



Graphic Standards

Airline Tenants and Airline Service Providers



GREATER ORLANDO
AVIATION AUTHORITY

Table of Contents

GENERAL	4
A. Purpose	4
B. Scope	4
C. Compliance	5
D. Definitions	5
E. General Rules	7
F. Aviation Authority Provided Signage	8
F-1 Terminal Areas.....	8
G. Approval Procedures	9
G-1 Procedures.....	9
G-2 DRC Submittal Requirements.....	10
G-3 Other Information.....	11
H. Temporary Signage	11
H-1 Temporary Signs, Posters and Displays.....	11
I. Prohibited Signs	11
J. Use of Electronic Signboards - LCD Displays	12
J-1 Message Movements.....	12
J-2 Message Limitations.....	12
SECTION II - AIRLINE GRAPHICS/SIGNAGE	13
A. Airline Roadway Signage - Orlando International Airport	13
B. Landside Building Signage	14
B-1 Ticketing/Check-in Areas – Participating Airlines Corporate Signature.....	14
B-1-1 Ticket Lobby Backwall Signage - Locations and Quantity Standards.....	14
B-1-2 Advertising.....	14
B-1-3 Code Sharing Recognition.....	14
B-1-4 Curb Check In.....	14
B-1-5 Ticket Lobby Queuing Areas.....	16
B-1-6 Electronic Ticketing Devices.....	17
B-2 Bag Claim Areas.....	18
B-2-1 Bag Claim Area Walls.....	18
B-2-2 “Many Bags Look Alike” Signs.....	18
B-3 Baggage Service Office.....	18
B-3-1 Backwall.....	18
B-3-2 Baggage Service Office Entrance.....	20
B-4 Airline Ticket Office Spaces (ATO).....	20
B-4-1 ATO Space.....	20
C. Airside Building Signage	20
C-1 Participating Airlines Space – Holdrooms.....	20
C-1-1 Check-in Backwall/Service Counter.....	21
C-1-2 Affinity Card Marketing - Holdrooms.....	21
C-1-3 Queuing Area.....	21
C-2 Loading Bridge – Participating Airlines.....	22
C-2-2 Exterior of Loading Bridges.....	22
C-3 Ramp Level Offices.....	23
D. Common-Use Facilities	23
D-1 Arrival and Departure Information – Landside & Airside Facilities.....	23
D-2 Public Queuing.....	24

D-3 Bag Claim Area..... 25

D-4 Loading Bridge Signage..... 25

D-5 Exterior of Airside Building 25

D-6 Ramp Level Offices..... 26

SECTION III – EXHIBITS 27

GENERAL

A. Purpose

The purpose of these Graphic Standards (Standards) is to create guidelines for consistent treatment of corporate identification and related signage and messages for the airline tenants and airline service providers (Companies) at the Orlando International Airport (OIA). This section of the Standards addresses specifically airline tenants and airline service providers (Companies) and will provide guidelines for the design, installation and use of signage and customer service tools in the facilities. The goal of the Standards is to achieve consistency and effective communication of identification and information to the traveling public in an organized and recognizable manner.

The Greater Orlando Aviation Authority (GOAA) and the airport users have a long-standing pride in the architectural and aesthetical elements, which fosters an open and airy feel to the facilities with relatively unobstructed views of the outdoors. The need to preserve and enhance consistency, while protecting the operational and practical needs, was an underlying focus in developing these Standards.

GOAA reserves the right to amend these Standards as needed; in its sole discretion.

B. Scope

This section of the Standards covers OIA, landside building(s), exterior and interior, and airside buildings, exterior and interior. All tenant projects taking place within the boundaries of the above areas will be required to conform to the guidelines and procedural requirements of these Standards.

Existing signs and graphics, which have received prior written approvals, but which may not be in compliance with the guidelines of these Standards, will be allowed to remain in place until:

- a) Said sign is planned to be altered, renovated or replaced
- b) Until such time the Company relocates, which renders any previous approval null and void
- c) Until such time GOAA installs backwall monitors.

At such time, GOAA will require immediate conformity to the guidelines and procedural requirements of the Standards.

Airline tenants of assigned space, exclusive and preferential, will be responsible for maintaining the space in a neat, orderly, sanitary and presentable manner at all times.

C. Compliance

For all matters addressed through this Graphics Policy, GOAA's Operations Department, Airline Division will be responsible for overseeing compliance with these guidelines; and, in specified areas, the Public Affairs Department may have input.

D. Definitions

Affiliate– Shall mean any Airline that has signed an Operating Permit or Letter of Authorization and, (i) is a parent or wholly owned subsidiary of Airline, or (ii) otherwise operates under essentially the same trade name as another Airline at the Airport and uses essentially the same livery as such other Airline.

Airline Service Provider – Shall mean any entity providing contracted services for any airline(s) which it otherwise could do for itself, and which operates under an approved permit with GOAA.

Airline Tenant – Shall mean a legal entity certificated by the United States Department of Transportation as a passenger carrier with which GOAA has a written agreement.

Appropriate Department Director – Director, or designee, of the GOAA Department responsible for preparing and maintaining the Company's agreement.

Code Sharing – An agreement between airlines, which allows a flight operated by one airline to also be designated by the name and flight number of another carrier, thus expanding the routing and market coverage capabilities of both airlines. Typical code share agreements allocate blocks of seats to each carrier on a given flight. *Note: Signage for code share airlines that do not operate at Orlando International Airport will be limited to the leasehold of the "host airline".*

Committed Premises – shall mean Exclusive Use Premises and Preferential Use Premises assigned to an Airline pursuant to a Letter of Authorization.

Common-Use Premises– shall mean Airline Premises, other than Preferential Use Premises and Exclusive Use Premises, that are assigned by the Authority from time to time for use and occupancy by an Airline and paid for on an activity basis, whether by Facility Fee or Common Use Baggage Charges, and shall include, for example, ticket counters, baggage make-up, gates, holdrooms, aprons and loading bridges. Common Use Premises may be designated as such from time to time in the Authority's Policies and Procedures.

