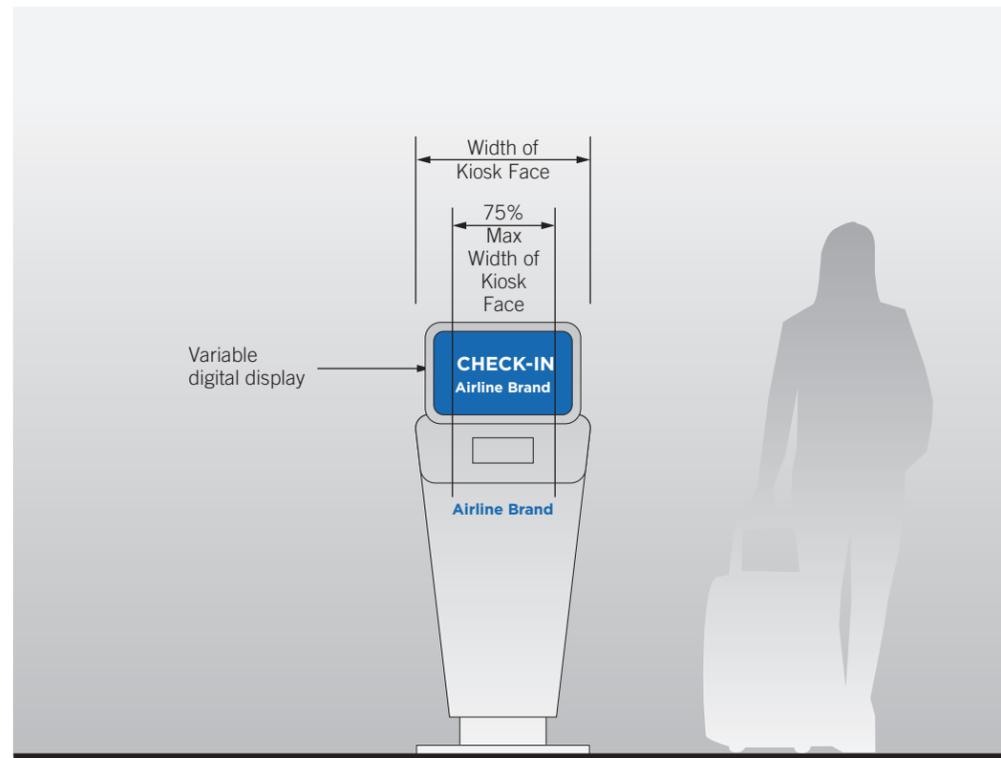
- Airline brandmark, codeshares, alliances
- Kiosk function, such as check-in or bag tags

Authorized variable content may include:

- Airline brandmark, codeshares, alliances
- Passenger-specific flight information
- Instructional text
- Promotional content to encourage use of unit and/or instructions

Fixed content on the face of the kiosk may NOT include:

- Flight schedule, hours of operation, route maps and other detailed content
- Promotional content not specific to use of the unit



4A Typical Self-Service Kiosk Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Identify passenger service

DURATION

- Permanent

LOCATIONS

- Curbside
- Ticketing lobby
- Gate holdrooms
- Passenger service centers
- Baggage service offices

CONTENT

Fixed:

- Airline brandmark, codeshares, alliances
- Kiosk function, such as check-in or bag tags

CONTENT

Variable:

- Airline brandmark, codeshares, alliances
- Passenger-specific flight information
- Instructional text
- Self promotional content to encourage use of unit

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SHEET TITLE:

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4A Self-Service Kiosk Sign

SHEET NO:

Signs are allowed on carrier-provided proprietary bag sizers, commonly located at curbside, in the ticketing lobby, gate holdrooms, and passenger service centers.

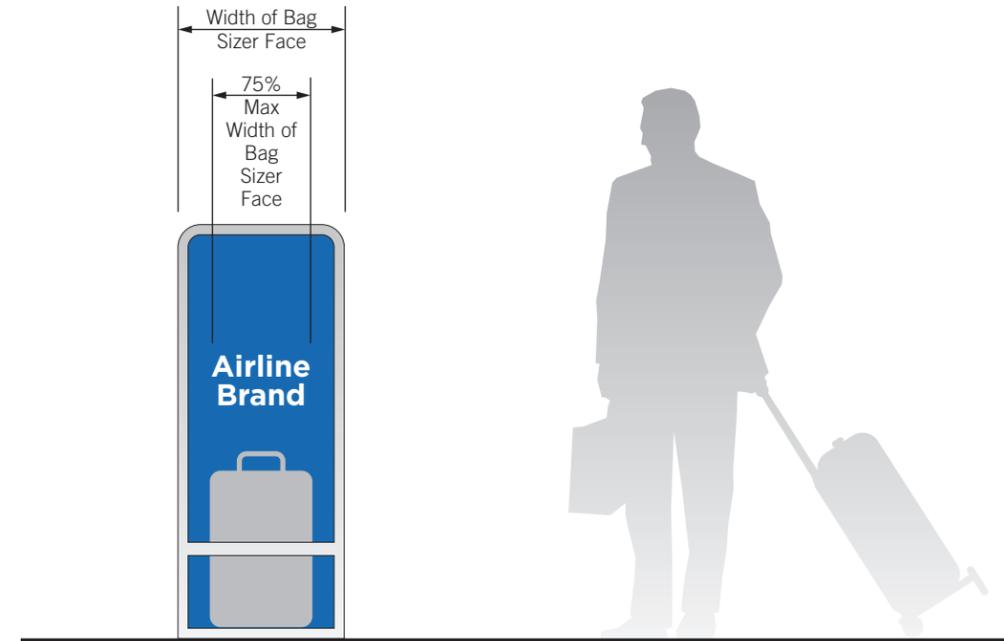
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign graphics shall not project.
- One sign allowed per each unit.
- Signs are single sided.
- Back side on bag sizers shall have a finished appearance, and without branding or text.
- Maximum area of airline brand shall not exceed 1 square foot or the dimensions and proportions shown below. Area for instructional text shall not exceed the area of the bag sizer face.
- Bag sizers shall remain within the airline’s leased spaces. At common use areas, bag sizers shall be moved to storage when the airline is not active within the area.
- Design of bag sizer is generally at the discretion of the carrier, but must be approved by the Port. Sizers must be designed in such a way as to not be a safety or tripping hazard.
- One bag sizer per 30 lineal feet of counter is allowed in the ticketing lobby and/or service center; one bag sizer per gate is allowed per holdroom.

Authorized fixed content may include:

- Airline brandmark, codeshares, alliances
- Instructional text

Content may NOT include:

- Flight schedule, hours of operation, route maps and other detailed content
- Promotional content



4B Typical Bag Sizer Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Instructions

LOCATIONS

- Curbside
- Ticketing lobby
- Gate holdrooms
- Passenger service centers

CONTENT

- Airline brandmark, codeshares, alliances
- Instructional text

DURATION

- Permanent at leased spaces
- Temporary at common use spaces

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4B Bag Sizer Sign

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SHEET TITLE:

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5A Portable Display Sign

SHEET NO:

Portable display signs are allowed within airline leased and common use spaces.

