



SEATTLE-TACOMA INTERNATIONAL AIRPORT

WAYFINDING SIGNAGE STANDARDS AND GUIDELINES VOLUME 4: Airline Signs

FINAL: 03/02/23

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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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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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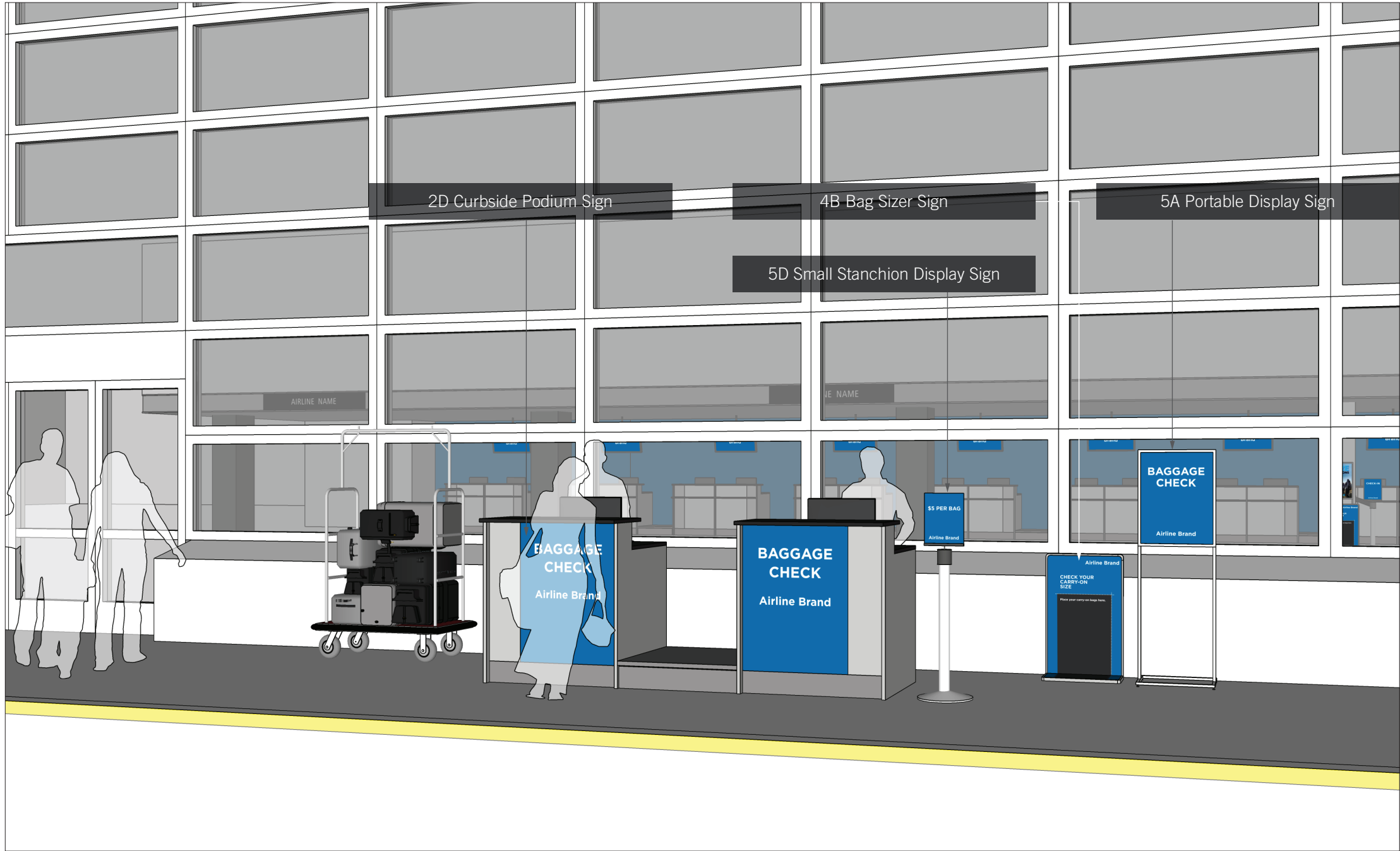
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TYPICAL
ALLOWANCES

SHEET NO:



Typical Proprietary Curbside Baggage Check

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

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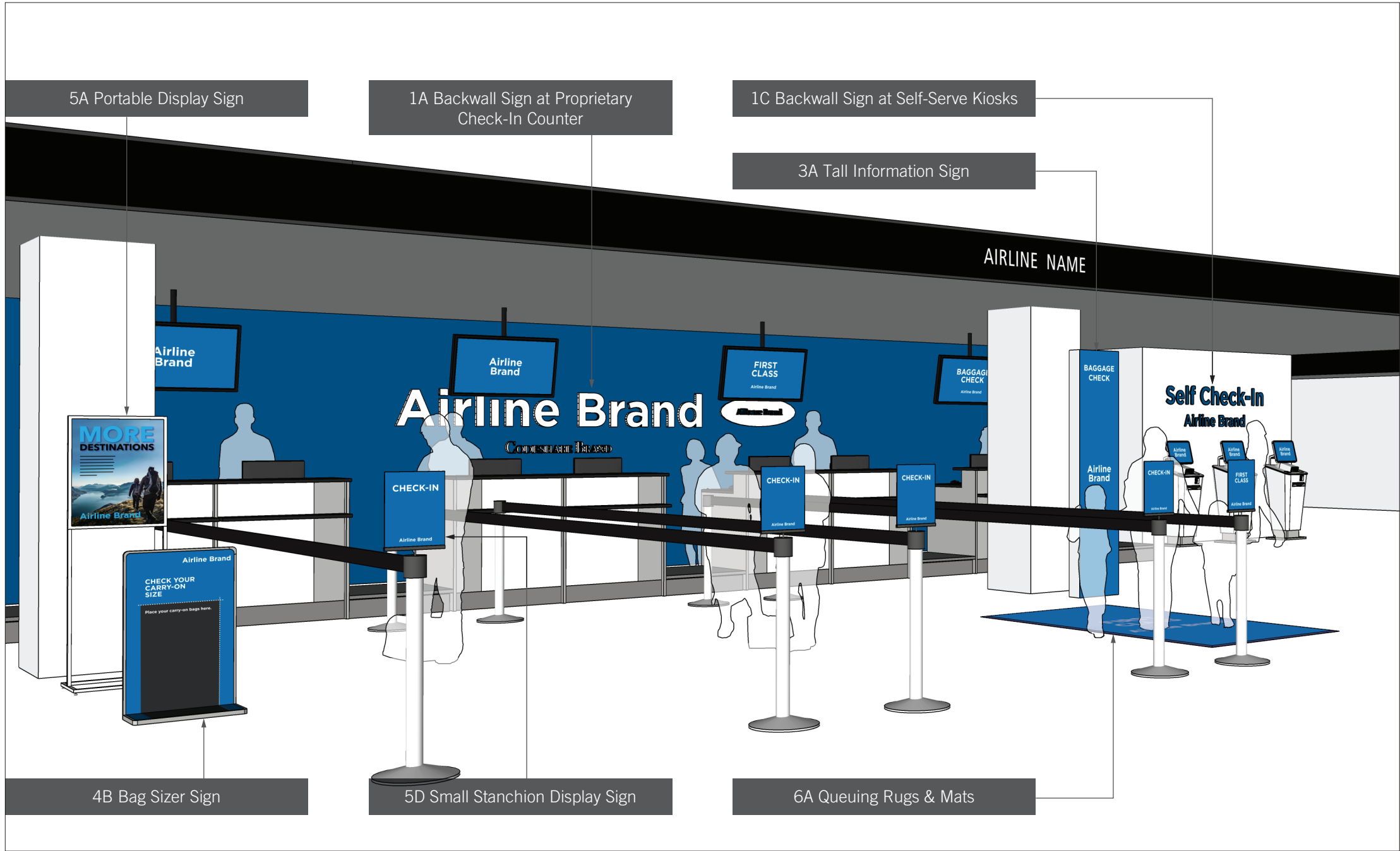
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TYPICAL
ALLOWANCES

Curbside Check-in

SHEET NO:

2-2



Typical Proprietary Ticketing Counter

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

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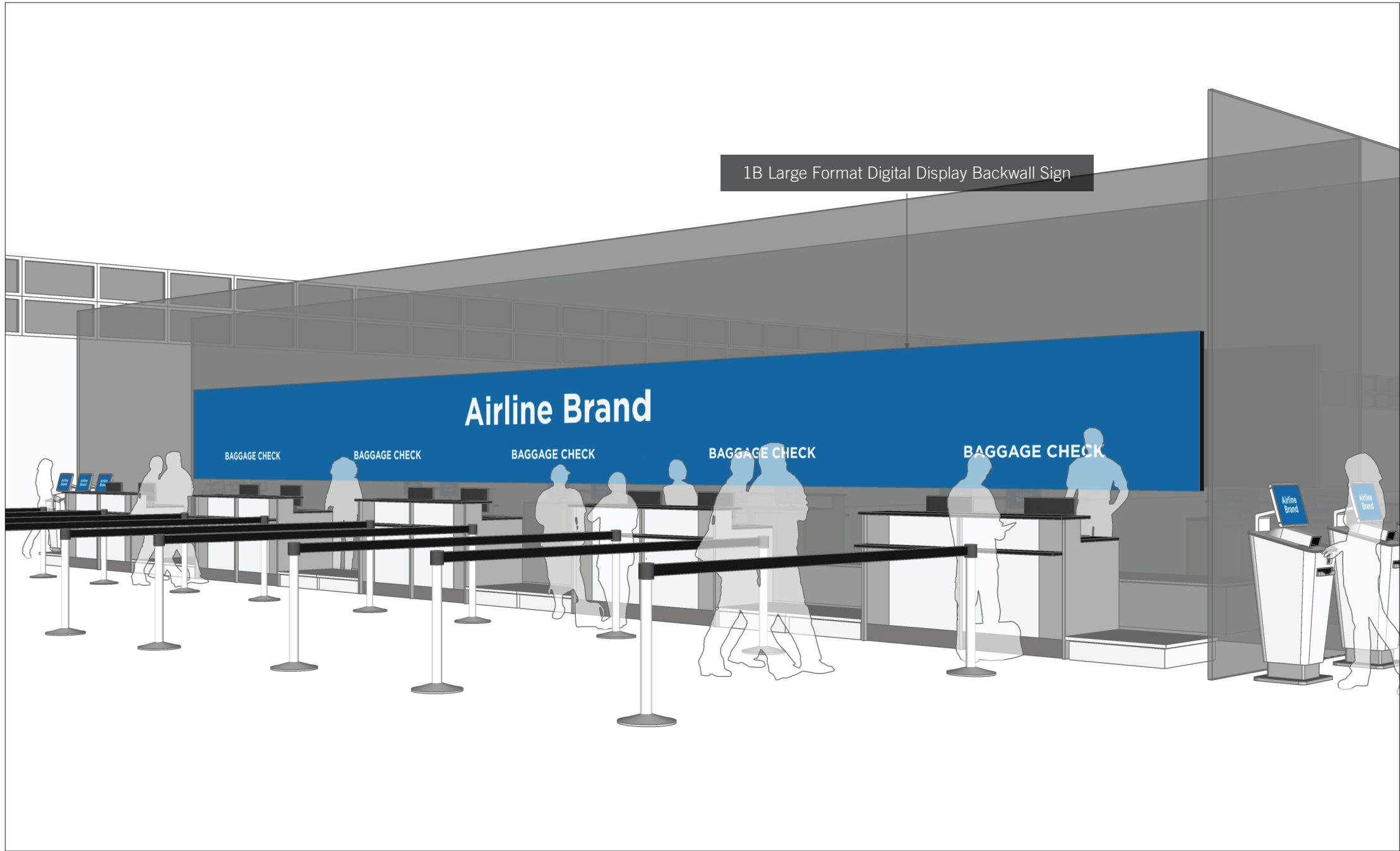
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SHEET TITLE:

TYPICAL
ALLOWANCES

Proprietary Ticketing
Counter

SHEET NO:



Typical Large Format Digital Backwall Display at Proprietary Check-in Counter

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

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SHEET TITLE:

TYPICAL
ALLOWANCES

Proprietary Ticketing
Counter with Large
Format Digital Display

SHEET NO:

2-4

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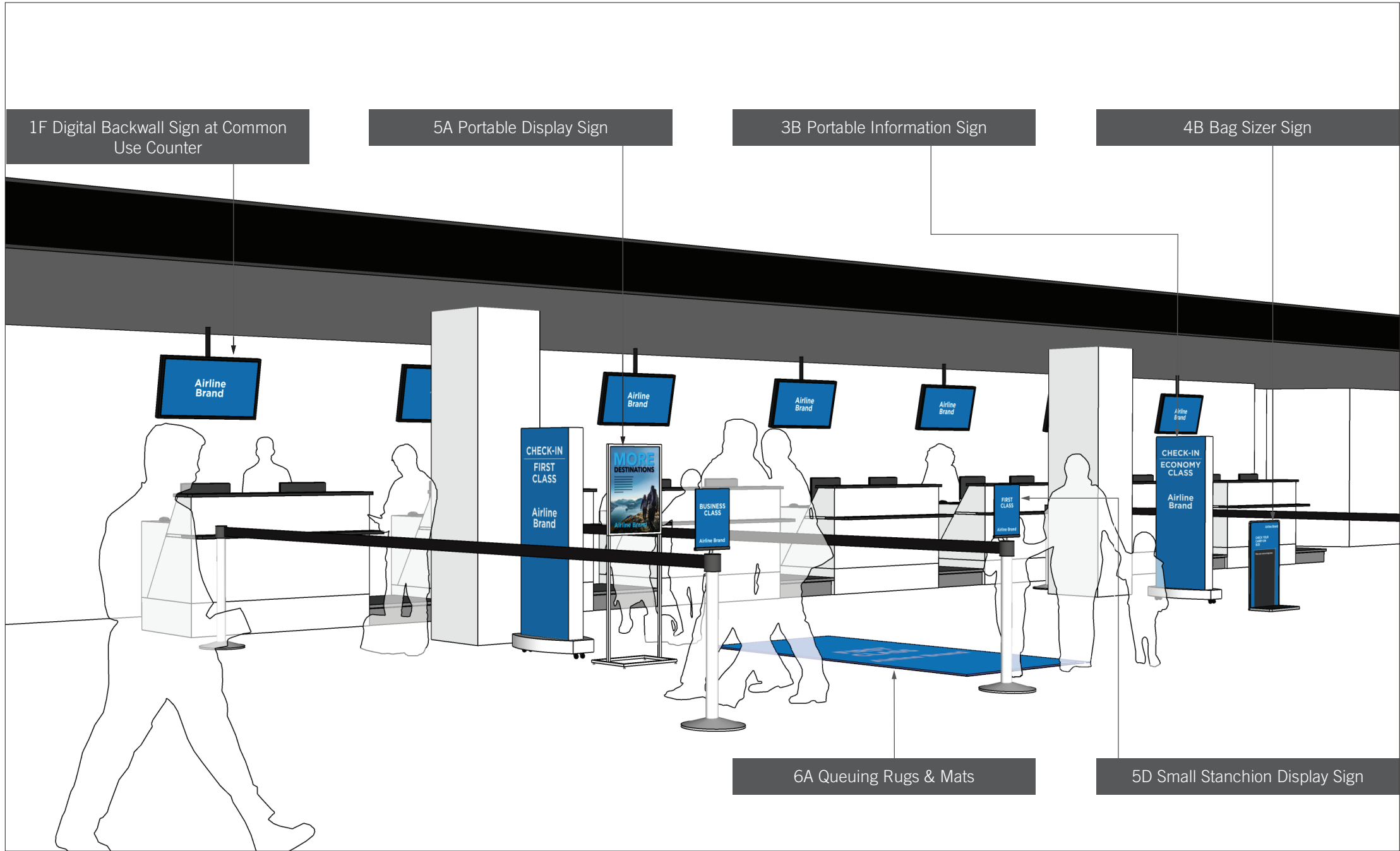
SHEET TITLE:

TYPICAL
ALLOWANCES

Common Use
Ticketing Counter

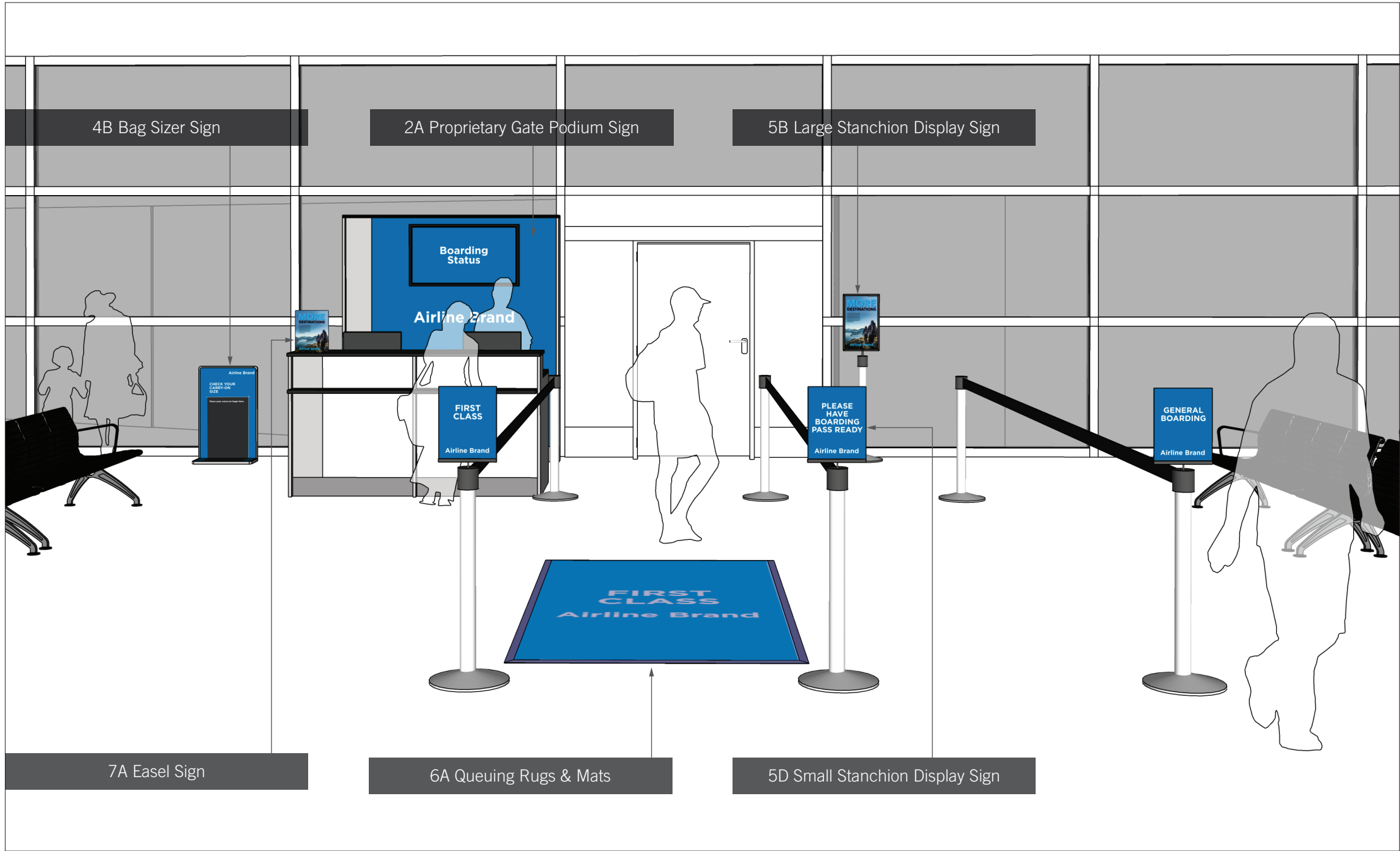
SHEET NO:

2-5



Typical Common Use Ticketing Counter

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



Typical Proprietary Gate Holdroom

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

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SHEET TITLE:

TYPICAL
ALLOWANCES

Proprietary Gate
Holdroom

SHEET NO:



Typical Proprietary Baggage Service Office

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

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SHEET TITLE:

TYPICAL
ALLOWANCES

Baggage Service
Office

SHEET NO:

2-8


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 &
GUIDELINES**

SHEET NO:

3-1

Proprietary backwall signs are used by carriers having leased spaces in the ticketing lobby.

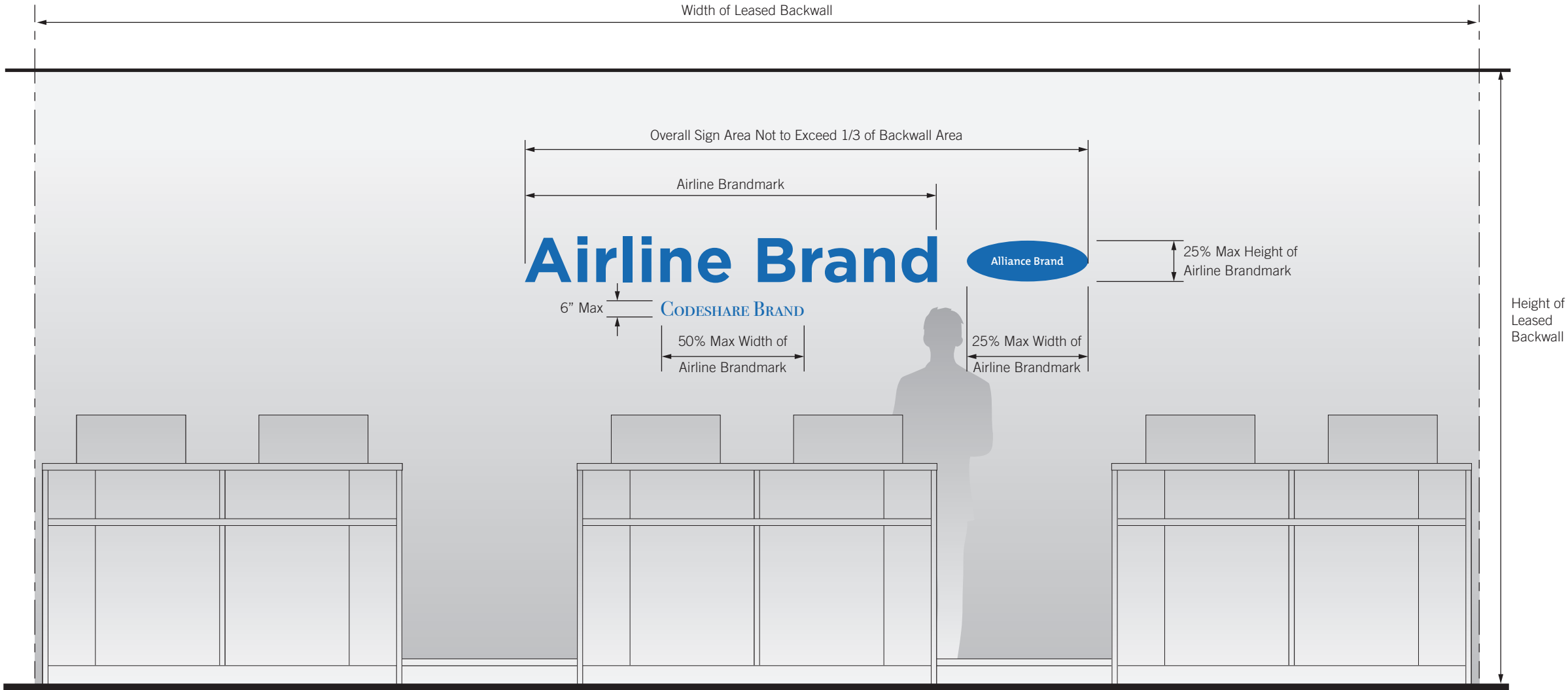
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Maximum area of sign shall not exceed 1/3 of the backwall area, or the dimensions and proportions shown below.
- **Signs are not allowed on the face of ticketing counters or podiums.**

Authorized content may include:

- Airline brandmark, codeshares, alliances
- Flight schedule, hours of operation and other detailed content shall be displayed on digital LCD monitors.

Content may NOT include:

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



1A Typical Backwall Sign at Proprietary Ticketing Counter
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification

LOCATIONS

- Proprietary ticketing counter backwalls

CONTENT

- Airline brandmark, codeshares, alliances

DURATION

- Permanent

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SHEET TITLE:

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1A
Backwall Sign at
Proprietary Ticketing
Counter

SHEET NO:

3-2

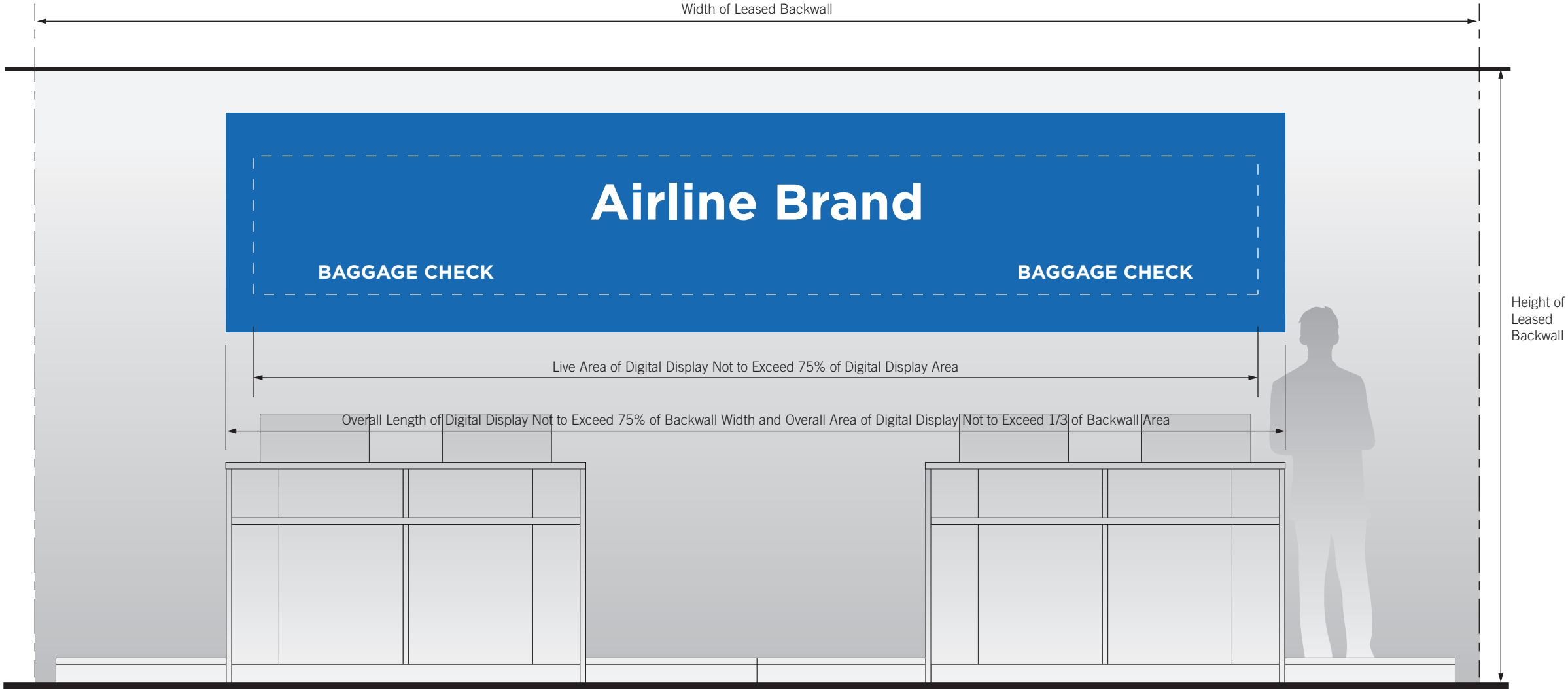
Proprietary large format digital backwall signs are used by carriers having leased spaces in the ticketing lobby.

- Layout of all content is at airline’s option, and must be approved by SEA prior to deployment.
- One backwall sign allowed per each leased wall. Signs are single sided.
- Maximum area of sign shall not exceed 1/3 of the backwall area, or the dimensions and proportions shown below. Display live area shall be calculated by a single rectangle that encompasses all authorized content.
- **Signs are not allowed on the face of ticketing counters or podiums.**

Refer to Section 6 Digital Signage & Technology for limitations on content and presentation.