Corporate Signature or Branding – This is a general term referring to the combination of graphic elements used to identify the corporate presence of an airline tenant. These elements may include a logo (or service mark) logotype (distinctive letterforms spelling

the name of the airline), color, materials, or other graphic devices. Such corporate signature shall be the identification the general public universally recognizes.

Design Review Committee (DRC) – The purpose of the Design Review Committee (DRC) is to ensure integrity and continuity for design of facilities to match GOAA’s desired aesthetics and quality. The Committee operates in public and its meetings are posted in accordance with the Florida “Sunshine” Law.

Exclusive Use Facilities – shall mean those portions of the Terminal available for use and occupancy for a fixed monthly amount, as assigned to an Airline, or Service Provider, on an exclusive basis. Exclusive Use Premises may be designated as such from time to time in the Authority Policies and Procedures

Exit Egress – As defined in NFPA, Life Safety Code section 9-2.5.4.3, which states “Access and egress routes shall be maintained in areas of assembly so that crowd management, security, and emergency medical personnel shall be able to move without undue hindrance at any time to any individual”.

Garages – Parking Garages A, B and Terminal Top.

Letter Height – Sometimes referred to as “cap height”, shall be that dimension of an upper case letter measured from the top of a capital, or upper case “X” to the baseline, or bottom of that same capital “X”.

Letter Area Height – This only applies to more than one line of message, the dimension from the top of a capital letter on the top line of the message to the baseline, or bottom of the bottom line of the message including the negative area or space between the lines of message.

Letter of Authorization – shall mean a written commitment by an Airline, in a form acceptable to the Authority, to use and occupy Committed Premises for a stated duration.

Non-Participating Airlines – shall mean all passenger Airlines that have not executed a Rate and Revenue Sharing Agreement with GOAA.

Participating Airlines – shall mean all passenger Airlines that have executed and are parties to an effective Rate and Revenue Sharing Agreement for the applicable Fiscal Year.

Preferential Use Facilities – shall mean those portions of the Terminal and Terminal Aprons assigned to an Airline pursuant to a Letter of Authorization for use and occupancy for a fixed monthly amount and to which such Airline will have scheduling priority over other users.

Space Use Agreement – An agreement between an Airline Service Provider and GOAA for space on an exclusive basis.

Temporary Signs, Posters, or Displays – Signage and/or display elements of a non-permanent nature where approval has been granted for such installation.

Terminal Areas – The main terminal building and associated parking areas and roadways, and the airside buildings with associated ramp areas.

Non-Terminal Areas – Areas to the east and west of exit and entrance roads that are not defined as Terminal Areas.

E. General Rules

- a) All signs and graphics shall be of an identification format designed to meet the immediate information needs of the Company(s). Signs and graphics of an advertising nature or dealing with a specific promotion will not be permitted except as noted herein.
- b) GOAA provides all “public areas” directional/informational signs, security signs and graphics. Company is responsible for all signage and graphics located within the Company’s leased space. Company responsibility refers to the purchase, fabrication, installation and maintenance. An Airline starting new service at OIA will be responsible to pay a signage fee. A company that requests a facility change/relocation will be responsible for the costs based on GOAA’s actual costs of the signs and changes approved by GOAA. Authorization to display signs and graphics rests solely with GOAA.
- c) No signage or graphics shall be permitted on perimeter exterior doors or windows facing into or out of the landside or airside buildings, except those necessary to meet Federal Aviation Administration (FAA) security, safety and legal requirements. These sign types shall be the responsibility of GOAA.
- d) All illuminated signs must be approved by GOAA.
- e) All Company installed signage elements shall meet local code requirements for that particular sign type, as well as those requirements contained herein, including all submittal requirements identified herein.
- f) No animated, moving message or flashing signs shall be permitted, except as noted herein. Internally illuminated signs shall be allowed only in specific circumstances as addressed elsewhere in this Policy.
- g) No Company signage or temporary display shall be permitted in any area defined as an exit egress.

- h) Temporary signs or posters of a specific promotional nature may be displayed if the signs or posters and its mounting devices are first submitted for approval as set forth in these Standards.
- i) Company is prohibited from permitting any non-airline commercial, promotional or advertising information to be dispensed or offered from their respective leaseholds. Stick-on display racks or other devices on walls or columns shall not be permitted, and GOAA's Operations Department - Airline Division personnel shall discard such items without notice.
- j) Company shall be prohibited from placing airline operational or schedule information within any public, support (hallways), or airline common use area within either landside or airside building areas, unless specifically authorized by GOAA. No tables, platforms, other counters, electronic devices, or advertising media may be placed in the public area except as noted herein and subject GOAA's approval.
- k) Upon removal of any signage, the Company shall be responsible to restore damaged areas to original condition. Such restoration shall be at the Company's expense and shall be completed in no more than ten (10) calendar days.
- l) Approvals made under this procedure must be installed/completed within one hundred eighty (180) calendar days from the date of issue unless otherwise extended. Failure to complete any installation within the approved time will result in the Company having to restore the areas to their original condition at their expense.
- m) Signage shall use GOAA colors and letter styles, unless otherwise approved.
- n) All signage and customer service tools shall be stored within Company's leased space and not be stored in common hallways, public areas or other support areas. Any items left in such areas shall be subject to removal by GOAA.

F. Aviation Authority Provided Signage

F-1 Terminal Areas

- a) Directional/Informational Signage

Terminal building and roadway signs which identify airline locations, as well as signage which indicates specific activity areas (e.g. ticketing, bag claim, gates, etc.) shall be provided, installed and maintained by GOAA and included in the signage fee unless airline is moved at the direction of GOAA.

- b) Security Signage

Signage required by TSA Security (hazardous materials, tariffs, concealed weapons, etc.) shall be displayed as identified below. No signage is allowed on the face of the counters.

- Ticket Counters, as approved by GOAA and installed on the sidewalls of the bagwell.
- Curb, Skycap booths, as approved by GOAA and installed on the sidewall of the bagwell.
- Checkpoint Entrances
- Gate entrances

G. Approval Procedures

G-1 Procedures

Outlined herein are applicable to all Company(s).