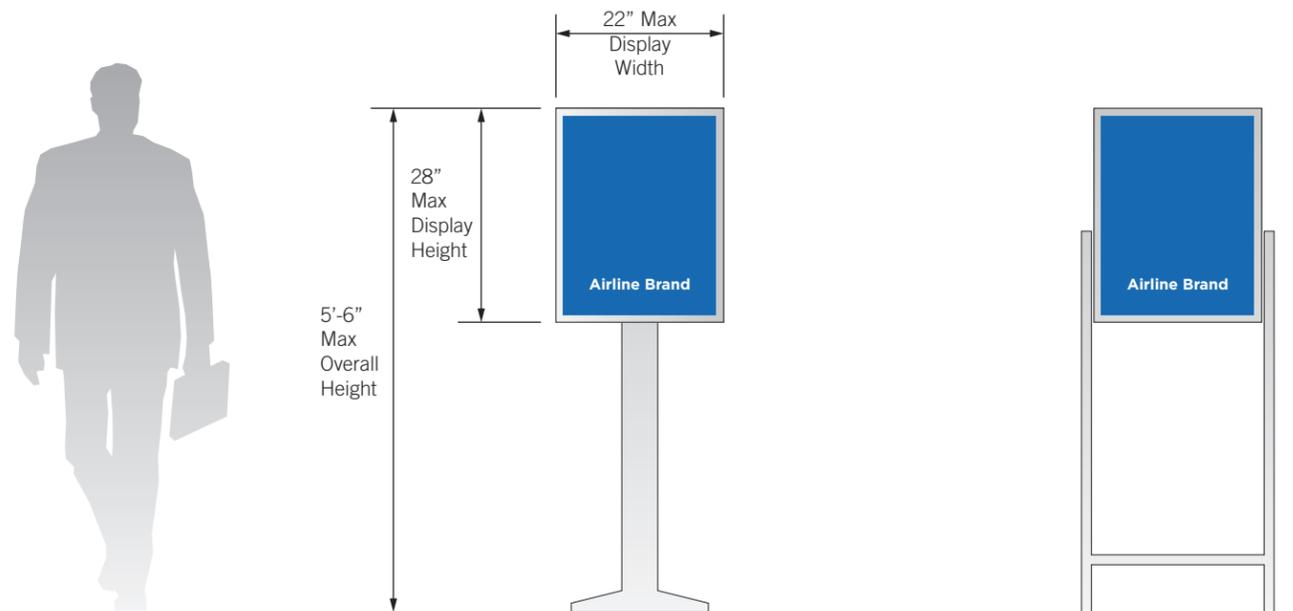
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign graphics shall not project.
- One sign allowed per 50 lineal feet of leased or common use space.
- Signs are double sided.
- Maximum area of fixed sign shall not exceed the dimensions and proportions shown below per side.
- Signs shall remain within the airline’s leased spaces.
- Sign content shall consist of a single insert per side.
- **Signs within common use spaces shall be removed and stored when airline is not active within the area.**
- **Sign structure shall comply with ADA, and shall not be located within circulation areas or others areas in which the sign may present a trip hazard.**

Authorized fixed content may include:

- Airline brandmark, codeshares and alliances
- Passenger queuing
- Informational text
- **Promotional content subject to limitations on duration**

Content may NOT include:

- Flight schedule, hours of operation, route maps and other detailed content



5A Typical Portable Display Signs
Scale: 1/2" = 1'-0"

FUNCTION

- Passenger queues
- Identify passenger service
- Promotions

LOCATIONS

- Curbside
- Ticketing lobby
- Gate holdrooms
- Passenger service centers
- Baggage service offices and podiums

CONTENT

- Airline brandmark, codeshares, alliances
- Passenger queuing
- Informational text
- Promotions

DURATION

- Semi-permanent for non-promotional content at leased spaces
- Temporary at common use spaces
- **Promotional content subject to limitations on duration**

Large stanchion display signs are allowed within airline leased spaces and common use spaces.

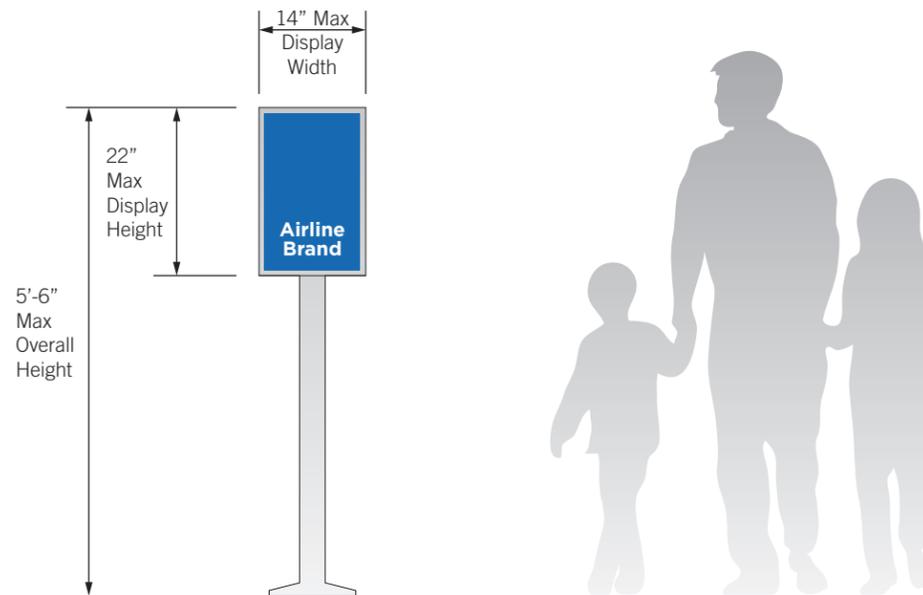
- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- Sign graphics shall not project.
- One sign allowed per 50 lineal feet of leased or common use space.
- Signs are double sided.
- Maximum area of fixed sign shall not exceed the dimensions and proportions shown below per side.
- Signs shall remain within the airline's leased spaces.
- Sign content shall consist of a single insert per side.
- **Signs within common use spaces shall be removed and stored when airline is not active within the area.**
- **Sign structure shall comply with ADA, and shall not be located within circulation areas or others areas in which the sign may present a trip hazard.**

Authorized content may include:

- Airline brandmark, codeshares and alliances
- Passenger queuing
- Informational text
- **Promotional content subject to limitations on duration**

Content may NOT include:

- Flight schedule, hours of operation, route maps and other detailed content



5B Typical Large Stanchion Display Signs
Scale: 1/2" = 1'-0"

FUNCTION

- Passenger queues
- Passenger queuing
- Informational text
- Promotions

LOCATIONS

- Curbside
- Ticketing lobby
- Gate holdrooms
- Passenger service centers
- Baggage service offices and podiums

CONTENT

- Airline brandmark, codeshares, alliances
- Passenger queuing
- Informational text
- Promotions

DURATION

- Semi-permanent for non-promotional content at leased spaces
- Temporary at common use spaces
- **Promotional content subject to limitations on duration**

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5B Large Stanchion Display Sign

SHEET NO:

Queuing rugs and mats are allowed at check-in and boarding queues, as well as passenger service centers and baggage claim offices.