Content may NOT include:

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



1B Typical Large Format Digital Display Backwall Sign at Proprietary Ticketing Counter
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Passenger queuing

LOCATIONS


- Proprietary ticketing counter backwalls

CONTENT

- Airline brandmark, codeshares, alliances
- Passenger queuing

DURATION

- Permanent



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1B
Large Format Digital
Display Backwall
Sign

SHEET NO:

3-3

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

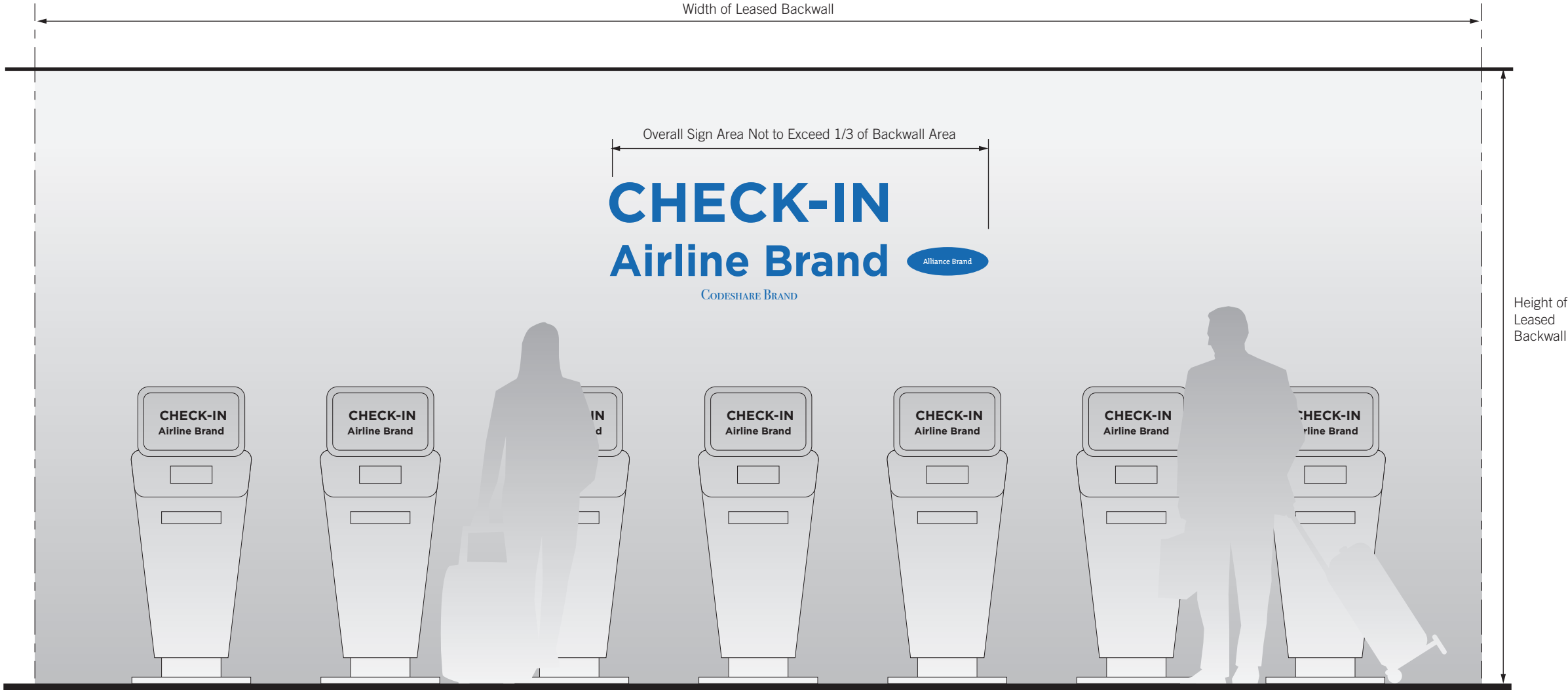
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign may project from the backwall surface no more than four inches (4”) with no visible mounting attachments. Maximum area of sign shall not exceed the dimensions and proportions 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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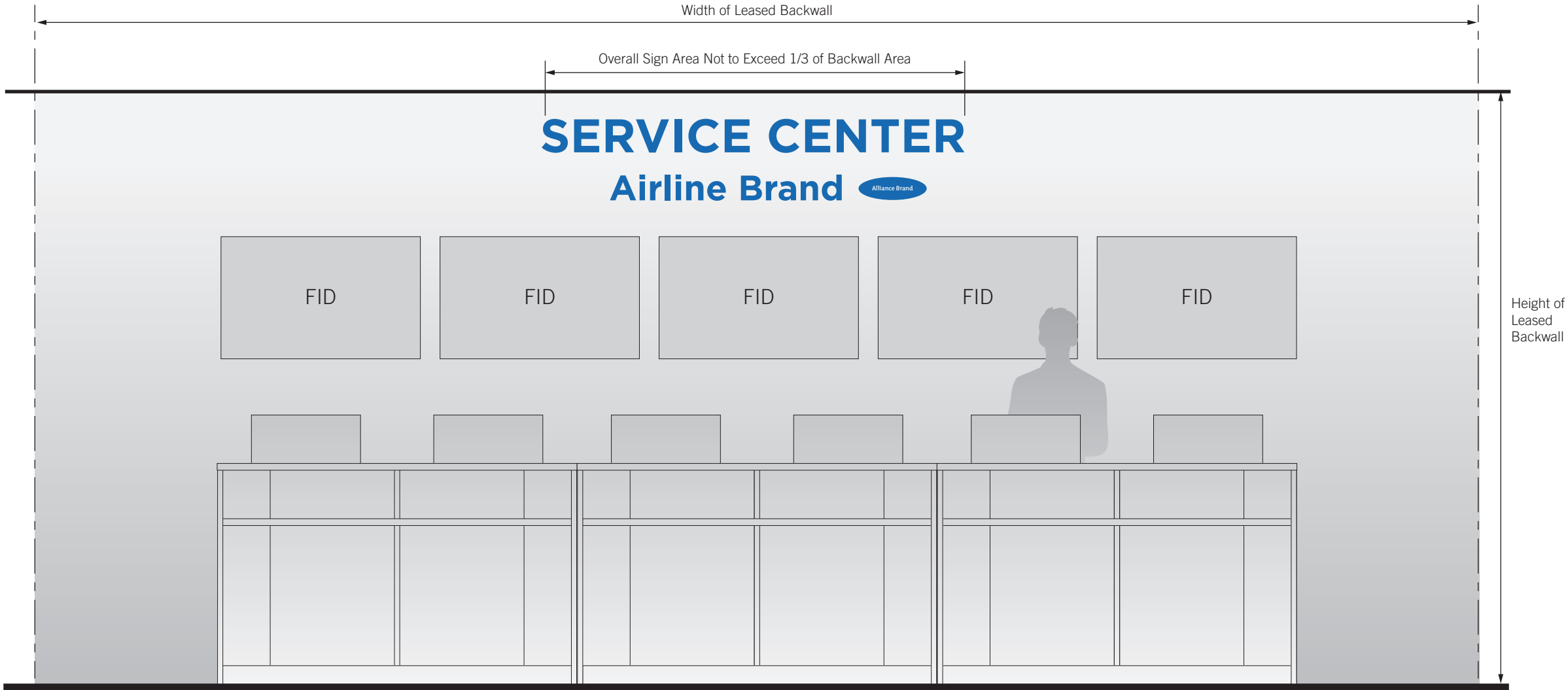
**1C
Backwall Sign at
Self-Serve Kiosks**

SHEET NO:

- Proprietary backwall signs may be used by carriers having leased spaces for passenger service centers within the concourses.
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
 - Maximum area of sign shall not exceed the dimensions and proportions shown below.
 - **Signs are not allowed on the face of service counters or podiums.**

- Authorized content may include:
- Airline brandmark, codeshares, alliances
 - Text to identify space as a passenger service center
 - Flight schedule, hours of operation and other detailed content shall be displayed on digital LCD monitors.

- Content may NOT include:
- Promotional content
 - No signs allowed on columns located within leased area.



1D Typical Backwall Sign at Proprietary Service Center
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Passenger service center identification

LOCATIONS

- Proprietary service center backwalls

CONTENT

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

DURATION

- Permanent

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GUIDELINES

1D
Backwall Sign at
Proprietary Service
Center

SHEET NO:

3-5

Proprietary backwall signs may be used by carriers having leased spaces for baggage service offices within the baggage claim area.

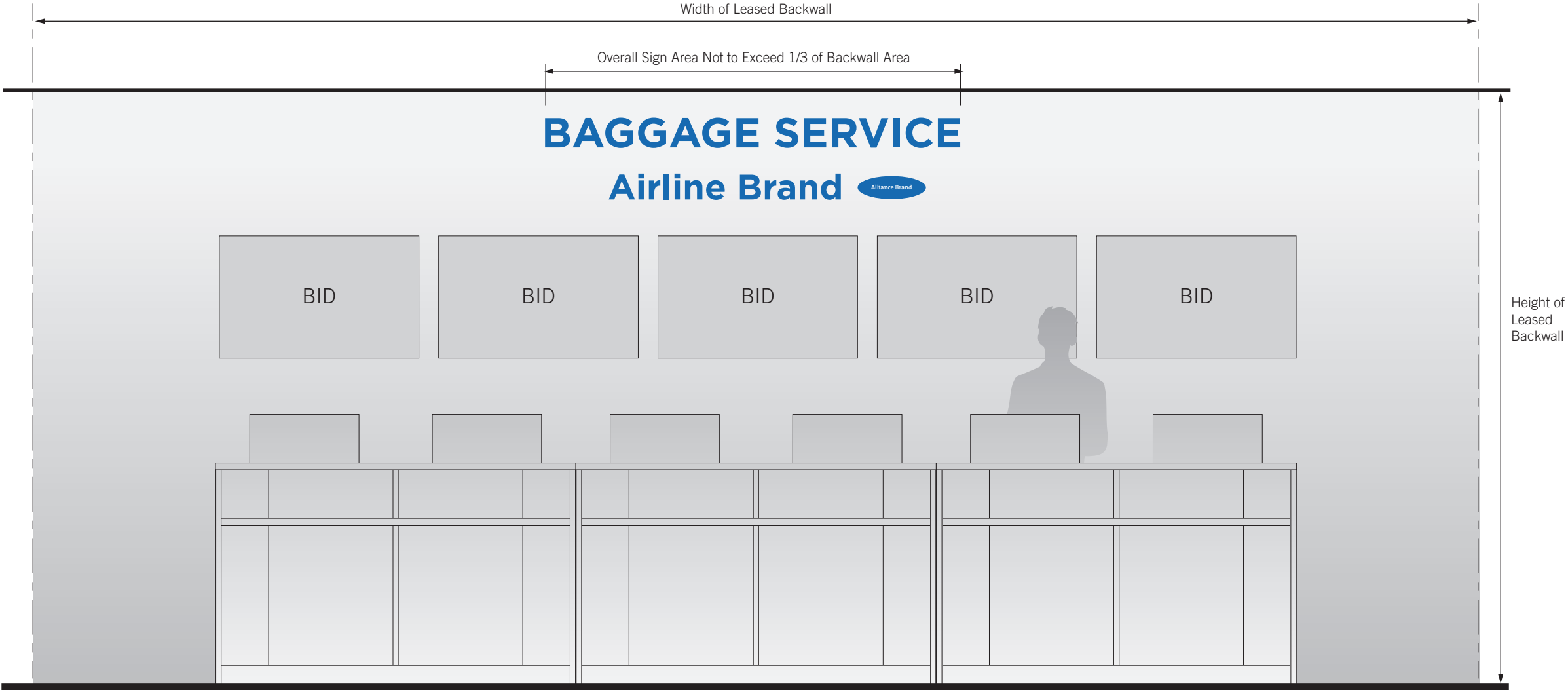
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Maximum area of sign shall not exceed the dimensions and proportions shown below.
- **Signs are not allowed on the face of service counters or podiums.**

Authorized content may include:

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

Content may NOT include:

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



1E Typical Backwall Sign at Proprietary Baggage Service Office
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Baggage service office identification

LOCATIONS

- Proprietary service center backwalls

CONTENT

- Airline brandmark, codeshares, alliances
- Text to identify space as a baggage service office

DURATION

- Permanent

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**SPECIFIC
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**1E
Backwall Sign at
Proprietary Baggage
Service Office**

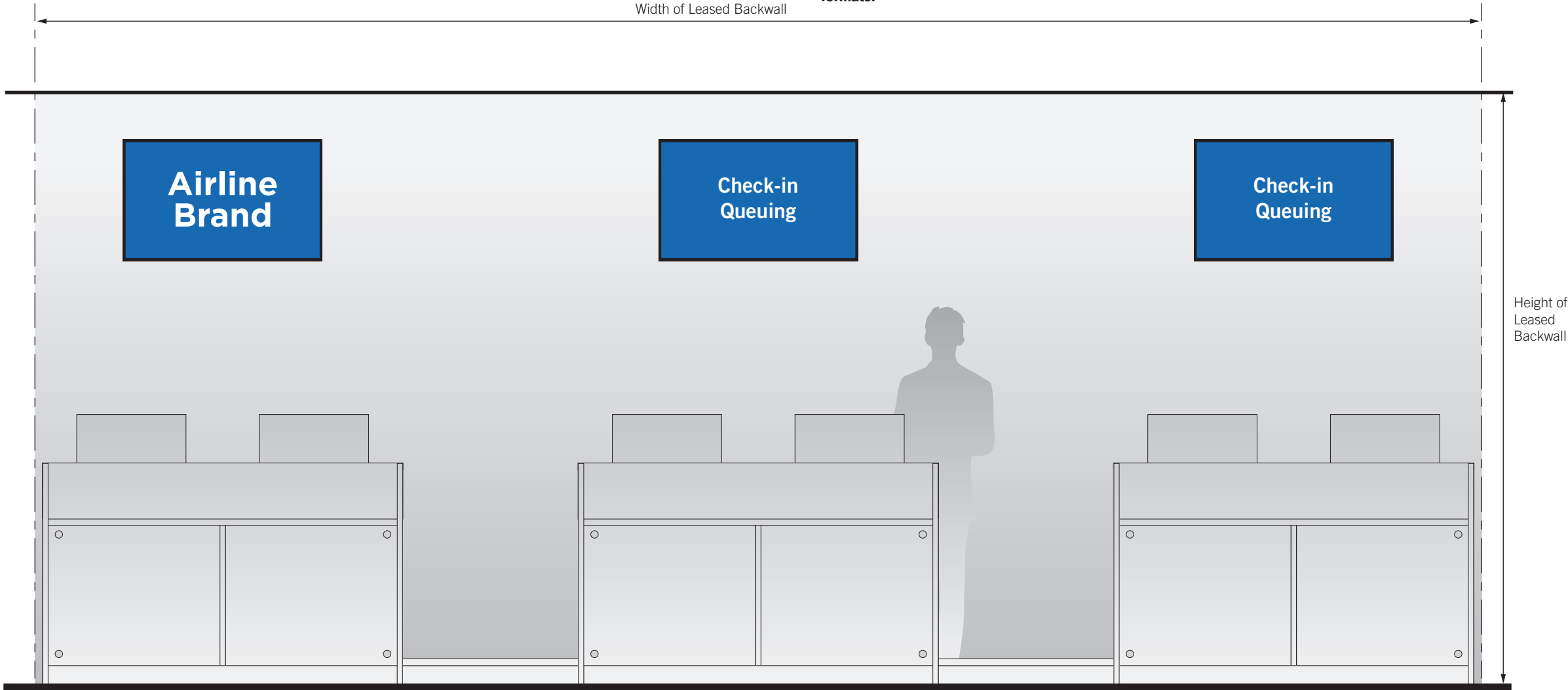
SHEET NO:

3-6

- 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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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**2A
Proprietary Gate
Podium Sign**

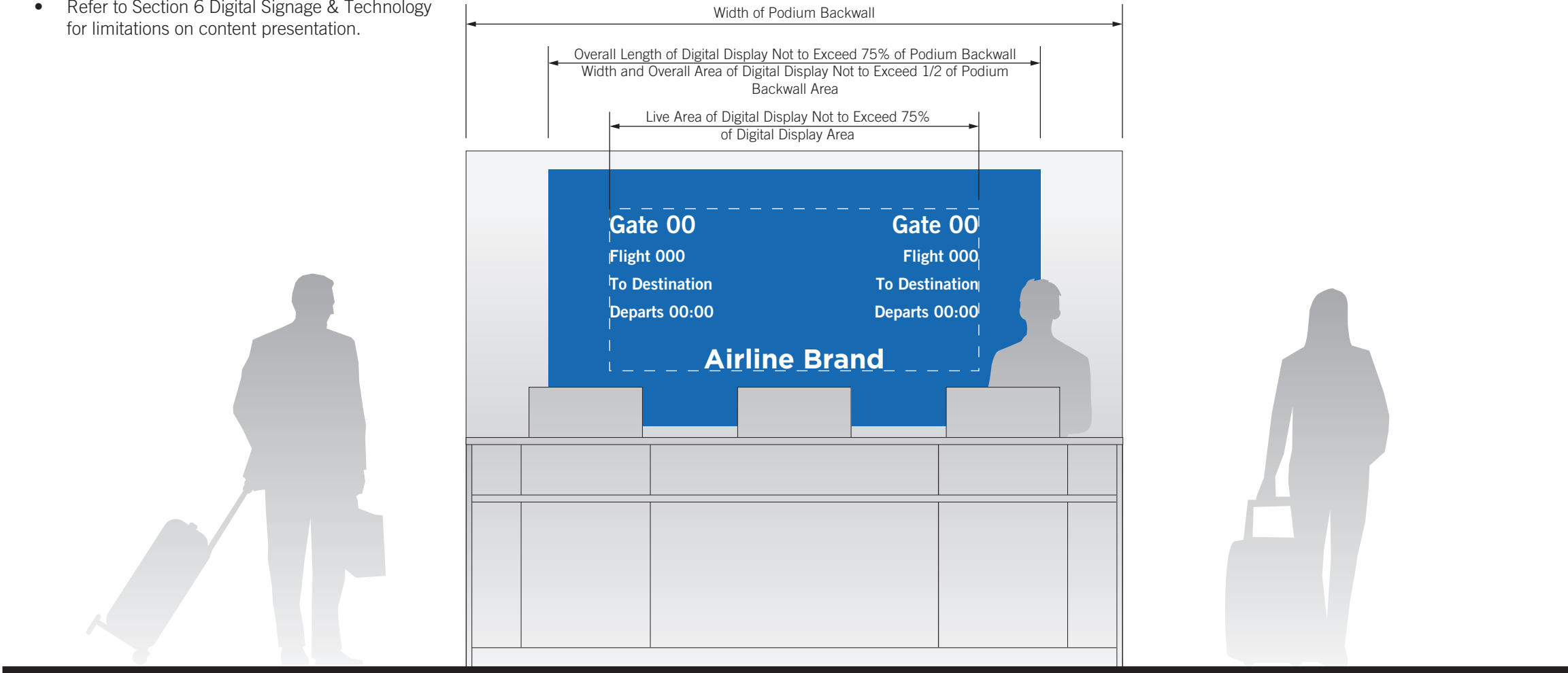
SHEET NO:

Large format digital display signs are used by carriers having proprietary gate podiums in the gate holdrooms.

