



Terminal Signage and Appearance
Standards Guidelines

Amended October 31, 2014

1. General Terms

a. Signage Installations

- i. Per lease agreements all signage shall be submitted to the Airport Manager for approval prior to installation. Signage shall meet the intent of this document prior to submittal for approval. Variances from these sign design standards shall be submitted to the Airport Manager using the variance form in Appendix A.

b. Visible Installations

- i. Any device, item, box, rack, shelf, sign, picture, frame, or other visible item which is permanently or temporarily installed in any area of a tenants leased space which is visible to the public shall be in accordance with this document and shall be submitted to the Airport Manager for approval prior to installation.

c. Standards Intent

- i. The intent of this document is to clearly define visible design standards to ensure a consistent architectural feel to the terminal building and to maintain a professional atmosphere for the general public to enjoy.
- ii. It is not the intent of this document to prohibit terminal tenants from conducting necessary business functions. Variances to this documents standards can be requested from the Airport Manager utilizing the variance form in Appendix A.

d. Violation of Standards

- i. Violation of the design standards set forth in this document shall be remedied immediately by the tenant at their sole expense and no later than 10 days from the time of notification of said violation. Any damage to exterior surfaces caused by said violation shall be remedied within 30 days from the time of notification at the tenant's sole expense.

e. Public Areas

- i. No signage, kiosks, displays, materials, or other trade fixtures shall be allowed within the non-leased public areas of the building at any time or for any purpose without the express written permission of the Airport Manager.

f. Offensive Displays

- i. At no time shall any offensive display or trade fixture be visible within the terminal building.
- ii. Offensive displays may include, but are not limited to; derogatory terms, explicit images or words, discriminatory language or images, demeaning other vendors' products or services, or anything deemed inappropriate by the Airport Manager.

g. Image Quality

- i. All images must be properly sized for the application. No distortion, stretching, pixilation, or other visual issues are allowed.

2. Airport Information Displays

- a. The airport may provide tenants with information display screens for tenants use within their leased space.

- b. Tenants may be provided web based access portal to update certain portions of information display screens in accordance with this document.
- c. Tenants shall at no time display information on their screens that does not meet the intent of this document, the Airport reserves the right to temporarily disable screens in violation of this document until said time that the violation is corrected.
- d. All logos shall conform to the requirements of this document.

3. Stanchions Guidelines

- a. All stanchions shall be in good order and shall be constructed of stainless steel or similar poles. Signage is allowed on the top of stanchions but shall conform with the guidelines set within this document.

4. Airline Check-in Counter Areas – Standards

- a. The following items are allowed to free-stand on the counter but must be presentable and of good quality:
 - i. Writing utensils
 - ii. Baggage tags
 - iii. Regulatory required signage
 - iv. Passenger information brochures
 - v. Point of sale terminals
 - vi. Business cards
- b. No information including branding or devices shall be wall-hung.
- c. Required baggage and regulatory signage may be adhered in a non-destructive manner to the areas immediately adjacent to the baggage scales. Additionally, scale displays shall be provided.
- d. No signage shall be adhered to the front/public side of the check-in counters.
- e. Monitors installed at the counter shall be the same brand and size as each other.
- f. Digital signage shall comply with the standards set in **Exhibit A3**.

5. Airline Self Service Kiosks – Standards

- a. Self-service kiosks shall be installed in Airport provided locations.
- b. Kiosks shall be of good visual quality and must be adhered in a manner that avoids potential for tipping or sliding.
- c. Information displays may be adhered to the kiosks but shall be maintained to be visually appealing.