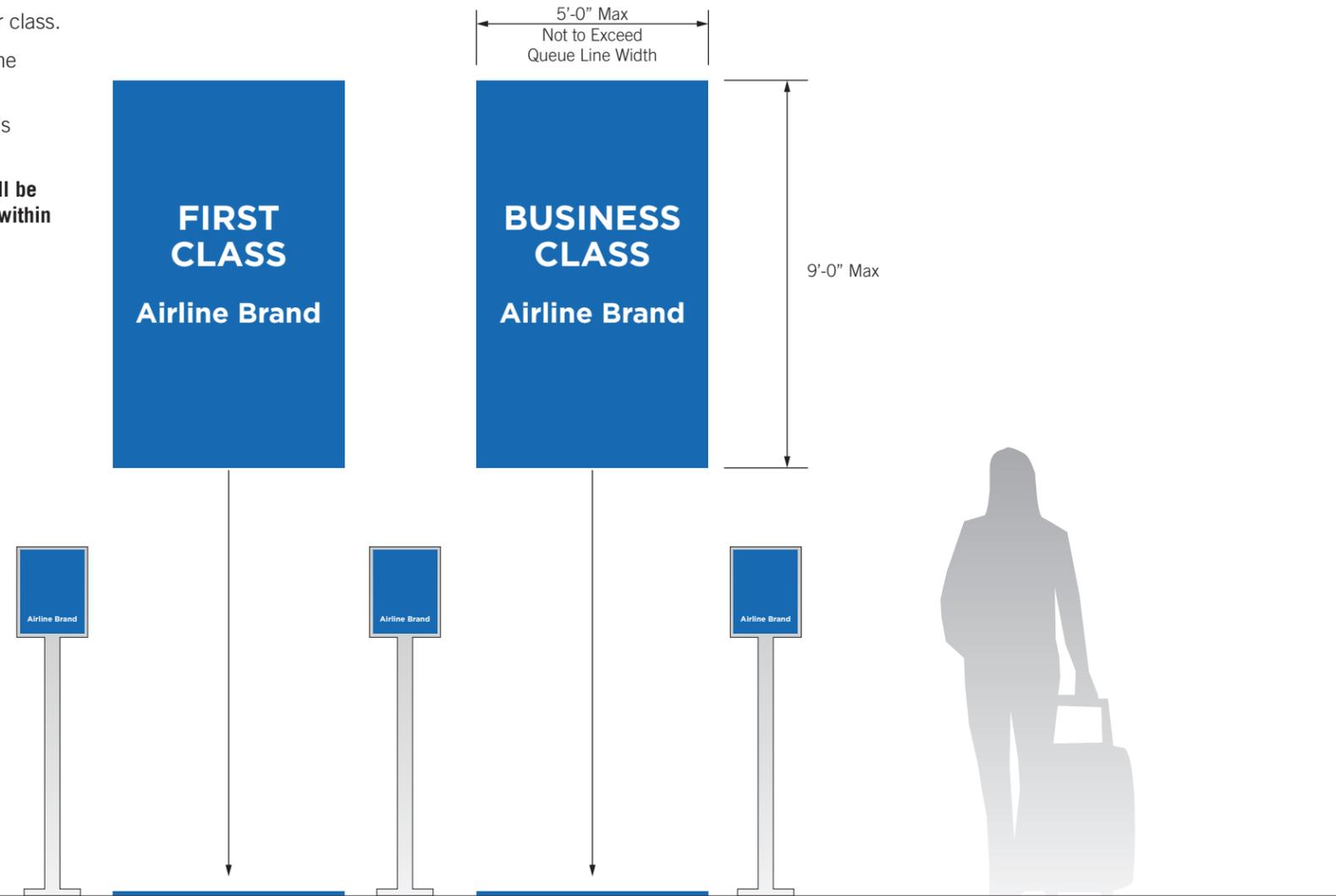
- Layout of all graphics, materials and colors are at airline's option, and must be approved by SEA prior to installation.
- **Rugs shall consist of carpet or carpet-like material, and mats shall consist of non-skid non-stick printable floor mat material.**
- **Rugs and mats shall not present a trip hazard.**
- One rug or mat is allowed per each passenger class.
- Maximum area of graphics shall not exceed the dimensions and proportions shown below.
- Rugs and mats shall remain within the airline's leased or common use spaces.
- **Rugs and mats within common use spaces shall be removed and stored when airline is not active within the area.**

Authorized fixed content may include:

- Airline brandmark, codeshares and alliances
- Passenger class for queuing

Content may NOT include:

- Promotions
- Flight schedule, hours of operation, route maps and other detailed content



6A Typical Queuing Rugs & Mats
Scale: 1/2" = 1'-0"

FUNCTION

- Passenger queues

LOCATIONS

- Ticketing lobby
- Gate holdrooms
- Passenger service centers
- Baggage service offices

CONTENT

- Airline brandmark, codeshares, alliances
- Passenger queuing

DURATION

- Semi-permanent in leased spaces
- During active counter or gate use at common use spaces

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6A Queuing Rugs & Mats

SHEET NO:

Signs are allowed at airline lounges.

- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign allowed per each lounge entrance include:
 - One primary identification sign
 - Sign shall project from the wall surface no more than four inches (4”) with no visible mounting attachments
- Lounge information digital display
 - 49” digital display
 - Door graphics on glass entrance doors
 - Signs to direct passengers to the lounge may be allowed on a case-by-case basis when the lounge entrance is not apparent within the concourse.
- Signs are single sided.
- Maximum area of combined signs (lounge name, plus airline brandmark, plus codeshare and/or alliance brand, if used, plus informational wall sign, plus door graphics sign) shall not exceed 50 square feet. Area shall be calculated by the sum of all rectangles that enclose each of the above sign types, excluding any directional sign.