- a) All requests for new signs, modifications, refurbishment or replacement of existing signs or other items covered in these Standards, shall be submitted to the Commercial Properties Department.
- b) Each separate location requires approval.
- c) The Director of the Department will initiate a review to determine if the proposal conforms to these Standards.
 1. If a determination is made that the proposal conforms to these Standards, the GOAA Department Director or designee, will approve such proposal and the Company shall be informed in writing of the determination within 30 days.

OR

2. If a determination is made that the proposal does not conform to the Standards, the proposal will be forwarded, with a recommendation to the Design Review Committee (DRC) to be placed on the next regularly scheduled meeting agenda. The Company will be advised of the meeting and required to make a presentation in support of their request for a variance or waiver of the Standards.
- d) Prior to installation, any request made under these Standards shall have the written approval of GOAA, either as a determination of compliance by the GOAA

Department Director or the approval of a request for variance or waiver by the DRC.

- e) The DRC meetings are scheduled as required. The DRC operates in public, and meetings are posted in accordance with the Florida “Sunshine” law. Plans to be considered by DRC are to be received a minimum of eight calendar days prior to the scheduled meeting. Approval or disapproval may be given orally, but, in all cases, will be confirmed in writing within 30 days of the meeting date.

Current meeting schedule is the 4th Tuesday of each month and at such times as may be required.

G-2 DRC Submittal Requirements

Each submittal shall consist of a written description of the project and shall be accompanied by the information listed in items a – j below. Six (6) hard copy sets and one (1) electronic PDF copy of the submittal information are required. Any documents larger than 11” x17” must be provided electronically (in color & PDF format).

- a) Current photograph of area.
- b) Front elevation to scale; elevation of sign for interior application; elevation of sign and elevation of building with sign shown for exterior application.
- c) Layout of area, to include key map showing actual location at landside building or airside buildings.
- d) Sections showing structural and electrical connections.
- e) Materials used.
- f) Exact description and representation of graphic and/or lettering used, including dimensions.
- g) Exact colors shall be indicated (color chips are suggested).
- h) Any special work (structural support, electrical, lighting, construction and/or mechanical) must be described in the design submittal.
- i) Statement that proposed signage meets all applicable codes and these Standards.
- j) Installation and/or removal schedule.

G-3 Other Information

- a) Signage shall use GOAA colors and letter styles, unless otherwise approved.
- b) If actual signage does not conform to information submitted and approved by the DRC, signage shall be considered in non-compliance and Company will be notified to remove it within five (5) days or GOAA will remove it at Company's expense.

H. Temporary Signage

H-1 Temporary Signs, Posters and Displays

- a) Temporary signs, holiday or special occasion displays, or posters of a specific promotional nature may be displayed if the signs or posters and mounting devices are submitted and approved by GOAA's Operations Department, Airline Division and Public Affairs.
- b) Approval for display of these temporary signs or posters will be for a period no longer than thirty (30) calendar days.
- c) Temporary signage shall be contained within the leasehold or assigned area.

I. Prohibited Signs

- a) Trailer or otherwise portable signs, including "stick" signs.
- b) Banner signs attached to buildings or stretched across any street or driveway.
- c) Signs which in any way simulate emergency vehicles, traffic signs and devices, or any other signs normally erected for public health or safety.
- d) Any private sign placed on public property unless authorized by the DRC.
- e) Any vehicle with a sign or signs attached and parked so as to identify a building or tenant.
- f) Signs consisting of banners, pennants, ribbons, flags, spinners, or wind operated devices. These devices when used alone are similarly prohibited.
- g) Any advertisement that uses a series of two or more signs placed in a line parallel to the highway or in a similar fashion, and carrying a single advertising message, part of which is contained on each sign.

- h) Any sign that DRC determines obstructs the sight line at intersections and/or public driveways.
- i) Signs attached to existing posts, other signs as otherwise mounted and called “snipe” signs.
- j) Any signs that incorporate a beacon light or lights, flashing light or otherwise animated lights.
- k) Awning signs displaying message. Awning above main entrances may include street addresses subject to DRC approval.
- l) Electronic message boards, unless specifically approved.
- m) Temporary plywood signs placed at locations where permanent signs are authorized excluding permitted “For Lease” or construction signs.
- n) Any temporary sign or permanent sign improperly affixed to an approved sign.
- o) Rooftop mounted signs or signs painted on the roof are not permitted.
- p) Aviation memorabilia attached to exterior building surfaces, i.e., propellers, wings, engine parts, etc.
- q) Solicitation type signs (e.g. upgrades or fares, destinations) and signs placed in the interior of the loading bridges are prohibited.

J. Use of Electronic Signboards - LCD Displays

All airport locations as approved by GOAA.

J-1 Message Movements

- a) Permitted movements:

1. Rolling up or down and or scrolling is subject to GOAA approval

J-2 Message Limitations

- a) Messages may identify:

1. Airline branding may include the display of marketing strategies (e.g. Star Alliance, SkyTeam, Oneworld) where integrated into the corporate logo.
2. Regulatory Messages

3. Cities served on the particular flight
4. Queue management messages including class of service, type of check-in (full service, self-service, etc.), information relating to delays or cancellations and bag drop locations.
5. Messages may be bilingual; one language must be English, displayed within the airline leased areas.
6. Content deemed acceptable by GOAA at its sole discretion.

SECTION II - AIRLINE GRAPHICS/SIGNAGE

A. Airline Roadway Signage - Orlando International Airport

- a) It is GOAA's goal to provide legible, functional signage on the roadway system that identifies airline locations for the benefit of the greatest number of passengers and other airport users possible.
- b) The roadway signs shall have a uniform design, color, type style and letter size and shall be internally or externally illuminated or made of reflective material depending upon location. No other signs or graphics that identify individual airline corporate presence for the direction of passengers will be allowed.
- c) GOAA recognizes that sign area, design and location limits the number of airlines which can be included on the roadway signs and will allocate sign space as follows:
 1. Participating Airline Status
 2. Non-Participating Airlines by the number of passengers to be carried in a scheduling season
 - o Ranked by the highest to lowest passenger volume
 - o Reviewed every six months to coincide with the scheduling seasons
 - Winter Schedule – November to April
 - Summer Schedule – May to October
- d) The name allocation will be performed twice each year to coincide with the summer and winter scheduling seasons.