- Layout of all content is at airline’s option, and must be approved by SEA prior to deployment.
- One backwall sign allowed per each gate podium.
- Signs are single sided.
- Maximum area of sign shall not exceed the dimensions and proportions shown below. Podium area shall be calculated by a single rectangle that encompasses the backwall elevation. Display live area shall be calculated by a single rectangle that encompasses all authorized content.
- Refer to Section 6 Digital Signage & Technology for limitations on content presentation.

Authorized content to be located only within the limits of the live area and may include:

- Airline brandmark, codeshares, alliances
- Flight infomraiton, such as gate number, destination, departure, boarding process, zones and queues
- Wheelchair and ADA service
- Content outside the live area shall be limited to airline’s corporate colors, monochromatic pattern or other non-specific graphics.
- **Promotional content subject to limitations on content and duration.**



2B Typical Digital Display Sign at Proprietary Gate Podium
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Passenger and flight information

LOCATIONS

- Gate holdrooms

CONTENT

- Airline brandmark, codeshares, alliances

CONTENT

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

DURATION

Permanent with variable content

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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**2B
Proprietary Gate
Podium Digital
Display Sign**

SHEET NO:

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

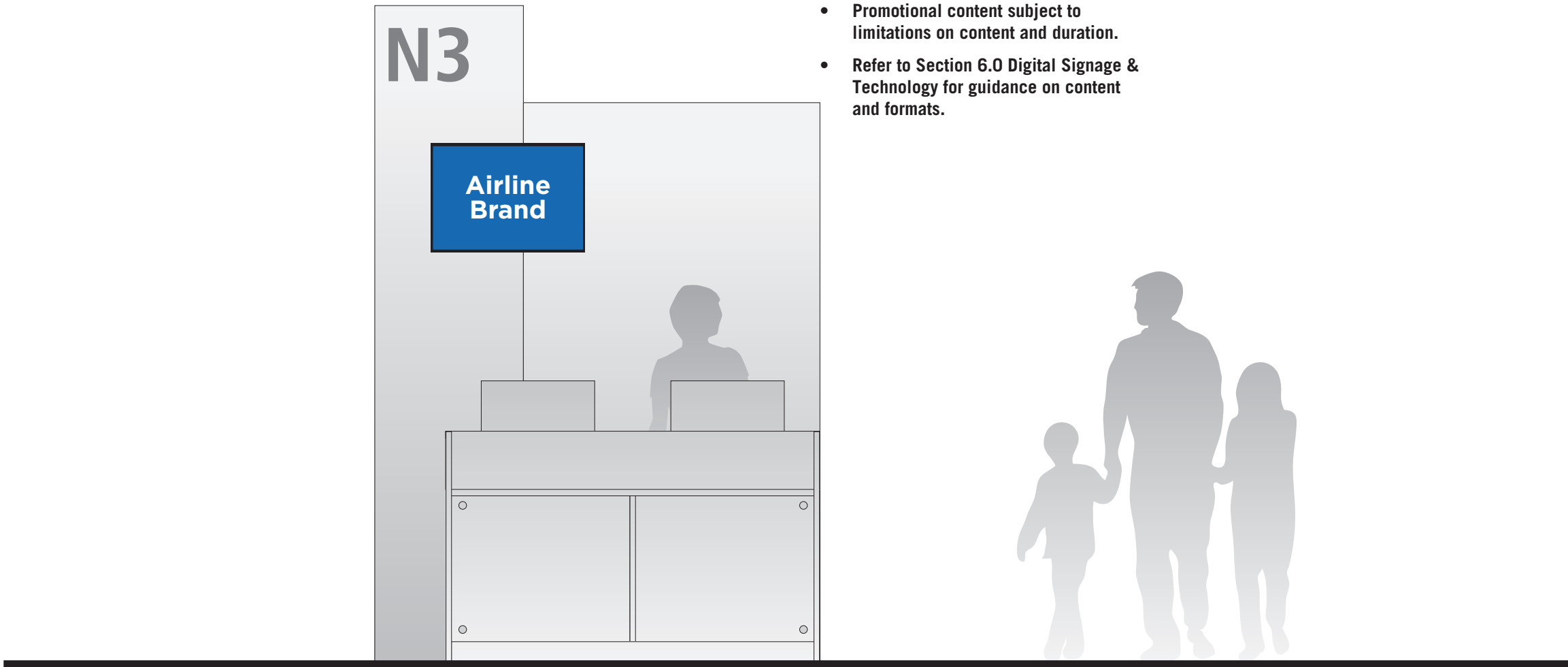
- Layout of all graphics and colors are at airline’s option, and must be approved by SEA prior to public use.
- Frequency and locations of digital displays shall be as determined by the Port and the airline’s leased common use counter space.

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

Content may NOT 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.**

- 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
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GUIDELINES**

**2C
Common Use Gate
Podium Digital Sign**

SHEET NO:

3-10

Curbside podium signs may be used by carriers having proprietary podiums at curbside.

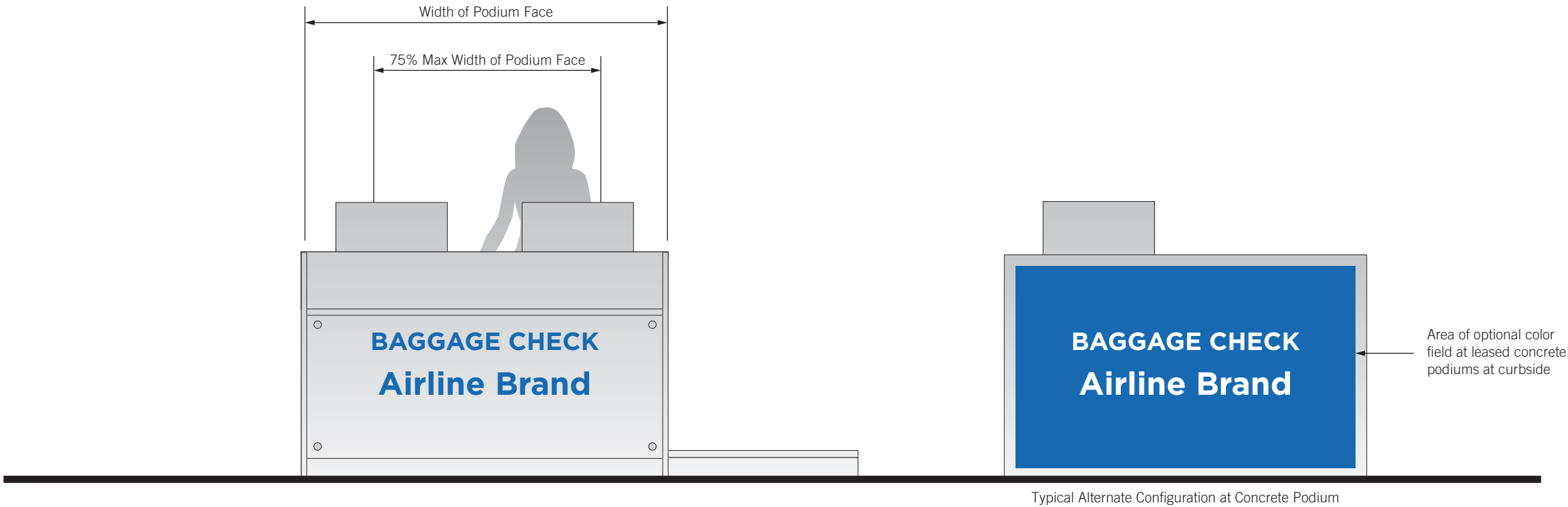
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign may project from the podium face no more than two inches (2”) with no visible mounting attachments.
- One sign allowed per each curbside podium.
- Signs are single sided.
- Maximum area of sign shall not exceed 10 square feet or the dimensions and proportions shown below.
- Alternate Configuration: If the curbside podium is a curbside concrete podium installed by the Port and leased by the airline, the live graphic area of the sign (consisting of brandmark, codeshares, alliance, and identification of passenger service) shall not exceed 10 square feet or the dimensions and proportions shown below, and the airline may apply a larger color field over the face of the podium.
- Sign material shall be aluminum, Alucobond or Dibond, with exterior grade paint or powder coat finish.

Authorized fixed content may include:

- Airline brandmark, codeshares, alliances
- Text to identify the function of the podium, such as curbside check-in, baggage drop, etc.

Content may NOT include:

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



2D Typical Curbside Podium Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Airline identification
- Identify passenger service

LOCATIONS

- Curbside

CONTENT

- Airline brandmark, codeshares, alliances
- Text to identify the function of the podium, such as curbside check-in, baggage drop, etc.

DURATION

- Permanent

SEA

Seattle-Tacoma
International
Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00319937
SERVICE DIRECTIVE NO. SD2

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SHEET TITLE:

SPECIFIC
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GUIDELINES

2D
Curbside Podium Sign

SHEET NO:

3-11

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

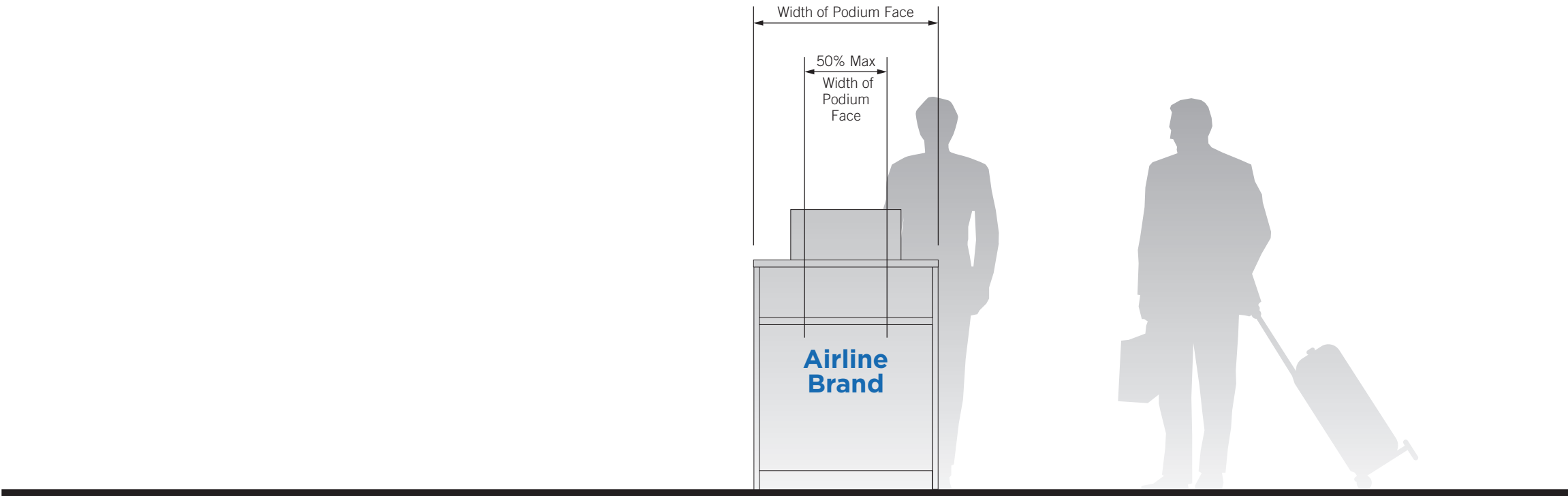
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- Sign may project from the podium face no more than two inches (2”) with no visible mounting attachments.
- One sign allowed per each small podium.
- Signs are single sided.
- Maximum area of sign shall not exceed 10 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



2E Typical Small Podium Sign
Scale: 1/2” = 1’-0”

FUNCTION

- Airline identification
- Identify passenger service

LOCATIONS

- Passenger service centers
- Gate holdrooms
- Baggage service offices

CONTENT

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

DURATION

- Permanent

SEA

Seattle-Tacoma
International
Airport

17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00319937
SERVICE DIRECTIVE NO. SD2

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SHEET TITLE:

SPECIFIC
STANDARDS &
GUIDELINES

2E
Small Podium Sign

SHEET NO:

3-12

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.