Authorized content may include:

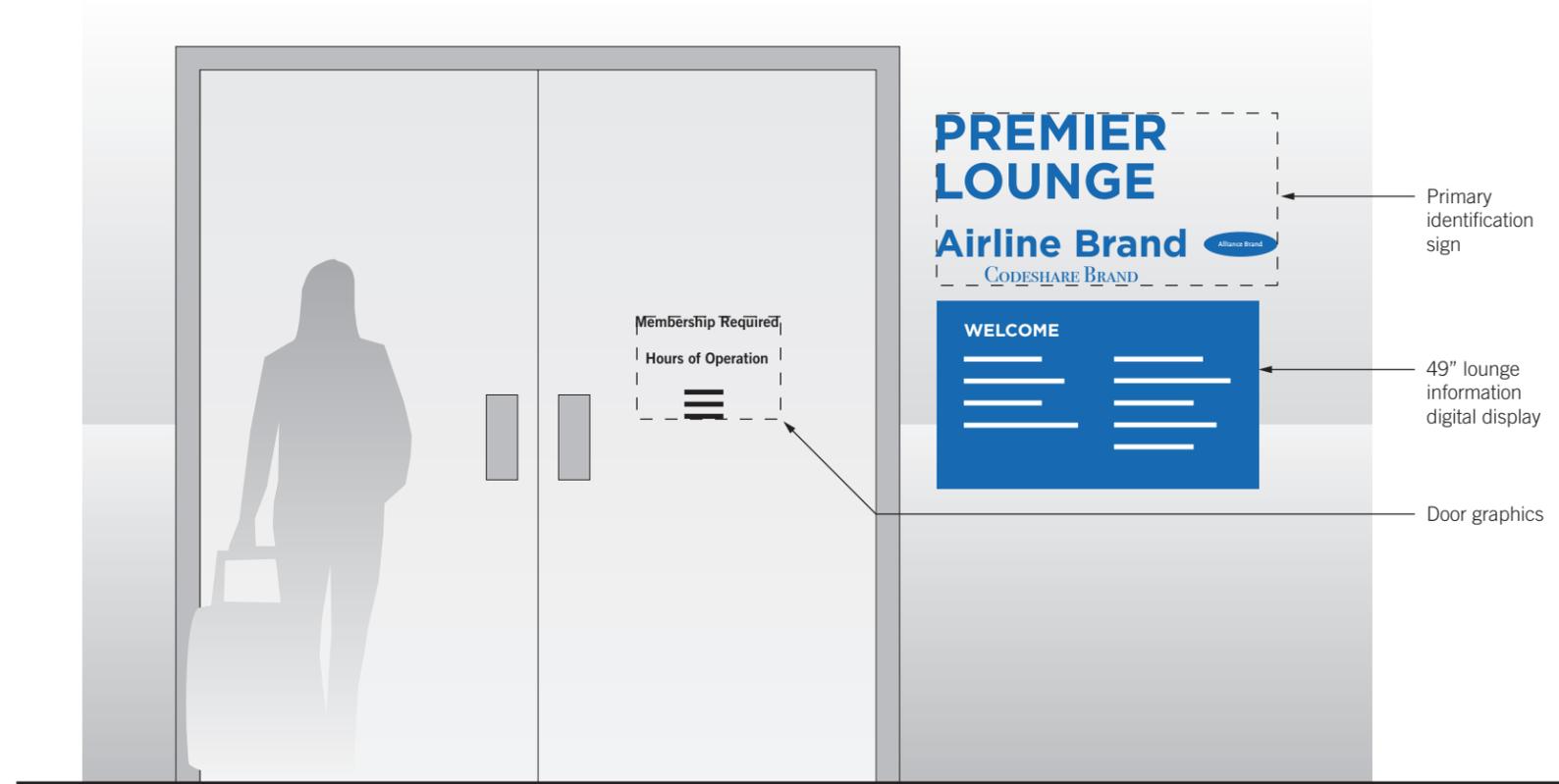
- Primary identification sign:
 - Lounge name
 - Airline brandmark, codeshares and alliances
- Door graphics on entrance doors

Authorized digital content may include:

- Lounge information
- Content controlled by airline’s content management system
- **Refer to SEA Digital Signage Standards and Guidelines for guidance on content and formats.**

Digital content may NOT include:

- Promotions
- Flight schedules



8A Typical Airline Lounge Signs
Scale: 1/2" = 1'-0"

FUNCTION

- Lounge and airline identification
- Lounge information

LOCATIONS

- Lounge entrances

CONTENT

- Lounge name
- Airline brandmark, codeshares, alliances
- Lounge information
- Incidental information

DURATION

- Permanent

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8A Airline Lounge Signs

Door graphics are allowed at leased baggage service offices and airline lounge entrances.

- Layout of all graphics and colors are at airline’s option, and must be approved by SEA prior to installation.
- Quantity limited to one set per location.
- Signs are single side white vinyl.
- Maximum area of sign shall not exceed 4 square feet or the dimensions and proportions shown below.
- **Door graphics are only allowed on glass doors.**

Authorized content may include:

- Airline brandmark, codeshares and alliances
- Text to identify office hours and alternative sources for information

Content may NOT include:

- Promotional content



8B Typical Door Graphics
Scale: 1/2" = 1'-0"

FUNCTION

- Baggage service office identification
- Office hours

LOCATIONS

- Baggage service offices
- Lounge entrances

CONTENT

- Airline brandmark, codeshares and alliances
- Office hours
- Alternative contact information