B. Landside Building Signage

B-1 Ticketing/Check-in Areas – Participating Airlines Corporate Signature

The following standards apply to landside terminal space leased to air carriers under the terms of a Letter of Authorization or other airline agreement with the Authority, which allows for the airline's corporate branding. It is GOAA's intention that ticket counter signage meets passenger needs for clear direction, and airline operational objectives while maintaining the aesthetic appeal of the Airport.

B-1-1 Ticket Lobby Backwall Signage - Locations and Quantity Standards

- a) Standard backwall signage shall consist of LCD monitors placed within the signage band, one (1) LCD monitor (two (2) per ticket counter) where the respective airline carrier's logo will be displayed along with authorized content as outlined in Section J-2 above. GOAA provides the standard format for the screen display which will be consistent for all airline carriers.

Note: refer to Section III, Exhibits, "Ticketing Lobby Backwall", page 24

B-1-2 Advertising

- a) Company(s) shall be prohibited from permitting any commercial, promotional, or advertising information including pamphlets to be dispensed, offered, or displayed from the landside and airside counter areas. Stick-on display racks or other devices on counters, walls or columns are not permitted.

B-1-3 Code Sharing Recognition

- a) The code-share signage must be displayed on an LCD monitor.

B-1-4 Curb Check In

Note: Refer to Section III Exhibits "Curb Check-In, page 26

- a) Signage
 1. Signage designating the airline leasing curbside check-in positions will be standard white Frutiger 55 on airport brown on the fascia of the building structure where existing. No other signage is permitted on the fascia of the building.

2. Airline shall be allowed one (1) totem sign at the curbside leasehold with a maximum height of 66” and a width no greater than 24”.
 3. Signage information allowed includes regulatory messages (DOT or FAA mandated such as 311, advice to passengers, etc.); baggage allowance and baggage fees with no advertisement. No Signage is allowed on the face of the ticket counters. No other signs are permitted without GOAA’s approval.
 4. All signage inserts for curbside signs must be laminated.
 5. Curbside sign frames and posts must be polished stainless steel.
 6. The combined weight of base, post and mounted signage for Curbside signs must be a minimum of 30 lbs.
- b) Standard barrier
- 1) Webbing belt, corporate color and/or logo or black or as otherwise approved by GOAA.
 - 2) Installed with a spring-loaded retracting mechanism in a black head.
 - 3) Mounted on a two (2) inch diameter stanchion post of a consistent texture and color with an attachment point to the next unit and contained within the Company’s leased or assigned area.
 - 4) Must be kept in good working condition and good repair.
 - 5) No frayed, tied together, rusted or broken stanchions.
 - 6) For exterior curbside barriers the post and base must be polished stainless steel.
 - 7) The combined weight of base, post and mounted signage for curbside signs must be a minimum of 30 lbs.
- c) Positioning of barriers
1. The barriers must be placed and stay within the Company’s leased or assigned area(s).

Podium shall not deviate from GOAA standard.

B-1-5 Ticket Lobby Queuing Areas

Only Participating Airlines or GOAA may install or use patron control apparatus. Construction and use of the apparatus shall meet the following standards:

Note: refer to Section III, Exhibits, "Ticket Lobby Queuing Area", page 25

a) Standard barrier

1. Webbing belt, corporate color and/or logo or black or as otherwise approved by GOAA.
2. Installed with a spring-loaded retracting mechanism in a black head.
3. Mounted on a two (2) inch diameter stanchion post of a consistent texture and color with an attachment point to the next unit and contained within the Company's leased or assigned area.
4. Must be kept in good working condition and good repair.
5. No frayed, tied together, or broken stanchions.

b) Post and panel barrier

1. Barrier panels will be solid black with no-pockets or additional signage.
2. Barrier panels must be contained within the Participating airline's leased or assigned area; however not allowed at curb check-in locations.
3. Post and panel barriers are allowed only along the carpet border edge of public area queue leasehold.
4. Participating airline(s) will remove and replace all barriers upon request of the GOAA Maintenance Department for carpet cleaning or other maintenance purposes.

c) Positioning of barriers

- 1) The barriers must be placed and stay within the Company's leased or assigned area(s).

d) Signage

For each designated queue:

1. Carpet Border - One totem sign may be placed within the carpet border identifying each entrance to the queue area at intervals, One (1) totem for every three (3) ticket counters or, not to exceed a distance of One (1) totem for every 25 lineal feet of ticket counter, at a height no greater than 66” and a width no greater than 24”.
 2. Queue Area – Signs within the field of the queue area (from the face of the ticket counter to the inside edge of the carpet border) shall have stainless steel frames at an overall height no greater than 66” and a width no greater than 24”. No signage is allowed on the face of the ticket counters.
- e) Carry-On Baggage Sizing Devices
1. May not exceed 66” in overall height from finished floor including the back panel.
 2. Two baggage sizing devices are allowed at the ticket counters.
- f) Branding Carpet Mats

Airlines may utilize branding carpets under the following conditions:

1. The carpet is kept within the Company’s leased or assigned area.
2. Carpet design does not include any type of advertising.
3. Must be kept presentable and clean.
4. Branding carpet must not be taped, glued or affixed to GOAA’s carpet.

B-1-6 Electronic Ticketing Devices

- a) Electronic Ticketing Devices may be installed upon receiving prior approval from the DRC. GOAA reserves the right to revise the placement and/or location of the devices from time to time and may direct the airline to relocate the units.
- b) Company informational graphic may be displayed on the electronic ticketing device screen only, no additional or stand-alone signage is allowed.

B-2 Bag Claim Areas

B-2-1 Bag Claim Area Walls

- a) This area has electronic signage above the bag claim devices.

B-2-2 “Many Bags Look Alike” Signs

- a) GOAA will provide the “many bags look alike” signs for the baggage claim belts.