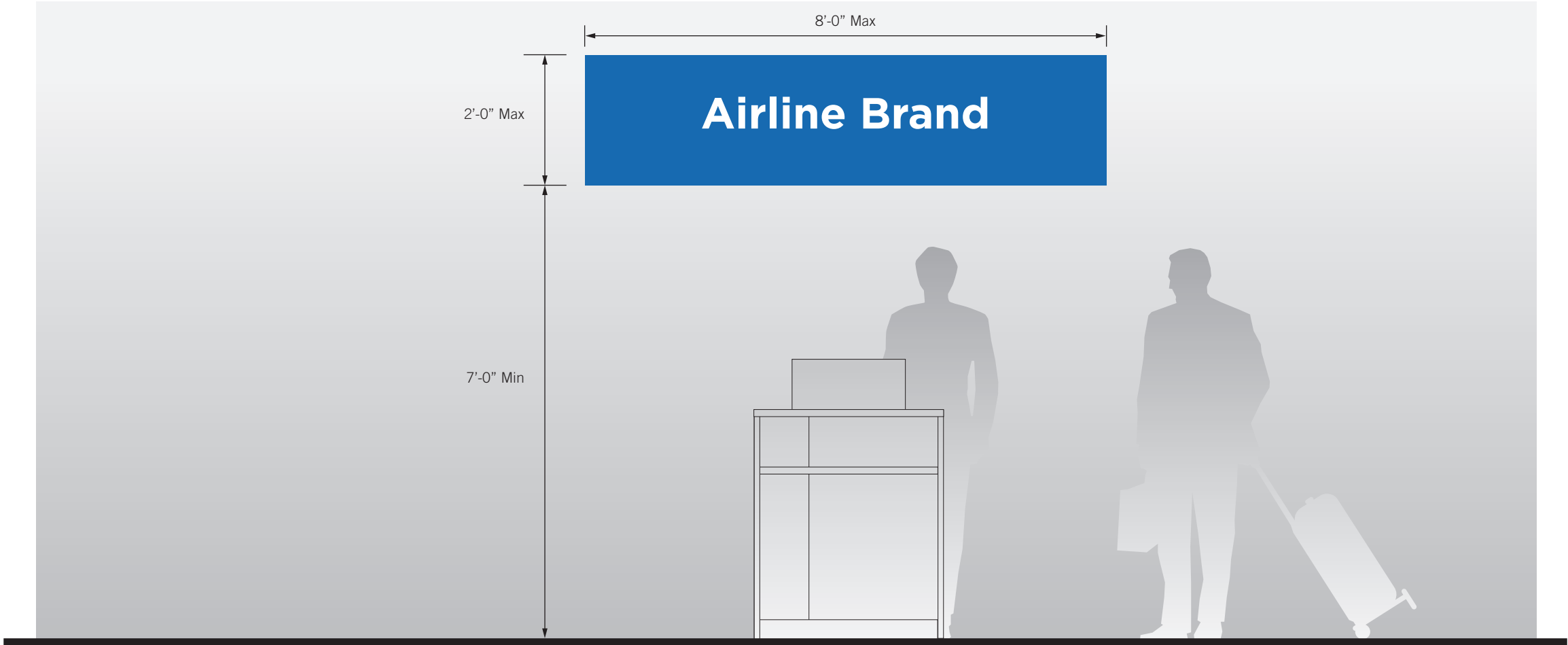
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- One sign allowed per each small podium.
- Signs are single sided.
- Maximum area of sign shall not exceed 12 square feet or the dimensions and proportions shown below.

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




17801 International Blvd, Seattle, WA 98158

CONTRACT NO. P-00319937
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GUIDELINES**

**2F
Small Podium
Backwall Sign**

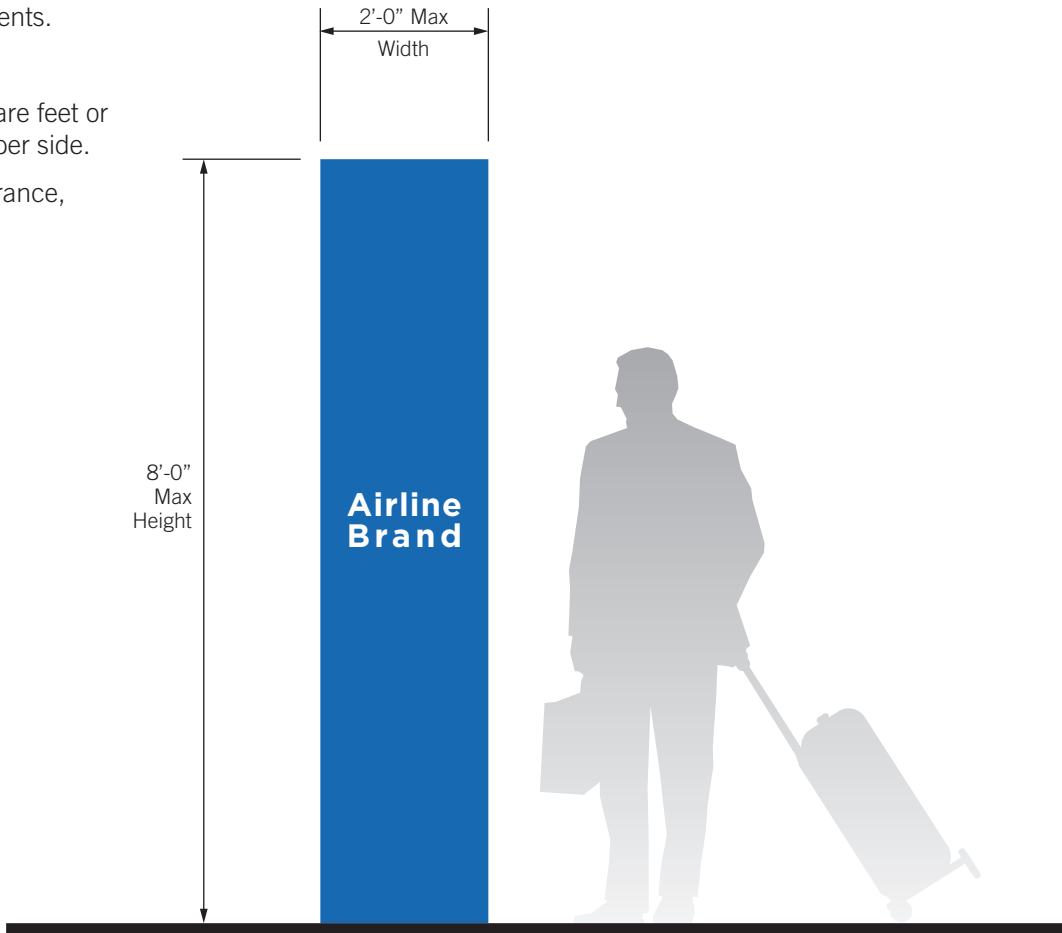
SHEET NO:

3-13

Tall information signs may be used in leased spaces within the ticketing lobby, gate holdroomsand 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”

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

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

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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.



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

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

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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**3B
Portable Tall
Information Sign**

SHEET NO:

Permanent tall wheelchair/ADA assistance waiting area signs may be used in leased areas of the ticketing lobby and gate holdrooms to identify passengers of airline’s wheelchair and ADA service.

- Header design and colors to be consistent throughout SEA. Layout of all graphics and colors within the airline branding area are at airline’s option, and must be approved by SEA prior to installation.
- Quantity of wheelchair/ADA assistance signs shall be a maximum of one sign per 50 lineal feet of airline’s leased ticketing counter space.
- Signs shall be permanently attached to floor.
- Signs are double sided.
- Maximum area of sign shall not exceed the dimensions and proportions shown below per side.
- Ends of signs shall have a plain finished appearance, without any branding or text, and painted black.
- **Refer to SEA Wayfinding and Signage Standards Volume 1: Terminal & Concourses for additional details.**

Authorized content shall include:

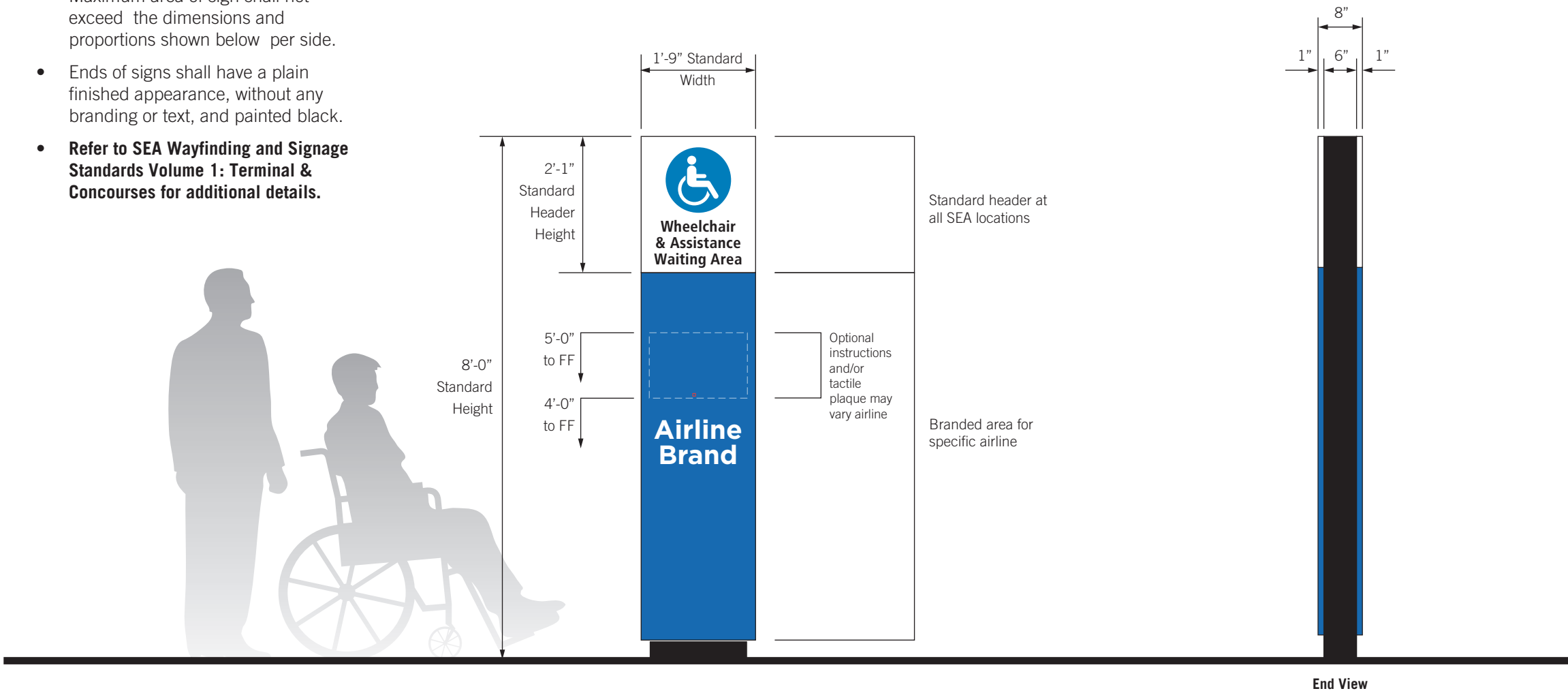
- Standard header at all locations

Authorized content may include:

- Airline landmark
- Optional instructional information and/or tactile plaque

Content may NOT include:

- Directional arrows
- Promotional content



3C Typical Wheelchair/ADA Assistance Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Identification of Airline’s Wheelchair/ADA Assistance waiting area

LOCATIONS

- Ticketing lobby
- Gate holdrooms

CONTENT

- Standard header at all SEA locations
- Airline landmark
- Optional instructional information and/or tactile plaque

DURATION

- Permanent

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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**3C
Wheelchair/ADA
Assistance Sign**

SHEET NO:

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:

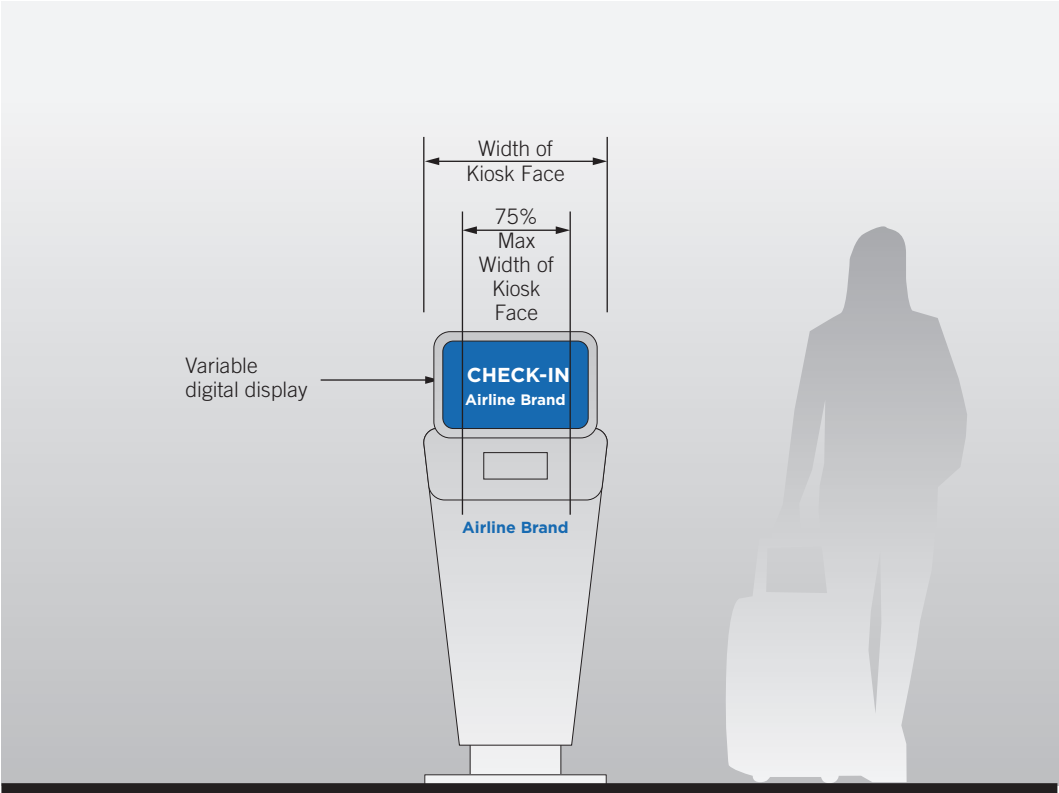
- Airline brandmark, codeshares, alliances
- Kiosk function, such as check-in or bag tags

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:

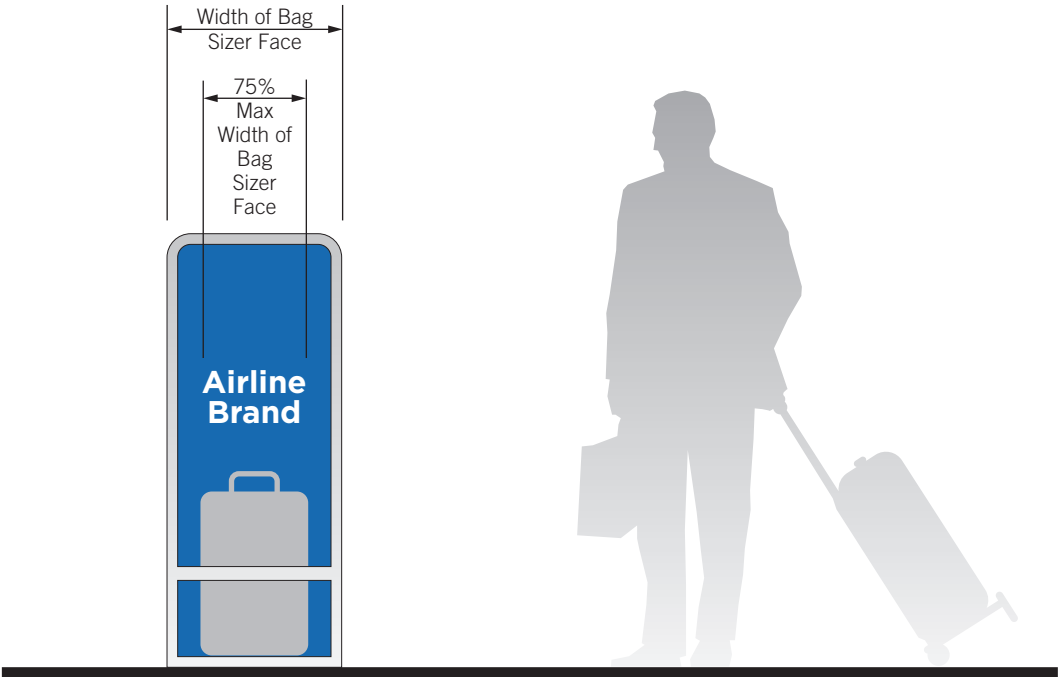
**SPECIFIC
STANDARDS &
GUIDELINES**

**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.



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

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

**WAYFINDING SIGNAGE
STANDARDS AND GUIDELINES**

**VOLUME 4:
Airline Signs**

WAYFINDING CONSULTANT

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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**4B
Bag Sizer 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**