DURATION

- Permanent

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8B Door Graphics

4.0

EXAMPLES OF SIGNS NOT ALLOWED

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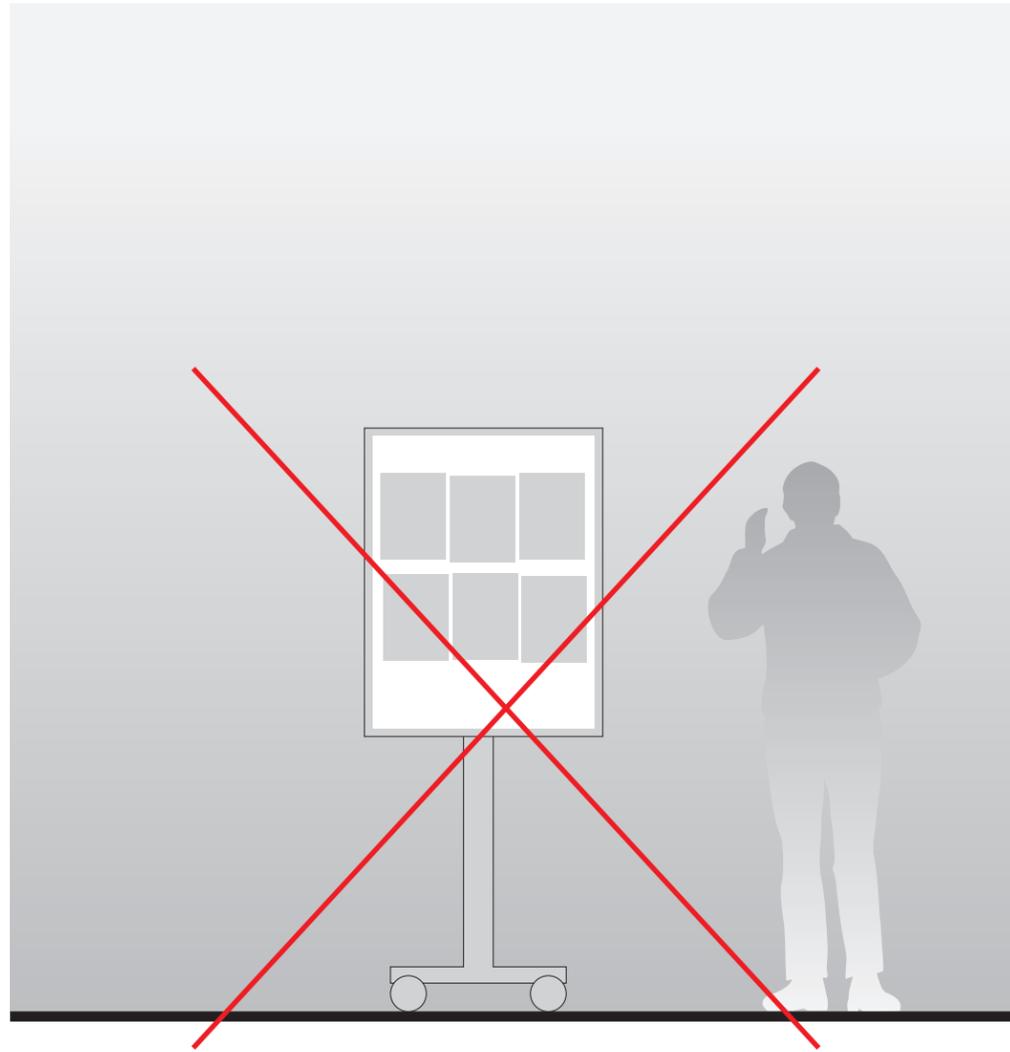
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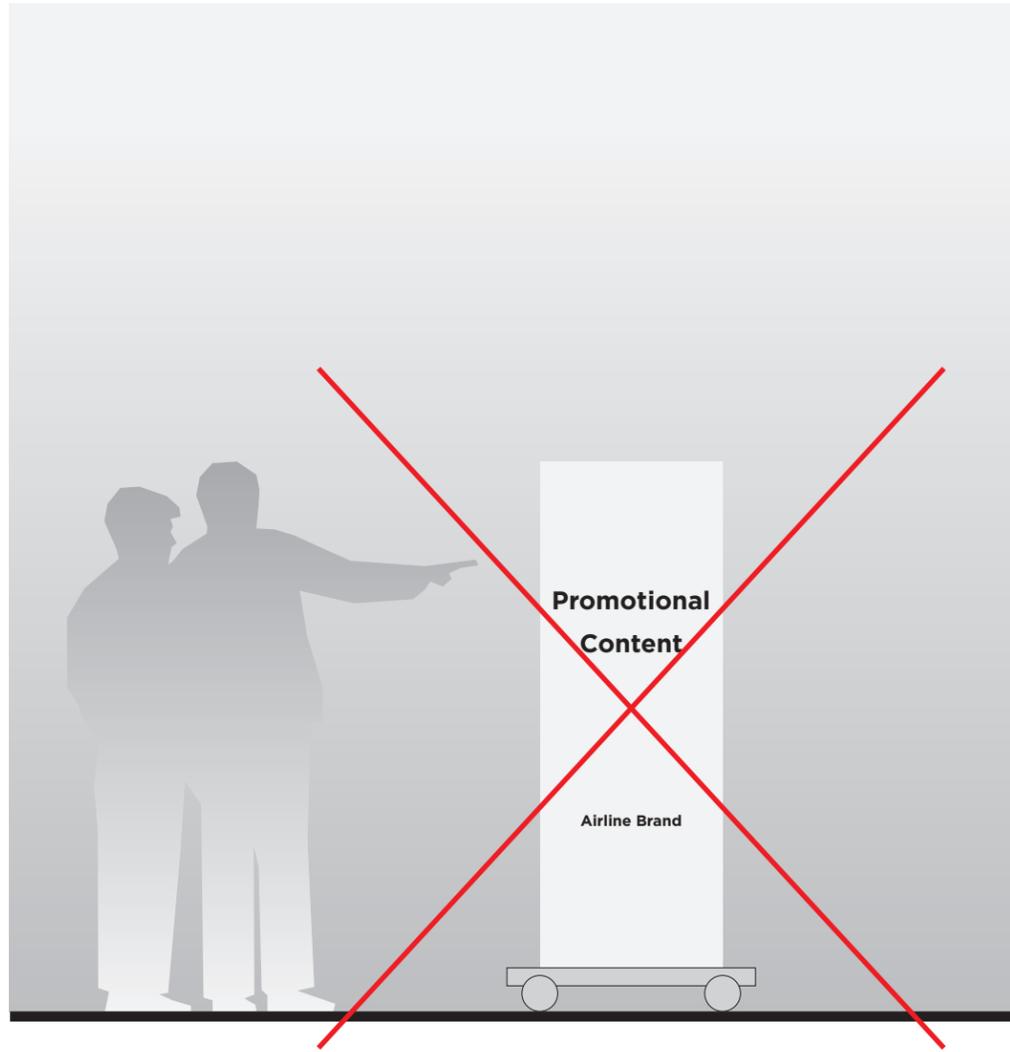


Typical Portable Display Sign with Multiple Inserts

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Sign type limited to single insert per side, and graphics of insert must span the entire visible opening



Typical Portable Tall Information Sign with Promotional Content

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Promotional content is not allowed on portable tall information signs