B-3 Baggage Service Office

B-3-1 Backwall

- a) All approved backwall signage shall be maintained in a condition consistent with the original installation.
- b) The corporate identification of the airline on the backwall is permitted for the purpose of easy identification by passengers.
- c) No internal signage illumination is permitted.
- d) Finishes may be paint, fabric or other coverings of durable quality, all of which must be non-reflective, matte materials.
- e) Multiple colors, which are not considered part of the logo device, may be used if the carrier demonstrates that the colors and finishes are consistent with a nationwide corporate image/branding program.
- f) Airline name shall have a letter height:
 - 1. No greater than eighteen (18) inches *vertical height*, in the case of a block font.
 - 2. No greater than twenty four (24) inches *vertical height* in the case of a script font.
 - 3. No less than twelve (12) inches *vertical height*.
 - 4. No greater than one (1) inch thick.

This standard will apply to the largest upper case letter in the corporate signature, with the exception noted below for integrated logotypes:

1. The letter height may be reduced, but in no case to less than eight (8) inches, where the linear space available does not permit the letters to be spaced so as to display the signature in proper proportions.
- g) Letters must be applied either:
1. Directly to the wall with no standoff.
 2. To a mounting 48” vertical dimension, 3/16 inches thick and covering the available width of the wall.
 3. To a mounting that covers the wall from the floor or top of the baggage service counter to the ceiling.
- h) Mounting
1. The mounting shall be a matte finish laminate, or other quality finish, of uniform color, complementary to the existing backwall finish, which provides a contrast to the corporate letter color and logo device (if any) for good visibility.
 2. Must be stud mounted.
 3. The letters in the signature must be centered five (5) feet above the finished floor.
- i) Logo and service marks
1. Shall have a height or width no greater than 36”.
 2. This standard for logo devices also applies when the device is a proprietary letterform included in the airline name as an integrated logotype.
 3. Other corporate identification elements that do not conform to the name/logo format may be submitted for review and approved where consistency with general guidelines regarding size, placement, color and finishes are met.
- j) No signs/stickers are allowed on the glass front of the baggage service office without approval of the DRC.
- k) Airline Customer Identification
1. The names of affiliates or ground handled airlines may be listed on a movable letter type board, suspended behind the window of the baggage service office or incorporated with the backwall signage.

2. Such board may not exceed 24” wide X 36” long, with 3” lettering with a minimum of 2” spacing between each airline name. Corporate signature and colors are permitted.

Note: refer to Section III, Exhibits, “Baggage Service Office, Airline Customer Identification”, page 27

B-3-2 Baggage Service Office Entrance

- a) The entrance to each Participating Baggage Service Office (BSO) shall be signed by a standard terminal interior sign and suspended from the ceiling and bearing the Participating airline name and the words “Baggage Service Office”. GOAA will be responsible for providing this sign.
- b) No corporate signature or logo devices are permitted on the exterior of the baggage office.

B-4 Airline Ticket Office Spaces (ATO)

B-4-1 ATO Space

- a) No signage or other items shall be attached to office doors or common hallway walls, other than those provided by GOAA.
- b) Customer Service tools (podiums, branded carpets, signage or bag size devices or scales) shall not be stored in common hallways, Public areas or other support areas.
- c) Any items placed in these areas shall be subject to removal by GOAA.

C. Airside Building Signage

C-1 Participating Airlines Space – Holdrooms

The appearance and finishes within airline leased space of base building components (floors, ceilings, exterior walls and common use walls) are provided and specified by GOAA. No posters or signs permitted.

A Participating Airline that includes an International Gate and holdroom as part of it’s Committed Space will receive preferential occupancy and use for scheduled flights of one or more International Gates, as assigned from time to time by GOAA, but not preferential occupancy and use of any particular International Gate.

For International gates, customer service tools (carpet for elite class passengers, signage, and bag sizing devices) shall be removed at the conclusion of flight activity and stored within Company's leased space and not be stored in common hallways, public areas or other support areas. Any items left in such areas shall be subject to removal by GOAA.

C-1-1 Check-in Backwall/Service Counter

- a) Coordinate with GOAA for approval and mounting.
- b) Service Counter Signage. shall consist of LCD monitor(s) where the respective airline carrier's logo will be displayed along with authorized content as outlined in Section J-2. GOAA provides the standard format for the screen display which will be consistent for all airline carriers.

C-1-2 Affinity Card Marketing - Holdrooms

- a) Handled by GOAA's advertising concessionaire.

C-1-3 Queuing Area

Only Participating Airlines or GOAA may install or use patron control apparatus. Construction and use of the apparatus shall meet the following standards:

- a) Standard barrier
 1. Webbing belt, corporate color or black or as otherwise approved by GOAA.
 2. Installed with a spring-loaded retracting mechanism in a black head.
 3. Mounted on a two (2) inch diameter stanchion post of a consistent texture and color with an attachment point to the next unit.
 4. Must be kept in good working condition and good repair.
 5. No frayed, tied together or broken stanchions.
- b) Positioning of barriers
 1. The barriers must be placed and stay within the Company's leased or assigned area(s).

c) Signage

1. One totem or stanchion/post mounted sign, per gate, may be placed within five (5') feet of the gate boarding podium to convey boarding process information. The height no greater than 96" and a width no greater than 24".
2. Queue signs within the queue area shall have polished metal frames with an overall height no greater than 66" and a width no greater than 24". No Signage is allowed on the face of the ticket counters.

Note: refer to Section III, Exhibits, "Gate Queuing Area", page 28

d) Carry-On Baggage Sizing Devices

1. May not exceed 66" in overall height from finished floor including the back panel.
2. One baggage sizing device is allowed per gate.

e) Branding Carpet Mats –

Airlines may utilize branding carpets under the following conditions:

1. The carpet is kept within the Company's leased or assigned area.
2. Carpet design does not include any type of advertising.
3. Must be kept presentable and clean.
4. Branding carpet must not be taped, glued or affixed to GOAA's carpet.

Note: refer to Section III, Exhibits, "Airside - Gate Queuing Area", page 28

C-2 Loading Bridge – Participating Airlines**C-2-1 Entrance to and Interior of Loading Bridge**

- a) No signage or artwork shall be installed inside of the loading bridge.