6. Car Rental Counter Areas – Standards

- a. The following items are allowed to free-stand on the counters but must be presentable and of good quality:
 - i. Contracts
 - ii. Cars available signs
 - iii. Club signs
 - iv. Writing utensils
 - v. Terms of sale signs
 - vi. Business cards
 - vii. Point of sale terminals
 - viii. Brochures
- b. The following items are allowed to be wall-hung on the Southern wall of the tenant's space. No more than two items shall be hung at any time and the items must be presentable and of good quality:
 - i. Custom plaques
- c. Tenant shall install their non-lit proprietary logo on the northern wall of the tenant's space. Logo or combination of logos may be no larger than 4' wide by 3' tall in total, must be centered on the wall, must be approved by Airport Management prior to install, and any wall penetrations must be fixed at the conclusion of utilizing the space.
- d. Tenant shall be allowed to install a custom metal engraved placard for the key box location provided at the counter unless another method is established by the Airport.
- e. Monitors installed at the counter shall be the same brand and size as each other.
- f. Key boxes are prohibited on walls and should be built into the counter inserts or stored in the back office area.
- g. Digital signage shall comply with the standards set in **Exhibit A5**.

7. Restaurant Areas – Standards

- a. Digital signage shall be utilized for an ordering board.
- b. The following items are allowed on tables and bars located within the public lobby:
 - i. Condiments
 - ii. One table tent with product information per table or bar seat location
 - iii. Menus
 - iv. Customer surveys
- c. The following items are allowed on the walls within the restaurant premises:
 - i. Photographs
 - ii. Art
 - iii. Merchandise displays and racks
- d. Televisions within the tenant space shall be utilized for appropriate television channels including news, sports, prime-time shows, and other non-offensive shows.

8. TSA Checkpoint Area – Standards

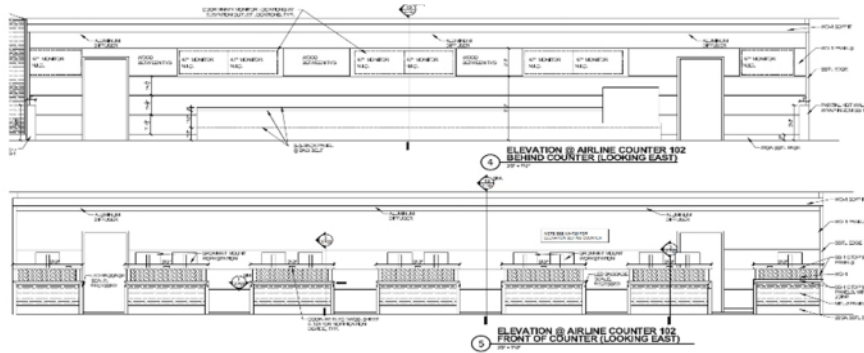
- a. Airport digital signage shall be available for TSA information; TSA shall submit desired information to the Airport Administration for implementation.

- b. No signage shall be installed on walls without the permission of the Airport Manager.
- c. The following signage is allowed within the security checkpoint and shall be installed on stand-a lot sign holders or station sign holders:
 - i. Regulatory required signage
 - ii. Customer calming signage
 - iii. Public information signage

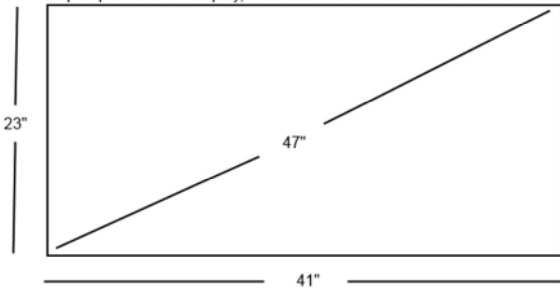
9. Gate Podium Areas – Standards

- a. Gate podiums are joint-use/preferential use and shall be free of permanently installed equipment. Computers, printers, scanners, and trade goods shall be acceptable for each airline intending to utilize each podium.
- b. The following items are allowed to free-stand on the counter but must be presentable and of good quality:
 - i. Writing utensils
 - ii. Self-baggage tags
 - iii. Regulatory required signage
 - iv. Passenger information brochures
 - v. Point of sale terminals
 - vi. Baggage scanners and displays
 - vii. Business cards
- c. No information, branding or devices shall be wall-hung.
- d. Regulatory required signage shall be provided utilizing a free-standing sign holder.
- e. No signage shall be adhered to the front/public side of the check-in counters.
- f. Digital signage shall comply with the standards set in **Exhibit A8**.