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**EXAMPLES OF
SIGNS NOT
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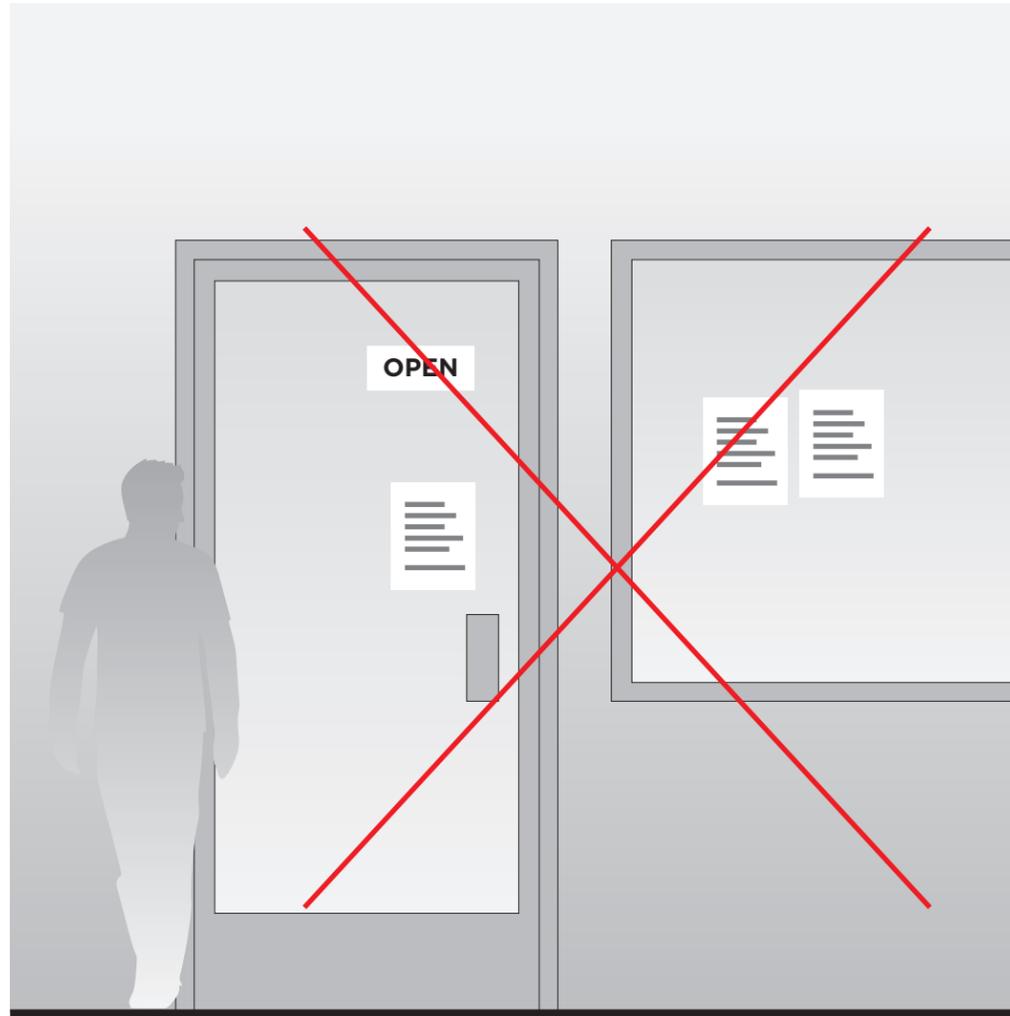
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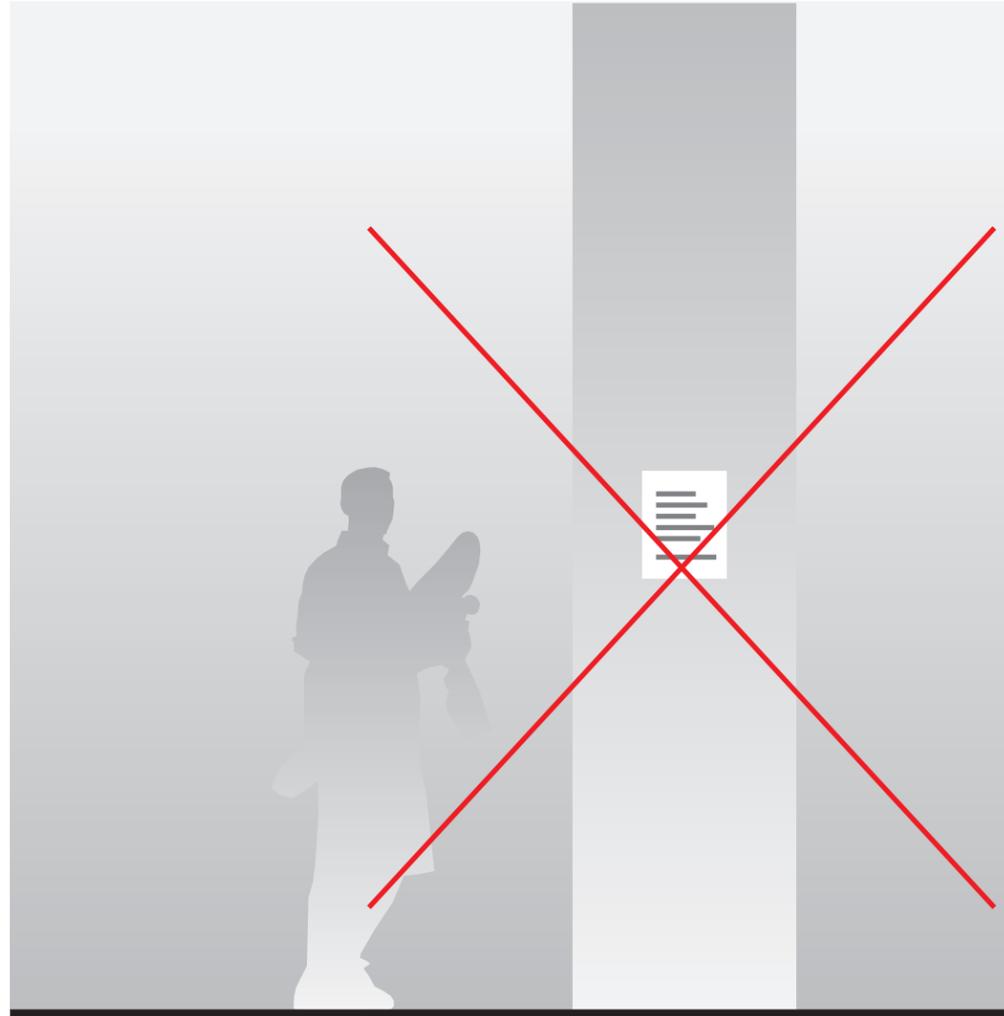


Typical Notices on Doors/Windows

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Notices are not allowed on any surface



Typical Notices on Columns

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Notices are not allowed on any surface

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**EXAMPLES OF
SIGNS NOT
ALLOWED**

SHEET NO:



Typical Promotional Banner

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Promotions are not allowed in any application or surface other than within the specific sign types noted within this document, except as paid advertising through the Port's advertising concession