C-2-2 Exterior of Loading Bridges

A Participating Airline that includes an International Gate and holdroom as part of its Committed Space will receive preferential occupancy and use for schedule flights of one or more International Gates, as assigned from time to time by

GOAA, but not preferential occupancy and use of any particular International Gate. All International Gates will be identified with Authority branded signage.

- a) Airline identification on loading bridges may be located on both sides:
 1. Corporate logo and signature must be a 6 foot x 6 foot square, flat sign that will be surface mounted to a GOAA provided bracing. *Signs shall not be mounted directly on or through the loading bridge.*
 2. Installation of Company's sign to be performed by GOAA at Company's expense.

Note: refer to Section III, Exhibits, "Loading Bridges", page 29

C-3 Ramp Level Offices

- a) No signage or other items shall be attached to office doors or common hallway walls, other than those provided by GOAA.
- b) Customer Service tools (podiums, branded carpets, signage or bag size devices or scales) shall not be stored in common hallways, public areas or other support areas.
- c) Any items left in such areas shall be subject to removal by GOAA.

D. Common-Use Facilities

Airline Premises other than Preferential Use Premises and Exclusive Use Premises, that are assigned by the Authority from time to time for use and occupancy by an Airline and paid for on an activity basis, whether by Facility Fee or Common Use Baggage Charges, and shall include, for example, ticket counters, baggage make-up, Baggage System, gates, holdrooms, aprons and loading bridges. Common Use Premises may be designated as such from time to time in the Authority's Policies and Procedures.

D-1 Arrival and Departure Information – Landside & Airside Facilities

- a) Corporate identity and arrival/departure information may be displayed only on electronic display screens provided by GOAA. Refer to Section J-2, Use of Electronic Signboards – LCD Displays, Message Limitations.
- b) At the completion of any processing activity, or at the close of the "active business period" arrival/departure information shall be deleted from the electronic display screens.

- c) For scheduled airlines, only corporate identity may remain on one (1) board or electronic display screens while the scheduled airline is not using the positions and must be approved by GOAA Operations Department – Airline Division.

D-2 Public Queuing

Customer Service tools (carpet for elite class passengers, signage, and bag sizing devices) are permitted within the Common-Use Facility during occupancy times for the respective area, as allocated by the Authority's Operation Department – Airline Division. Any such items shall be removed at the conclusion of flight activity and stored within Company's leased space and not be stored in common hallways, public areas or other support areas. Any items left in such areas shall be subject to removal by GOAA. Refer to Ticket Lobby Queuing Area Exhibit on Page 25.

Only Participating Airlines or GOAA may install or use patron control apparatus. Construction and use of the apparatus shall meet the following standards:

- a) Standard barrier -
 - 1. Webbing belt, black installed by GOAA.
 - 2. Installed with a spring-loaded retracting mechanism in a black head.
 - 3. Mounted on a two (2) inch diameter stanchion post of a consistent texture and color with an attachment point to the next unit and contained within the Company's leased or assigned area.
 - 4. Must be kept in good working condition and good repair.
 - 5. No frayed, tied together or broken stanchions.
- b) Positioning of barriers – Ticket Counter
 - 1. The barriers must be placed and stay within the leased or assigned area(s).
- c) Signage For each designated queue:
 - 1. Carpet Border - One totem sign may be placed within the carpet border identifying each entrance to the queue area at intervals, not to exceed, One (1) totem for every three (3) ticket counters or, not to exceed a distance of One (1) totem for every 25 lineal feet of ticket counter, at a height no greater than 66" and a width no greater than 24".
 - 2. Queue Field Area – Signs within the field of the queue area (from the face of the ticket counter to the inside edge of the carpet border) shall

have stainless steel frames at an overall height no greater than 66” and a width no greater than 24”. No Signage is allowed on the face of the ticket counters.

d) Airside Gate Holdroom

1. One totem or stanchion/post mounted sign, per gate, may be placed within five (5’) feet of the gate boarding podium to convey boarding process information. The height no greater than 96” and a width no greater than 24”.
2. Queue signs within the queue area shall have stainless steel frames with an overall height no greater than 66” and a width no greater than 24”. No signage is allowed on the face of the ticket counters.

Note: refer to Section III, Exhibits, “Gate Queuing Area”, page 28

e) Carry-On Baggage Sizing Devices

1. May not exceed 66” in overall height from the finished floor, including the back panel.
2. Two baggage sizing devices are allowed at the ticket counters.
3. One baggage sizing device is allowed per gate.

D-3 Bag Claim Area

- a) This area has electronic signage above the bag claim devices displayed by GOAA.

D-4 Loading Bridge Signage

- a) No airline signage is allowed on the exterior of loading bridge.
- b) No signage or artwork shall be installed inside of the loading bridge.