EXHIBIT A3

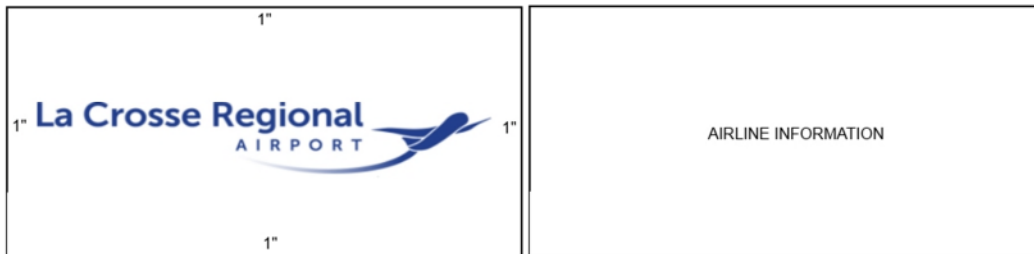
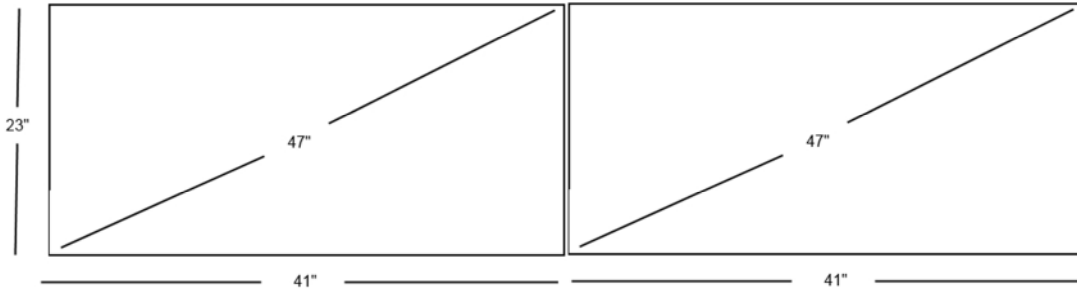


Airport provided 47" display, mounted on back wall of each counter location



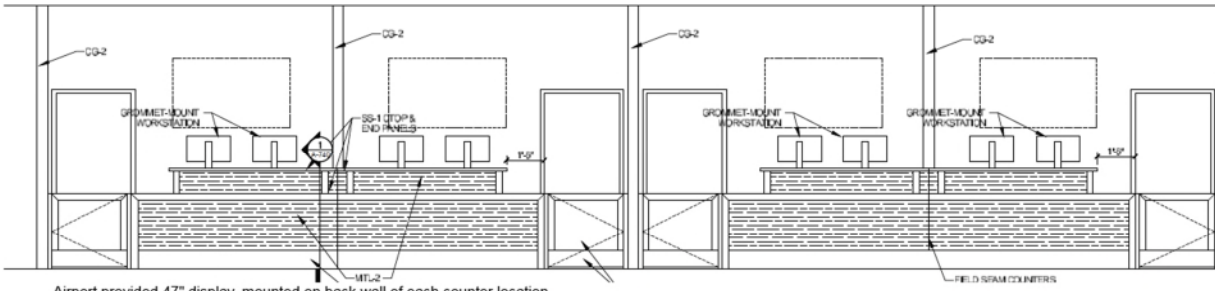
Single screen - only the airline logo is allowed
Coloring may be per airlines design standards

Airport provided dual 47" displays, mounted on back wall between a dual counter location