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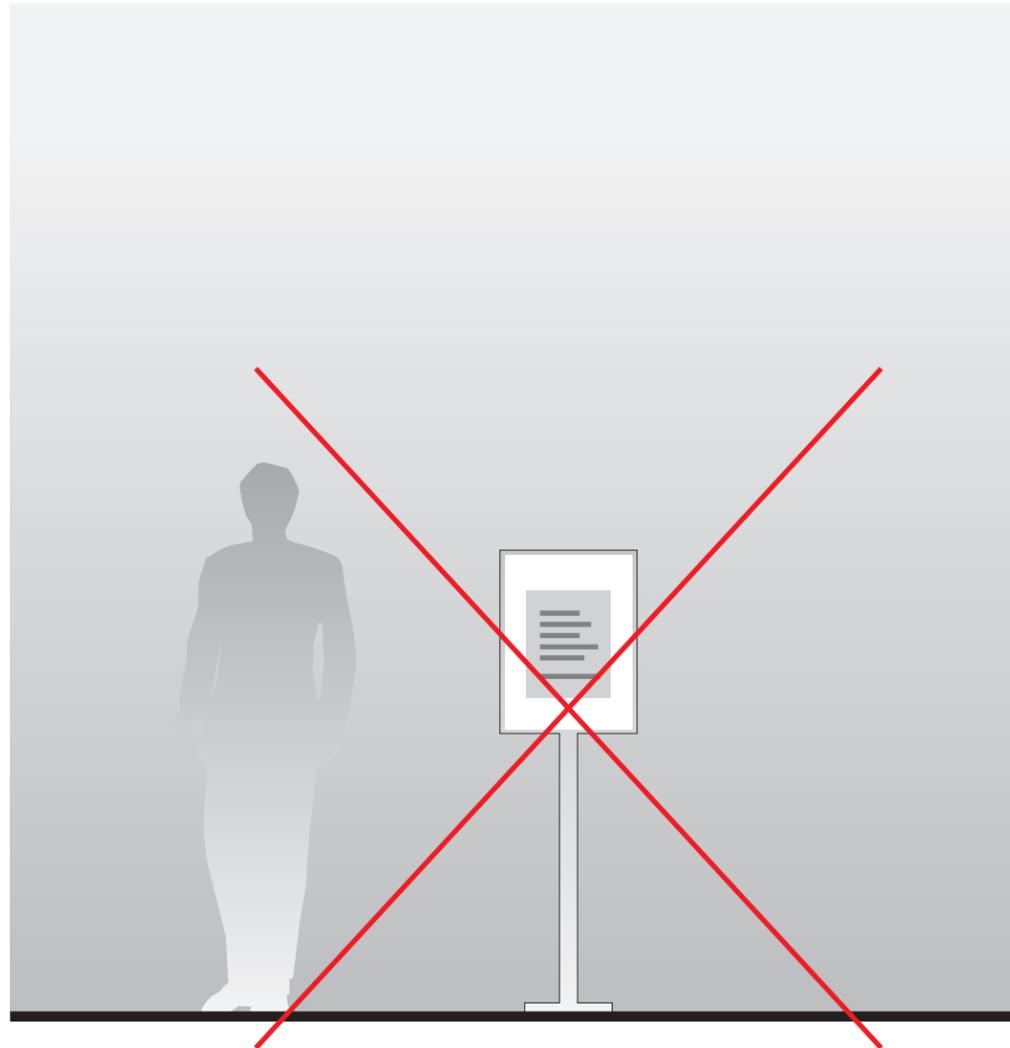
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SHEET TITLE:

EXAMPLES OF SIGNS NOT ALLOWED

SHEET NO:



Typical Undersized Insert

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Sign type limited to single insert per side, and graphics of insert must span the entire visible opening



Typical Notice Applied Over an Insert

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Sign type limited to single insert per side, and graphics of insert must span the entire visible opening

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EXAMPLES OF SIGNS NOT ALLOWED

SHEET NO:



Typical Pop-Up Banner, Paper Notices and/or Off-Premise Large Stanchion Display

Scale: 1/2" = 1'-0"

NOT ALLOWED

- Stanchion displays outside limits of leasehold

NOT ALLOWED

- Promotions are not allowed in any application or surface other than within the specific sign types noted within this document, except as paid advertising through the Port's advertising concession

NOT ALLOWED

- Notices are not allowed on any surface

5.0

PROMOTIONAL CONTENT, DECORATIONS & EMERGENCY CONDITIONS

Promotional Content & Durations

Promotional content is allowed on the sign types shown below, and allowances vary by location.

Content of these signs should be limited to the promotion of new routes, ground or in-flight service offerings, mileage plans, or airline products and services.

Branded credit card promotions or the visualization of credit card logos will be considered advertising and are strictly prohibited on promotional and non-promotional signage, and shall be coordinated directly through the Port's exclusive advertising contract.

All promotional content shall be submitted to and approved by the SEA Airport Properties, SEA Signage, and SEA Operations departments prior to deployment. Refer to submittal requirements in Section 7.0.

Sign Type	May Include Promotional Content	Promotional Content Allowed	Duration	Curbside	Ticketing Lobby	Gate Holdrooms	Passenger Service Centers	Baggage Service Offices	Airline Lounge Entrance
2A	Proprietary Gate Podium Sign	Y on digital display only	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	-	Y	-	-
2B	Proprietary Gate Podium Digital Display Sign	Y on digital display only	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	-	Y	-	-
2C	Digital Common Use Gate Podium Sign	Y on digital display only	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	-	Y	-	-
4A	Self Service Kiosk Sign	Y on digital display only	Specific to promote use of unit, new route, and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	Y	Y	Y	-
5A	Portable Display Signs	Y	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	Y	Y	Y	Y	-
5B	Large Stanchion Display Signs	Y	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	-
5C	Tall Stanchion Display Signs	Y	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	-
5D	Small Stanchion Display Signs	Y	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	-
7A	Easel Signs	Y	New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	Y	Y	Y	-



17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00319937
SERVICE DIRECTIVE NO. SD2

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES

**VOLUME 4:
Airline Signs**

WAYFINDING CONSULTANT



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425-646-6625
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PROMOTIONAL CONTENT, DECORATIONS & EMERGENCY CONDITIONS

SHEET NO:

Special Event & Holiday Decorations

Special event and holiday decorations shall be allowed as follows:

- Displayed 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 the International Fire Code (IFC) 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.
- The Port recommends an equitable approach to holiday and seasonal decor.

Emergency Conditions

The Port may, at their sole discretion, or at the direction of the FAA, Homeland Security, TSA, CBP, ICE and/or other governmental agencies issue bulletins to airline tenants regarding special signage allowances for emergency conditions.

Bulletins may include details on special sign content, formats, locations, and/or durations for signs that may or shall be provided by airlines.

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PROMOTIONAL CONTENT, DECORATIONS & EMERGENCY CONDITIONS

SHEET NO:

5-2

6.0

DIGITAL SIGNAGE & TECHNOLOGY

Digital Signs Provided by SEA

Digital variable message signage can be used to provide passengers with real-time information while providing flexibility to terminal operators and airlines. The Airport does provide the airlines in Port-owned gate hold rooms and public areas with some of the following digital displays in one form or another.

- Digital Signs and Displays for Airline ID in the garage
- Multi-User Flight Information Display System (MUFIDs)
- Baggage Information Displays (BIDs)
- Flight Information Displays (FIDs)
- Gate Information Displays (GIDs)
- Visual Paging
- Instant Ticket Machine or self-service kiosks
- Queuing devices

If provided by SEA, these digital signs will not be considered as part of any airline's allowance of signs. Locations, frequency, design and configurations are at the discretion of SEA.