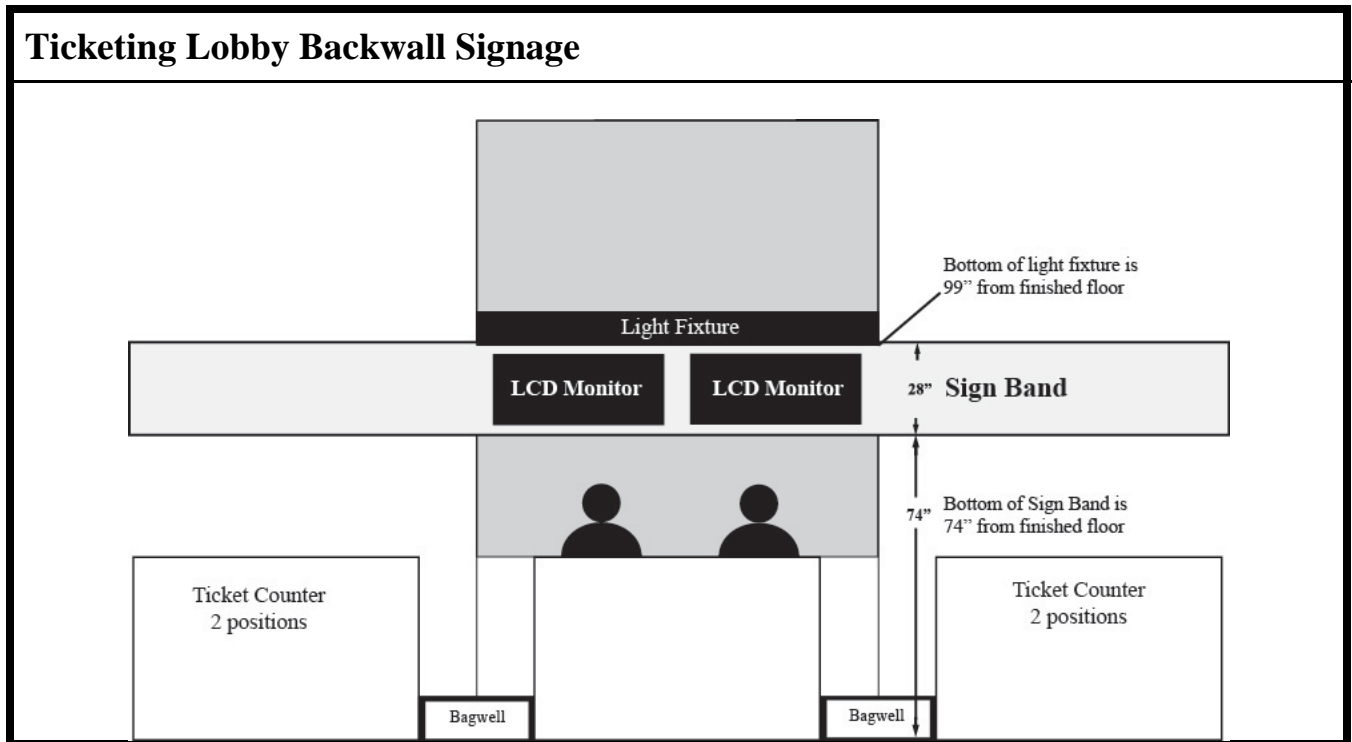
D-5 Exterior of Airside Building

- a) Signage will not be permitted on the airside exterior unless specifically approved by GOAA.

D-6 Ramp Level Offices

- a) No signage or other items shall be attached to office doors or common hallway walls, other than those provided by GOAA.
- b) Customer Service tools (podiums, branded carpets, signage or bag size devices or scales) shall not be stored in common hallways, public areas or other support areas.

SECTION III – EXHIBITS



Ticketing Lobby Backwall Signage

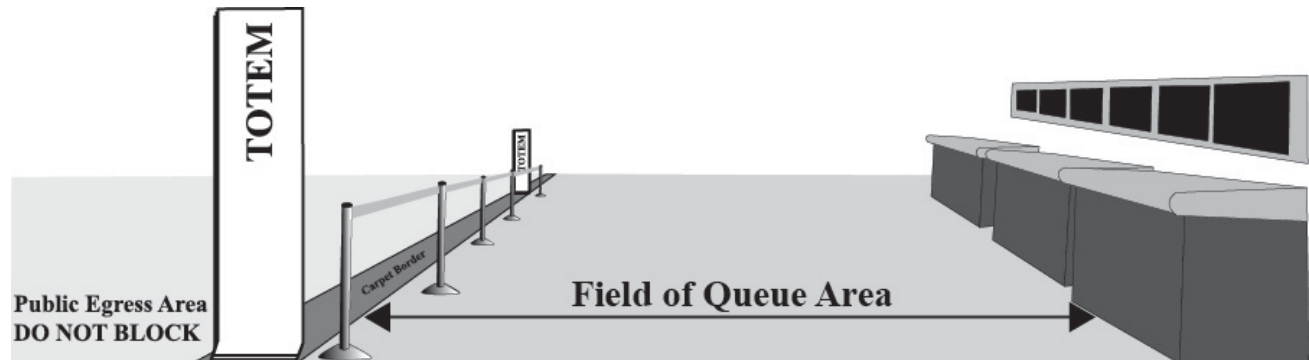
Standard backwall signage shall consist of LCD monitors placed within the signage band, one (1) LCD monitor per ticketing position, two (2) per ticket counter.

Signage Band – 28" in height

Display of airline's logo along with regulatory and queue management messages in accordance with Section J-2 of this Policy is permitted.

GOAA provides the standard format for the screen display which will be consistent for all airlines.

Ticket Lobby Queuing Area



The field of the queue area is the area from the face of the ticket counter to the inside edge of the carpet border.

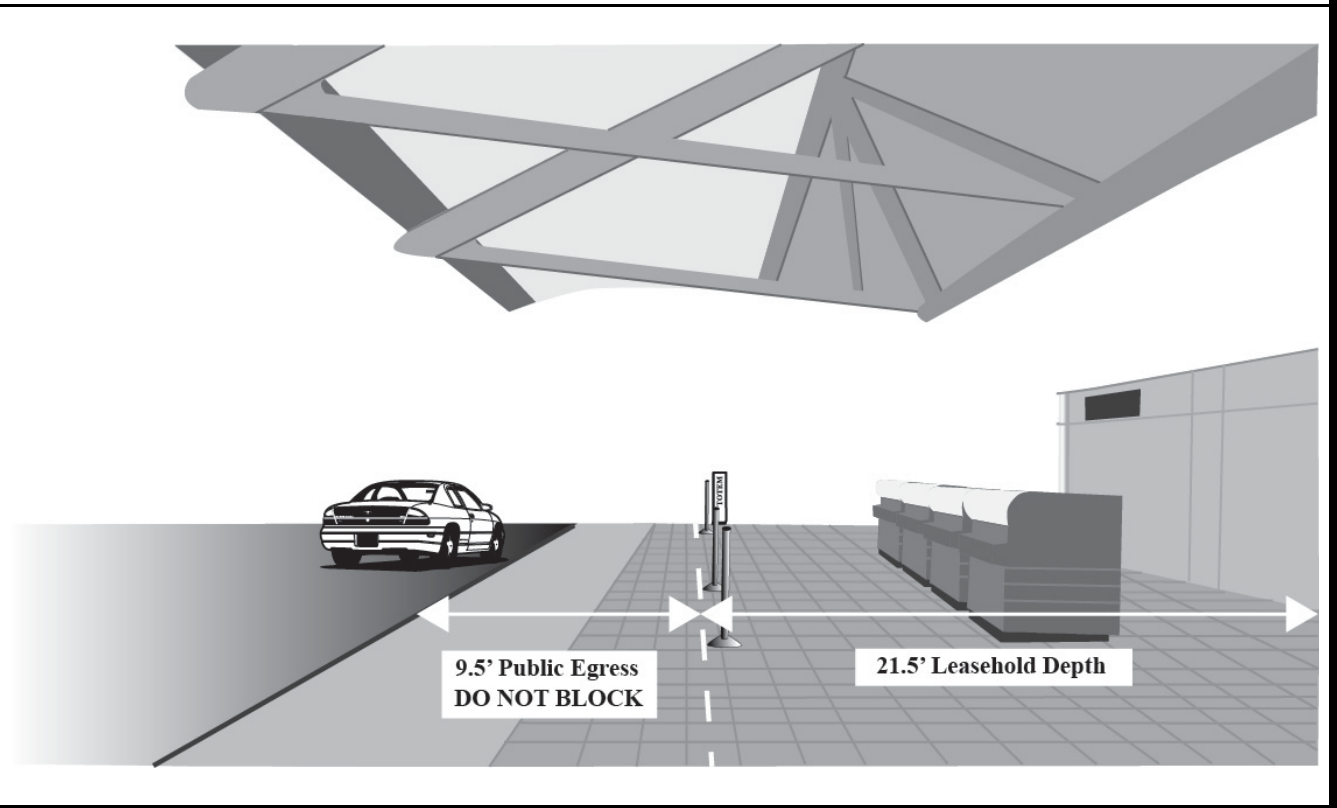
Customer service tools (bag sizers, scales, podiums, etc.) and signage shall be placed within the field area of the queue. Dimensions: Height NTE 66" and width NTE 24". Signs shall have stainless steel frames.