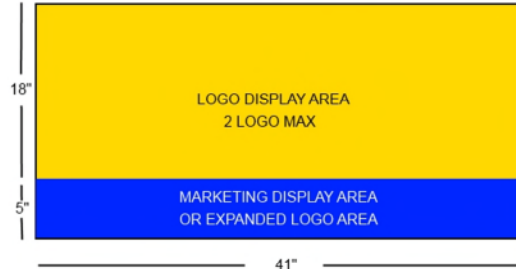
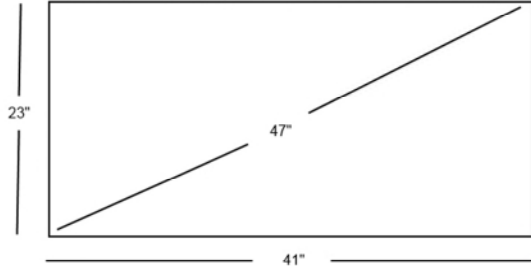


Dual screen - airline logo shall be presented on the left hand side screen, airline information may be presented on the right hand side screen
Coloring may be per airlines design standards. Acceptable airline information shall include FIDS, weather, and destination information

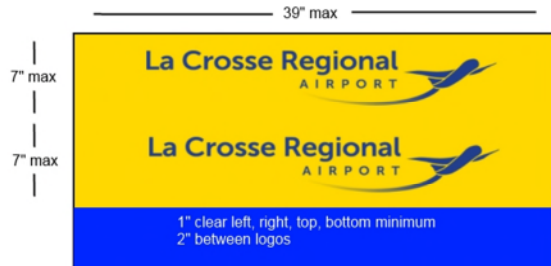
EXHIBIT A5



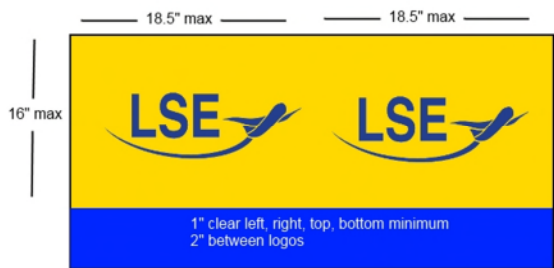
Airport provided 47" display, mounted on back wall of each counter location



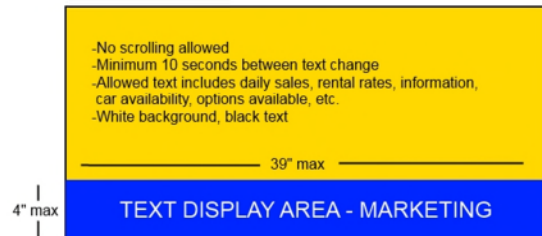
Single Logo Example



Double Horizontal Logo Example

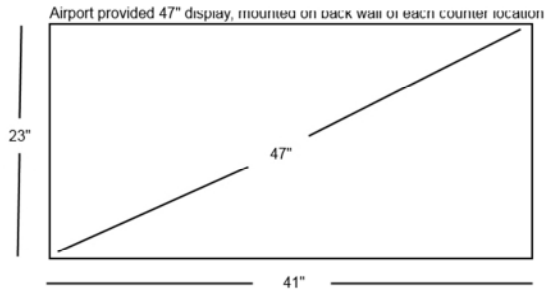
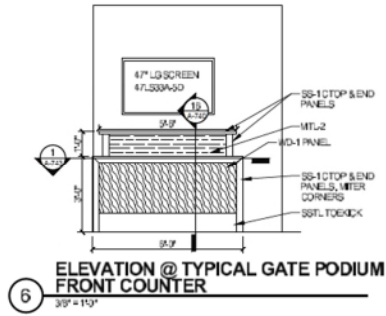


Double Verticle Logo Example



Marketing Display Text Example

EXHIBIT A8



Either airline logo, gate information, or a combination may be displayed.