Proprietary FIDS and other digital signs are not allowed in non-leased areas.

When providing electronic content to SEA for inclusion within SEA-provided digital signage, adhere to these guidelines:

- Resolution: 1920 X 820 pixels
- File type: JPEG

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DIGITAL SIGNAGE & TECHNOLOGY

SHEET NO:

Digital Signs Provided by Airlines

Airlines with proprietary counters and podiums within leased spaces in the ticketing lobby and gate holdrooms may provide independent digital displays, including flight information displays (FIDs) and gate information displays (GIDs). Locations and infrastructure for FIDs and GIDs are to be coordinated with SEA.

Large format digital displays may also be provided by airlines, subject to the size limitations indicated in Section 3 Specific Standards and Guidelines.

Content and content management of such displays shall be provided and maintained by the airline.

Layout of all content is at airline’s option, and must be approved by SEA prior to deployment.

Guidelines for Digital Content Presentation

Content for digital displays may be variable. In the interest of the SEA passenger experience, the following guidelines are provided for the presentation of content:

- Content should be limited to relevant operational information necessary for passengers to successfully navigate the airline’s check-in, bag check and/or boarding processes. Superfluous content should be avoided.
- Promotional content, where allowed, should be limited to new route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom.
- Display content may include variable messaging, fixed graphics, motion graphics, or a combination.
- Variable content may be programmed to change by flight and/or operational condition. At a minimum, content durations should be programmed such that passengers have sufficient time to read and understand the content before the next content is presented. Durations may vary, however a minimum of 5 seconds is generally adequate.
- Motion graphics should not obstruct or dilute primary operational content.

- Authorized content to be located only within the limits of the specified live area. Display live area shall be calculated by a single rectangle that encompasses all authorized content.
- Authorized content within the ticketing lobby includes:
 - Airline brandmark, codeshares, alliances
 - Queuing information
 - Specific flight information, hours of operation and other detailed content
 - Wheelchair and ADA services
 - Visual paging
- Content within the ticketing lobby may NOT include:
 - Directional messages
 - Promotional content
- Authorized content within the gate holdrooms includes:
 - Airline brandmark, codeshares, alliances
 - Gate number
 - Boarding process and zones
 - Flight and destination information
 - Seat assignments
 - Wheelchair and ADA services
 - Visual paging
 - Promotional content:
 - New route and/or on-ground or in-flight service offerings, e.g. airline lounge or upgrade for legroom.
 - **Branded credit card promotions or the visualization of credit card logos will be considered advertising and are strictly prohibited on promotional and non-promotional signage, and shall be coordinated directly through the Port’s exclusive advertising contract.**
- Content within the gate holdrooms may NOT include:
 - Directional messages
- At all locations, content outside the live area shall be limited to airline’s corporate colors, monochromatic pattern or other non-specific graphics.

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7.0

GENERAL REQUIREMENTS

VII. Name of the contractor constructing and installing the sign.

- C. The Port will review designs and either approve, approve with corrections, or deny application within 30 days of receipt by the Port. Port's review and approval may include aesthetic and technical review for colors, layout, content, materials, illumination, attachment to building, equality of and between various other airlines, general appearance standards, and/or other factors as solely determined at the Port's discretion.
- D. If re-submittal is required, it is the airline's responsibility to revise and resubmit to the Port for approval.
- E. After installation of signs, the Port will conduct a field review to check that the signs were installed in accordance with the details noted on the drawings submittal and that they meet the Port's minimum standards of quality.

14. Failure to Comply

- A. Signs installed without the Port's approval, and/or signs installed that do not meet the Port's minimum standard of quality as determined by the sole discretion of the Port, or failure to comply with any of the provisions of this document may result in the removal of signage by the Port at airline's sole expense, provided the Port will issue notice to airline of it's failure to comply at least 30 days prior to the Port's removal to allow airline time to cure problem and comply.

15. Airline Responsibilities

- A. Each airline is responsible for securing all necessary approvals by the Port. All airline-provided signs will be in accordance with this document, and shall not erect or install any sign without prior approvals from the Port.
- B. Airline is responsible for all costs related to the design, permitting, construction, installation and maintenance of airline-provided signs.
- C. It is the airline's responsibility to provide all electrical service and wiring for illuminated signs and to meet all applicable building codes for same.
- D. The removal of all signs installed by airline is the responsibility of each airline.
- E. Airline is responsible for the repair and maintenance of their airline-provided signs, including but not limited to: maintaining all illumination and electrical in working order; keeping signs clean of accumulated dirt, bird droppings and other accumulations; repair of signs due to natural causes, accidents, vandalism, faulty construction, faded paint or materials, material failure or other causes. The Port reserves the right to have signs maintained at airline's expenses if they are not maintained to the Port's satisfaction.
- F. Airline is responsible for any damage caused to the building as a result of fire caused by sign wiring, illumination, or electrical components.
- G. Airline is fully responsible for the compliance with this sign criteria.
- H. Daily operations:
 - I. In common use areas after each flight has been processed, airline signs and other branded materials must be removed from the check-in lobby and/or gate holdroom and stored in a concealed location.
 - II. Stanchions used to queue passengers in front of ticket counters and at gates shall be placed only as far out from the counter or podium as allowed by SEA, and shall not be located beyond the airline's lease lines. Stanchions shall be moved in closer to the counter or podium when passenger volumes require less queuing space.
 - III. Airlines shall control the queuing of passengers so as to not block escalators, elevators or traffic flows.

16. Sign Maintenance

- A. All airline signs shall be constantly maintained in a state of security, safety, appearance and repair. If any sign is found not be so maintained or is insecurely fastened or otherwise dangerous as determined by the Port, it shall be the duty of the airline to repair or remove the sign within 10 days after receiving notice from the Port or to make other arrangements for repair or removal satisfactory to the Port. Failure to satisfy may cause the Port to remove or repair the sign at the airline's sole expense.
- B. All airlines shall permit the periodic inspection of their signs by the Port upon request. Such inspections shall be for the purpose of examining its structural and electrical connections and to insure compliance with these criteria. Such inspections shall be carried out during business hours, unless an emergency exists.
- C. Painting, repainting or changing of a sign structure or the changing of the sign message thereon shall be considered an erection or alteration, which requires airline's submittal of proposed changes for Port approval.

17. Codes and Regulations

- A. The following list includes (but may not be limited to) the governing bodies and authoritative organizations as applicable to design and engineering at SEA:
 - I. ADA: Americans with Disabilities Act
 - II. FAA: Federal Aviation Administration
 - III. IBC: International Building Code
 - IV. IFC: International Fire Code
 - V. NEC: National Electrical Code
 - VI. NEMA: National Electric Manufacturers Association
 - VII. NFPA: National Fire Protection Association
 - VIII. UBC: Uniform Building Code
- B. Other governing bodies, authoritative organizations, codes and regulations as deemed necessary by SEA.

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