One (1) totem sign may be placed within carpet border for every three (3) ticket counters or, not to exceed a distance of one (1) for every 25 lineal feet of ticket counters.

Ticket Lobby Queuing Area



Curb Check-In



Curb Check-In



- Signage inserts must be laminated.
- Sign frames and posts must be polished stainless steel.
- Combined weight of base, post and mounted signage must be a minimum of 30 lbs.
- Refer to Section B-1-4 of the policy for specific details regarding curb check-in signage.

**Baggage Service Office
Airline Customer Identification**

The airline customer identification sign shall have maximum dimensions of 24” wide by 36” long, with 3” lettering and a minimum of 2” spaces between each airline name.

Corporate signature and colors are permitted. Up to six (6) code share names allowed.

Location and installation of an airline customer identification sign must be:

- 1) Suspended behind the window of the baggage service office, or
- 2) Incorporated with the back wall signage



Airside – Gate Queuing Area



Gate Boarding Sign
to convey boarding
process information.

Sign placed within 5'
of podium.

Dimensions -

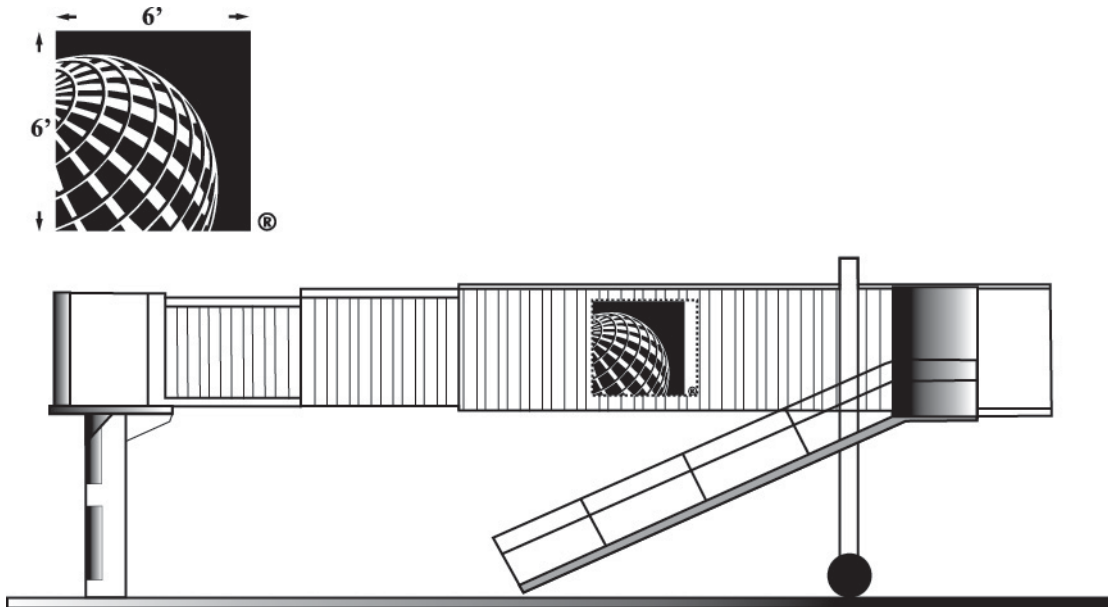
Height - NTE 96"

Width - NTE 24"

Airside – Gate Queue Area

- One (1) totem or stanchion/post mounted sign per gate may be placed within five (5') feet of the boarding podium.
 - Overall height of the sign and post no greater than 96"
 - Width of the sign shall not exceed 24"
 - Message to convey boarding process information
- Other signs with a height not to exceed 66" and a width no greater than 24" are permitted. Signage information allowed includes regulatory messages (DOT or FAA mandated such as 311, advice to passengers, etc.) No advertisement signage is allowed.
- Regulatory signage allowed on check-in podium monitors.
- No signage shall be placed on the ticket counters.

Loading Bridge



- Airline Identification on loading bridge to be located on both sides.
- Corporate logo and signature sign must be a 6 foot x 6 foot square flat panel and must surface mount to GOAA provided mounting brackets.
- Signs shall not be mounted directly on or through the loading bridge.
- All signs must be installed by GOAA at Airline’s expense.
- No signage or artwork shall be installed inside of the loading bridge.

Loading Bridge – Exterior Topview