SEA

Seattle-Tacoma
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Airport

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SHEET TITLE:

SPECIFIC
STANDARDS &
GUIDELINES

5A
Portable Display Sign

SHEET NO:

3-19

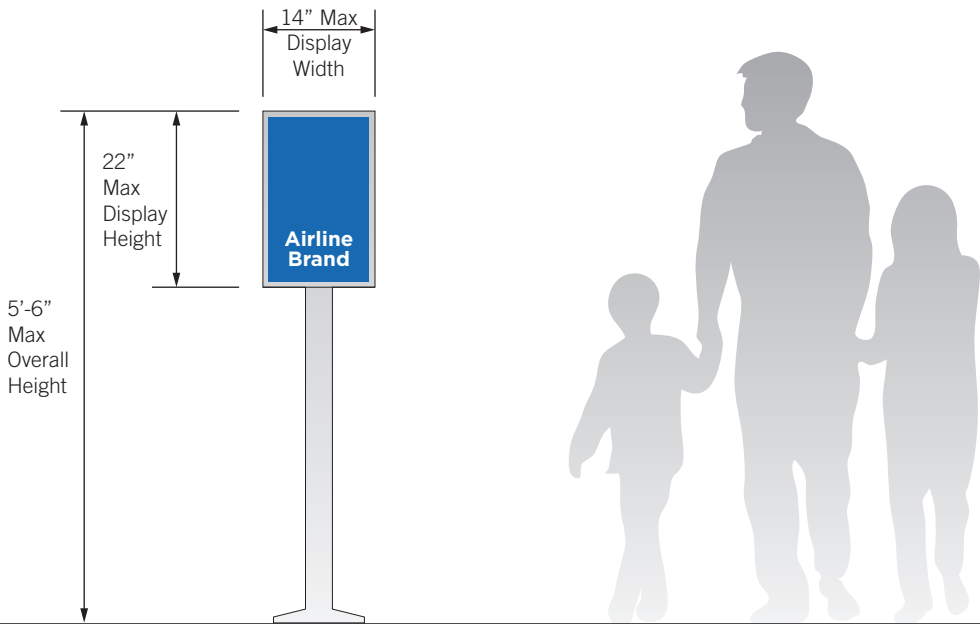
- Large stanchion display signs are allowed within airline leased spaces and common use spaces.
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
 - Sign graphics shall not project.
 - One sign allowed per 50 lineal feet of leased 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**



Seattle-Tacoma
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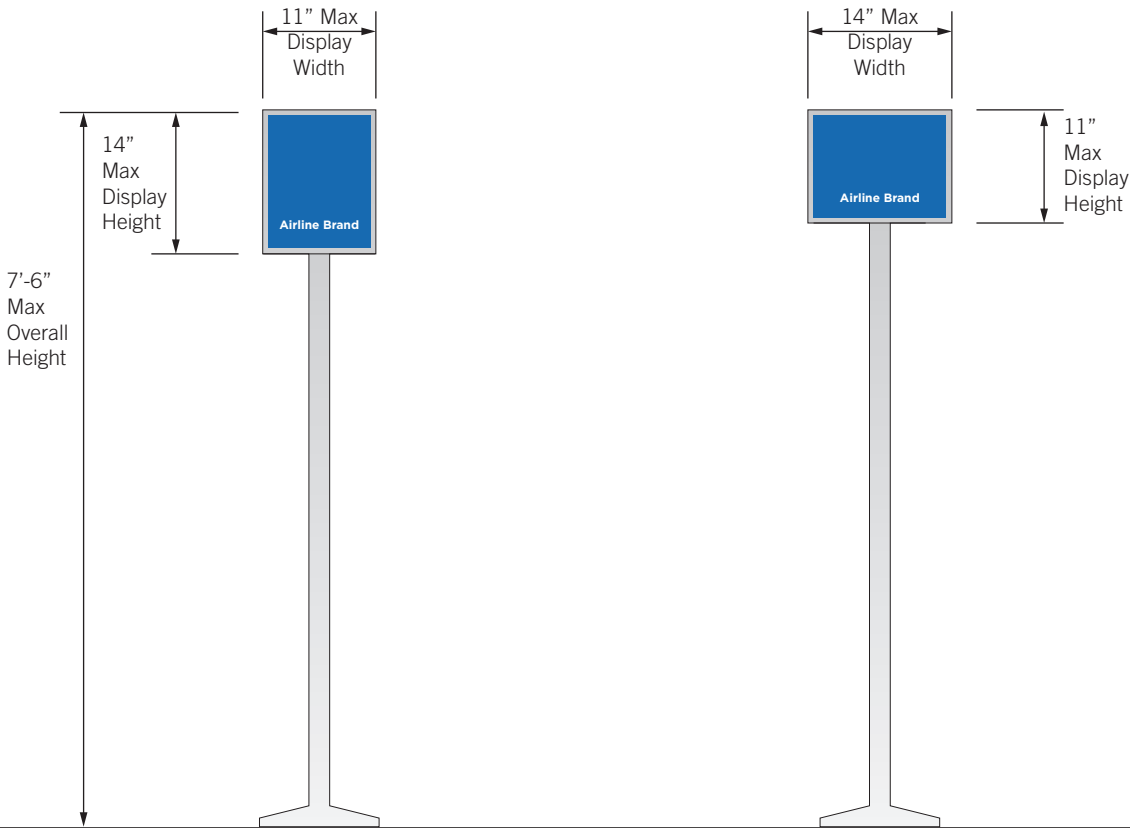
5B
Large Stanchion
Display Sign

SHEET NO:

3-20

Tall stanchion 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 20 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.**



Typical Alternate Configuration

5C Typical Tall Stanchion Display Signs
Scale: 1/2" = 1'-0"

FUNCTION

- Passenger queues
- Passenger information

LOCATIONS

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

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**

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:

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

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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**5C
Tall Stanchion
Display Sign**

SHEET NO:

Small stanchion 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 each row of stanchions.
- 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 be located in a manner that does not impede circulation or present a trip hazard.**

Authorized fixed content may include:

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

Content may NOT include:

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



Typical Alternate Configuration

5D

Typical Small Stanchion Display Signs

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

FUNCTION

- Passenger queues
- Passenger information

LOCATIONS

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

CONTENT

- Airline landmark, 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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SHEET TITLE:

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STANDARDS &
GUIDELINES

5D
Small 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.

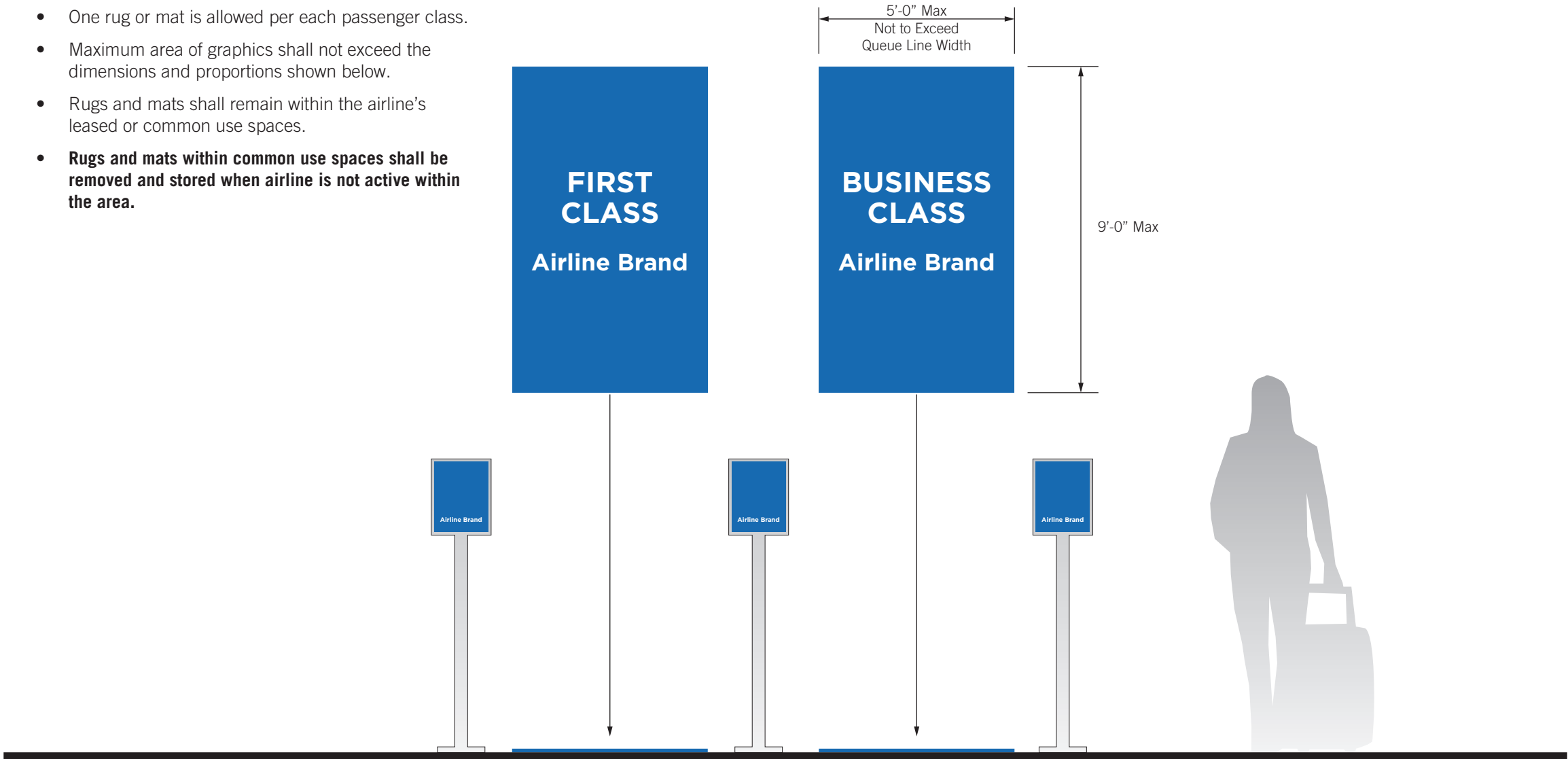
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- **Rugs shall consist of carpet or carpet-like material, and mats shall consist of non-skid non-stick printable floor mat material.**
- **Rugs and mats shall not present a trip 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

SEA

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International
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SHEET TITLE:

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STANDARDS &
GUIDELINES

6A
Queuing Rugs & Mats

SHEET NO:

3-23

Easel signs are allowed at all indoor podiums and service counters.

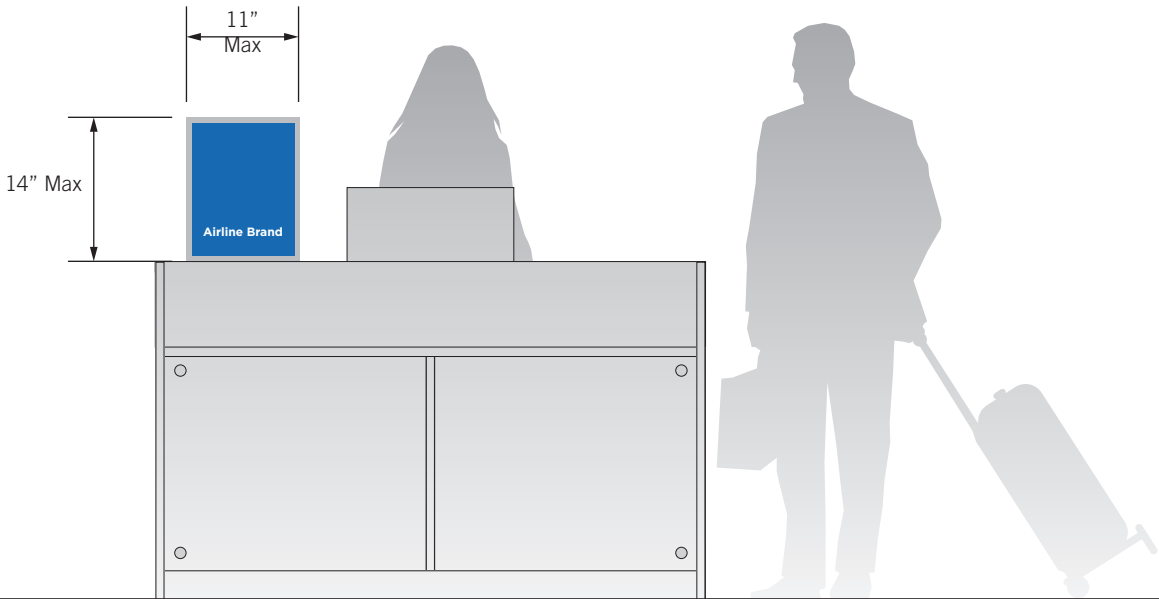
- Layout of all graphics, materials and colors are at airline’s option, and must be approved by SEA prior to installation.
- One easel sign is allowed per each work station.
- Maximum area of fixed sign shall not exceed the dimensions and proportions shown below per side.
- Easel signs shall be placed on podiums and counters only.
- Sign content shall consist of a single panel or insert.
- **Promotional content is limited to duration.**

Authorized fixed content may include:

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

Content may NOT include:

- Content not directly related to the airline, such as event tickets, political brochures, third party transportation



7A Typical Easel Sign
Scale: 1/2" = 1'-0"

FUNCTION

- Passenger information
- Promotions

LOCATIONS

- All indoor podiums and service counters

CONTENT

- Airline brandmark, codeshares, alliances
- Passenger information
- Promotions

DURATION

- Temporary

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SHEET TITLE:

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GUIDELINES

7A
Easel Sign

SHEET NO:

3-24

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:

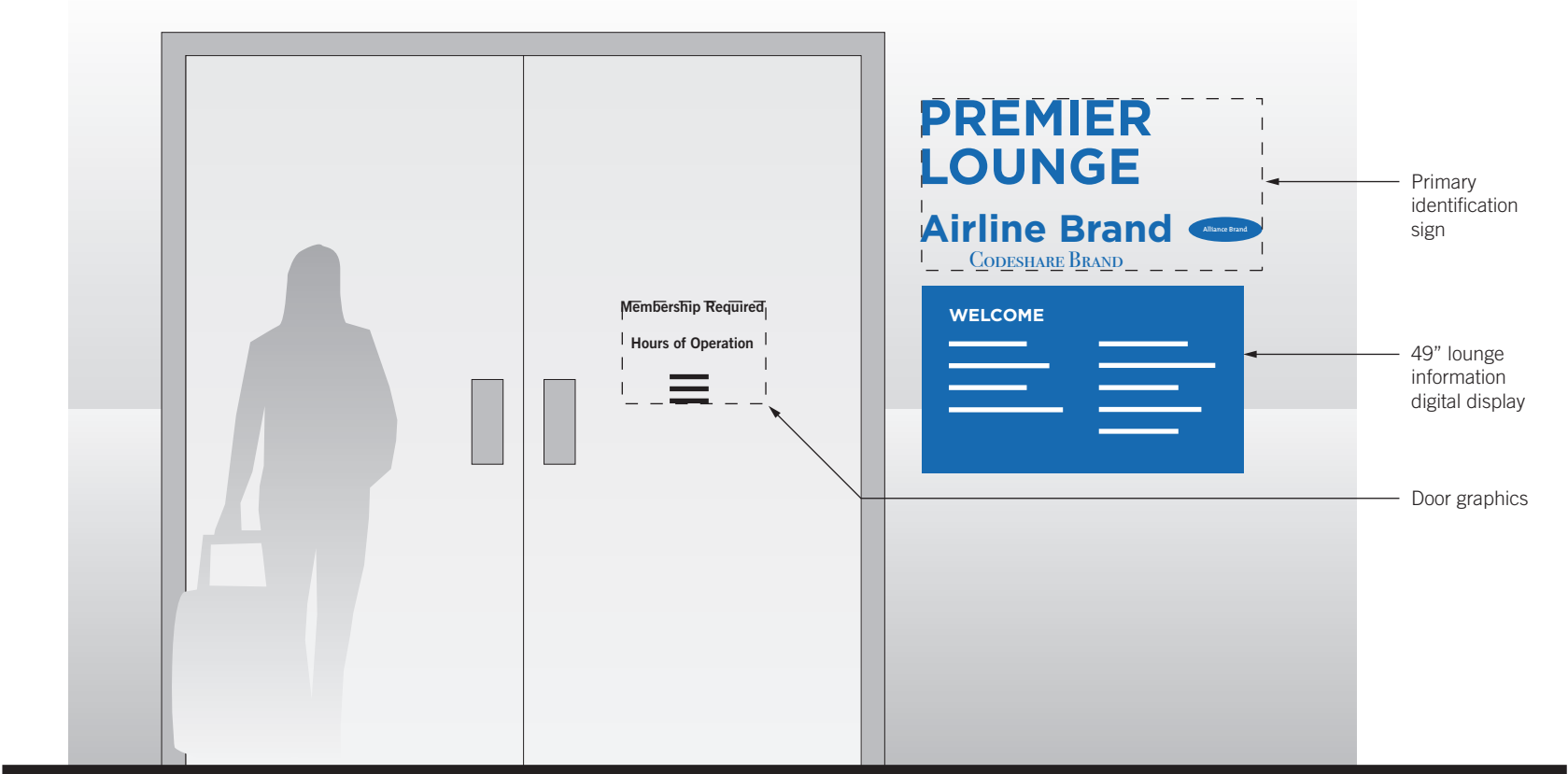
- Primary identification sign:
 - Lounge name
 - Airline brandmark, codeshares and alliances
- Door graphics on entrance doors

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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SHEET TITLE:

**SPECIFIC
STANDARDS &
GUIDELINES**

**8A
Airline Lounge Signs**

SHEET NO:

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

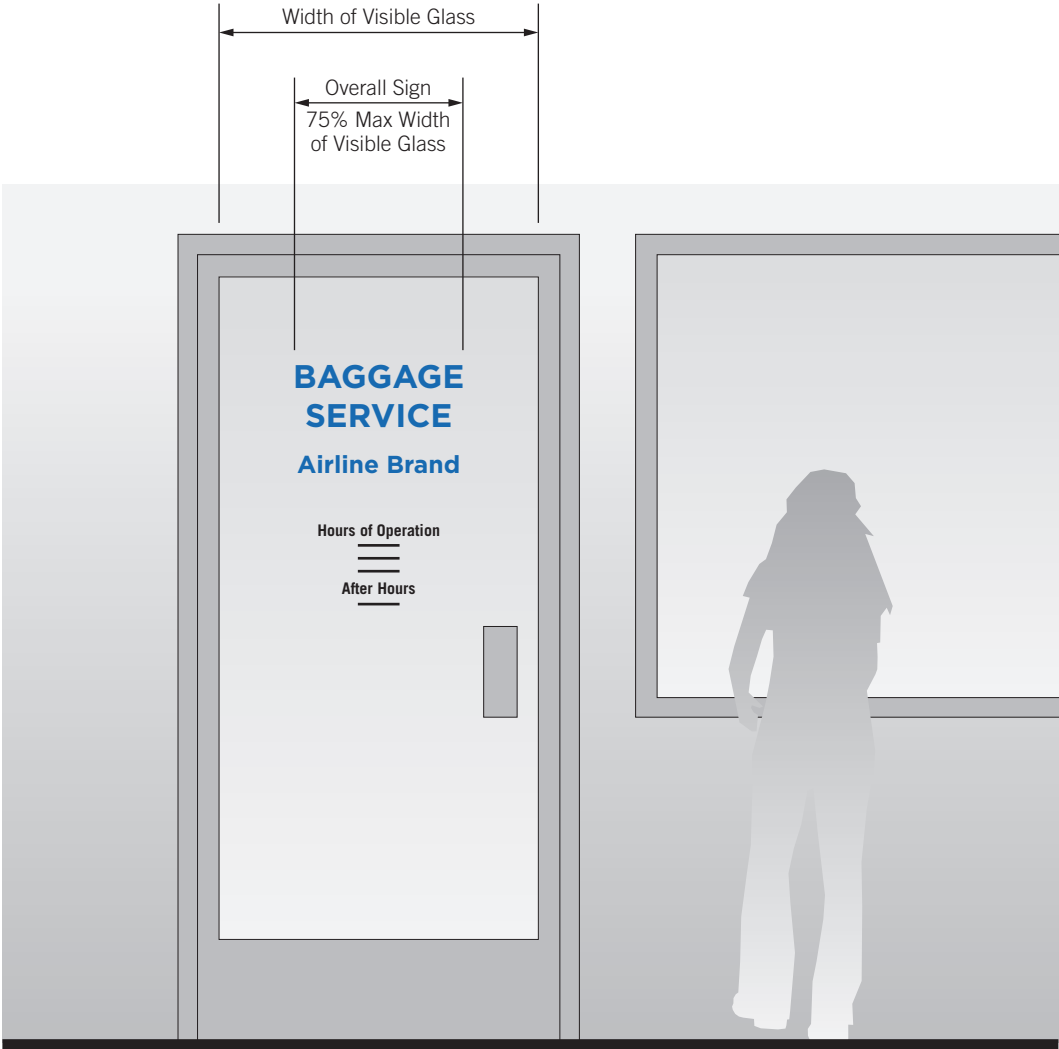
- Layout of all graphics and colors are at airline’s option, and must be approved by SEA prior to installation.
- Quantity limited to one set per location.
- Signs are single side white vinyl.
- Maximum area of sign shall not exceed 4 square feet or the dimensions and proportions shown below.
- **Door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



Seattle-Tacoma
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Airport


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SHEET TITLE:

SPECIFIC
STANDARDS &
GUIDELINES

8B
Door Graphics

SHEET NO:

3-26

4.0

EXAMPLES OF SIGNS NOT ALLOWED

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EXAMPLES OF
SIGNS NOT
ALLOWED

SHEET NO:



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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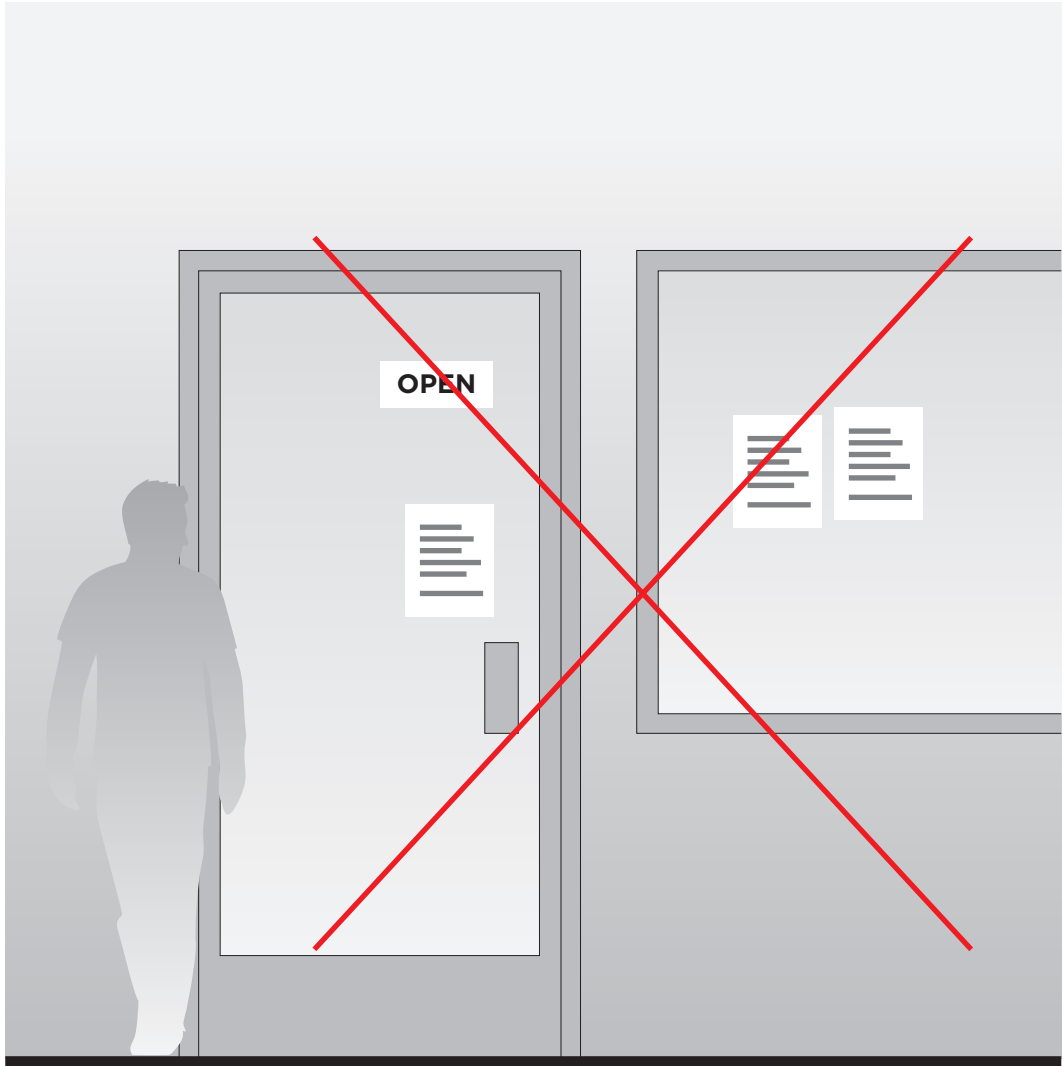
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ALLOWED

SHEET NO:

4-2

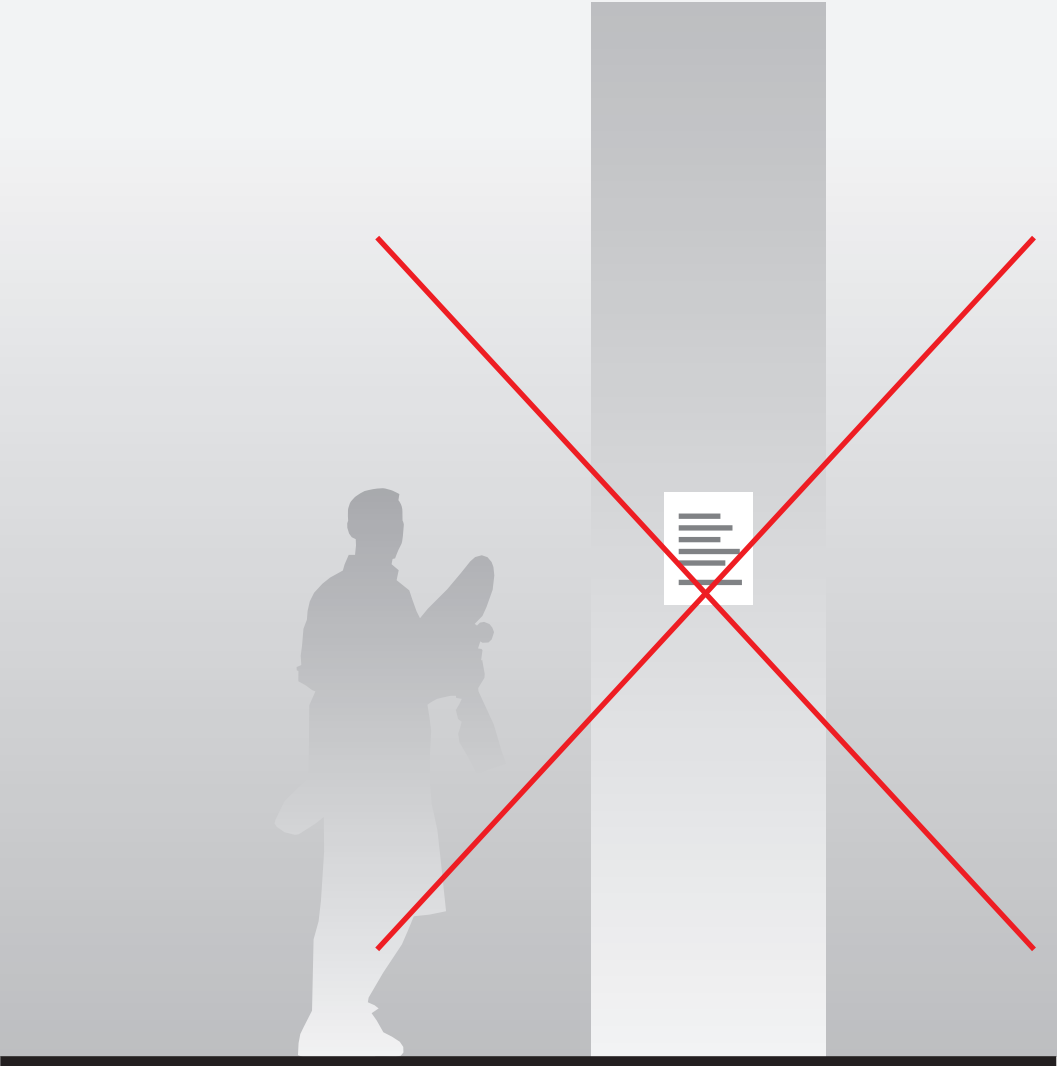


Typical Notices on Doors/Windows

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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SIGNS NOT
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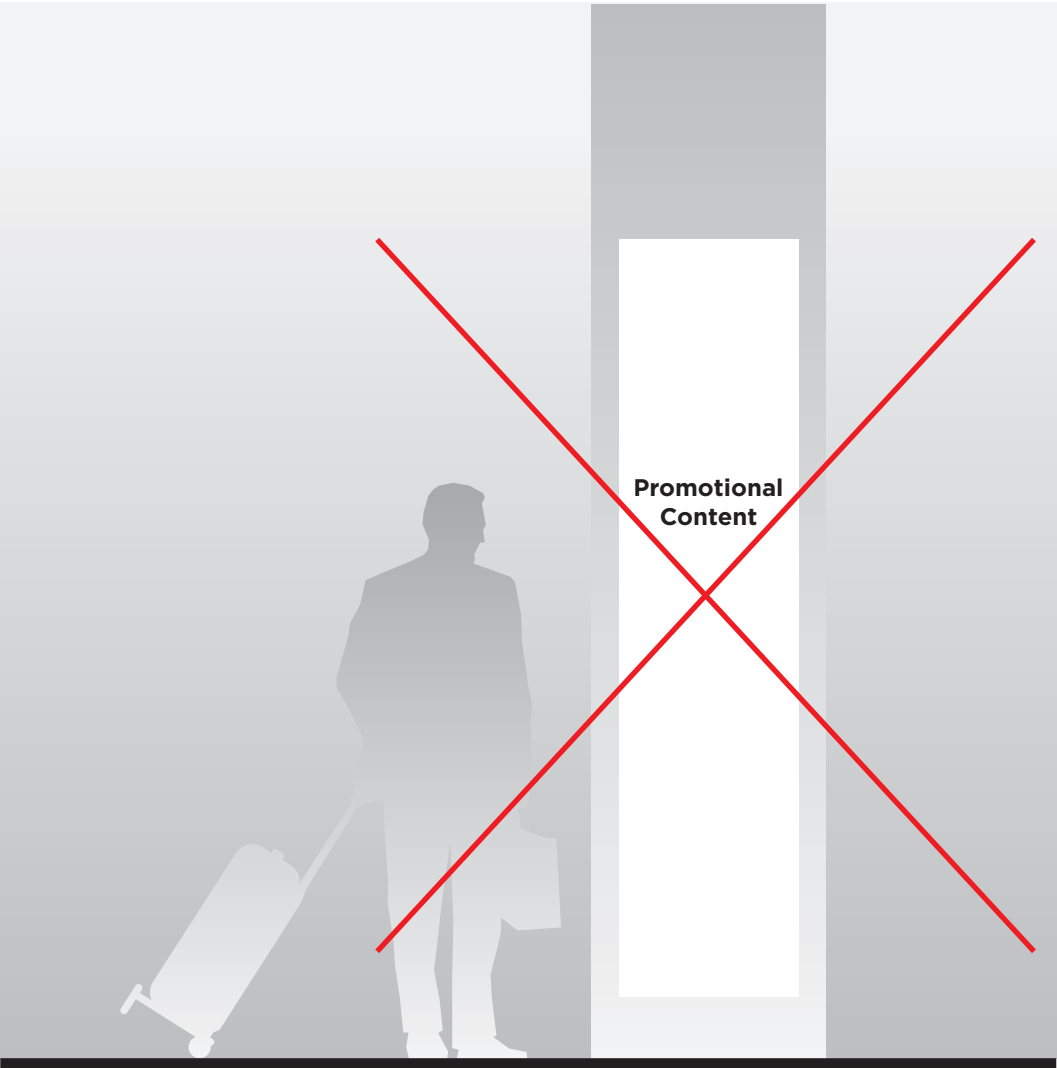


Typical Promotion on Doors/Windows

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



Typical Promotion on Columns

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

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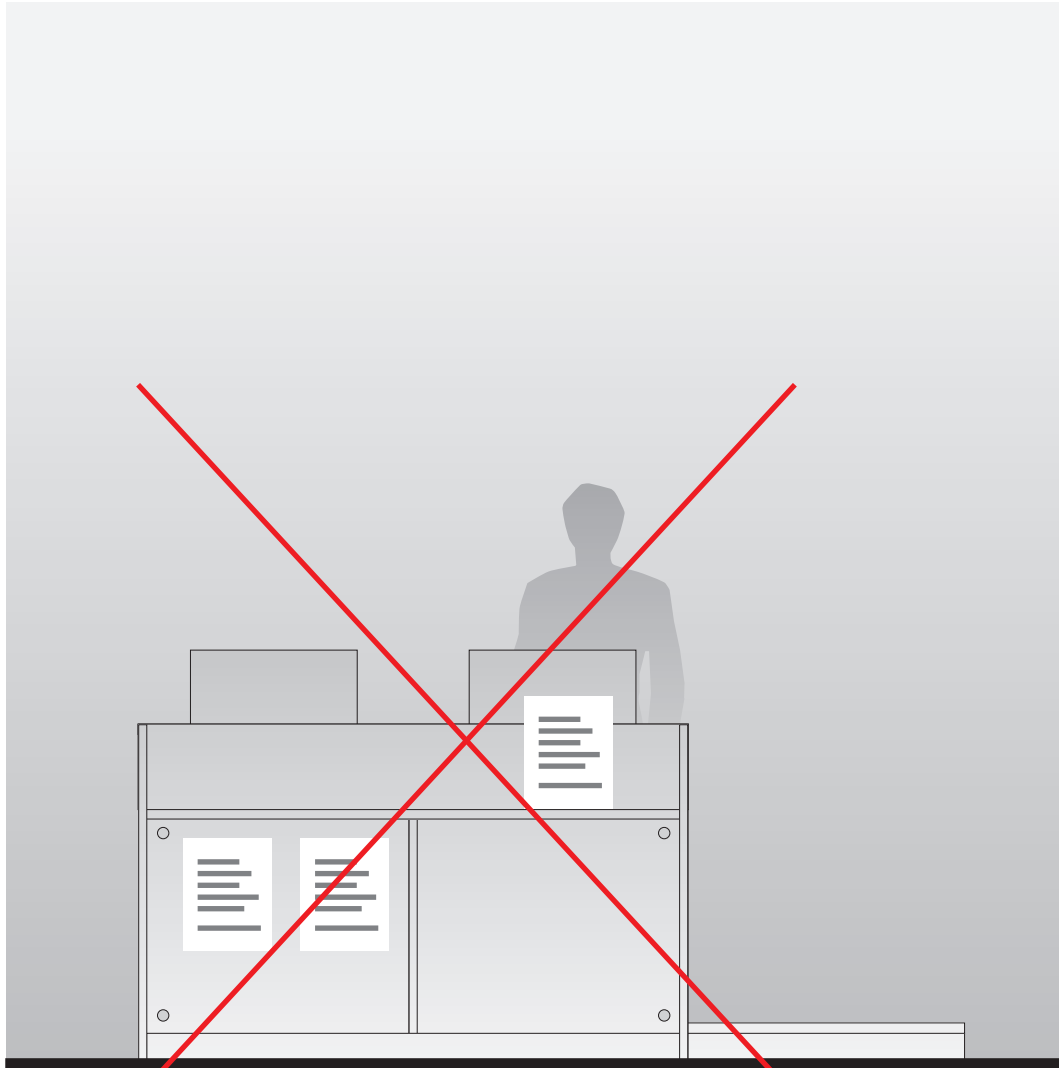
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EXAMPLES OF
SIGNS NOT
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SHEET NO:

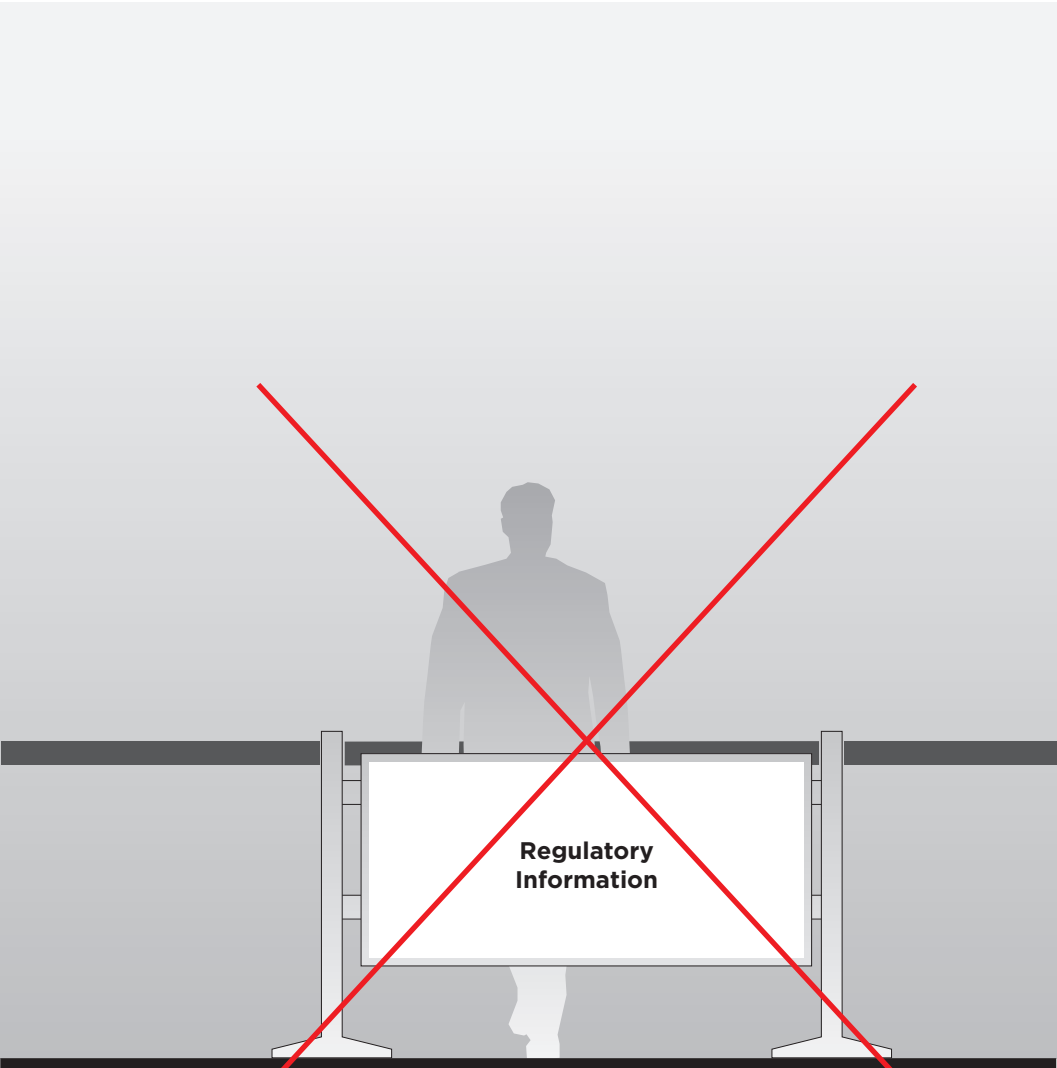


Typical Notices on Podiums/Service Counters

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

NOT ALLOWED

- Notices are not allowed on any surface



Typical Sign Between Stanchions

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

NOT ALLOWED

- Signs mounted between stanchions are not allowed
- Regulatory signs and notices required by the FAA, TSA or other government agencies shall be located in the bag wells



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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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
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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 inflight 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 inflight 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 inflight 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 inflight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	Y	Y	Y	Y	-
5A	Portable Display Signs	Y	New route and/or on-ground or inflight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	Y	Y	Y	Y	Y	-
5B	Large Stanchion Display Signs	Y	New route and/or on-ground or inflight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	Y	-
5C	Tall Stanchion Display Signs	Y	New route and/or on-ground or inflight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	Y	-
5D	Small Stanchion Display Signs	Y	New route and/or on-ground or inflight service offerings, e.g. airline lounge or upgrade for legroom	30 days	Y	Y	Y	Y	Y	-
7A	Easel Signs	Y	New route and/or on-ground or inflight service offerings, e.g. airline lounge or upgrade for legroom	Indefinite	-	Y	Y	Y	Y	-




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DECORATIONS &
EMERGENCY
CONDITIONS**

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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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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 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 inflight 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 inflight 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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GENERAL REQUIREMENTS

1. General Requirements

- A. Within this document, the terms “Port,” “Airport,” “SEA,” and “Owner” are synonymous with the term “Port of Seattle.”
- B. All sign materials must comply with the International Fire Code (IFC), the International Building Code (IBC), and the National Electrical Code (NEC) editions currently in use by the Port.
- C. Airline is responsible for structural integrity of signs and shall provide structural and electrical engineering by Washington State licensed engineers upon request by the Port.
- D. Airline tenant signs shall be located within the airline’s lease lines at all times.
- E. Portable signs shall be stored and hidden from public view during inactive periods by airline.
- F. Signs shall not present a tripping hazard.
- G. Variances will be considered on a case by case basis. Contact the SEA Sign Manager for information on variance submittal requirements.
- H. Airport Building Department (ABD) permits are required for all signs that are to be physically attached to any airport structure.
- I. REGULATORY SIGNS AND NOTICES REQUIRED BY THE FAA, TSA AND OTHER GOVERNMENT AGENCIES SHALL BE PLACED ON THE SIDES OF PODIUMS, IN BAG WELLS, OR AS DIRECTED BY THE SPECIFYING GOVERNMENT AGENCY. REGULATORY SIGNS AND NOTICES ARE NOT ALLOWED ON THE FACE OF COUNTERS AND/OR PODIUMS.

2. Types of Signs Allowed

- A. Each airline is allowed the specific types, sizes and quantities of signs as identified in Section 2 Typical Allowances, and as detailed in Section 3 Specific Standards & Guidelines.

3. Sign Content Allowed

- A. Specific sign content shall be determined by each airline, subject to the general sign content guidelines for signs is as described in Section 3 Specific Standards & Guidelines. Sign content shall be submitted to the Port for approval prior to deployment of any sign. Refer to Submittals Process for Port Approval below.

4. Signs Not Allowed

- A. In addition to the general limitations of signs not allowed, as shown in Section 4 Signs Not Allowed, the following types of signs are not allowed.
 - I. Signs applied directly on building surfaces except glass doors.
 - II. Posters, placards or other graphic displays placed within interior spaces and within 20 feet of windows or entrance doors. This includes the prohibition of advertising placards, posters, advertisements, promotional offers, banners, menus, trademarks, and pennants.
 - III. Signs taped or attached to interior of glass door or window.
 - IV. Any other freestanding or building-mounted signs, including directional signs.
 - V. Special event signs, banners or other temporary signs, except as otherwise noted herein.
 - VI. “A-board” signs.

- VII. Animated, moving, flashing, blinking, rotating, audible or odor producing signs. Variable message or public service signs, including LED, incandescent, flip matrix, electronic display signs, or other changing message center sign or display technologies are not permitted, except as specifically noted herein.
- VIII. Reader board or bulletin board signs.
- IX. Freestanding signs except as noted herein.
- X. Murals.
- XI. Inflatable signs, figures or objects.
- XII. Signs which purport to be or are an imitation of or resemble an official traffic sign or signal, including “stop,” “caution,” “danger,” “warning” or similar, unless used specifically for these purposes in the operations of and within the airline’s leased spaces for the safety and welfare of employees and public.
- XIII. Signs attached to columns or other unapproved elements of the buildings or structures.
- XIV. Off-premise signs located outside the airline’s leased space).
- XV. Non-ornamental hardware or electrical components may not be exposed to view.
- XVI. Cabinet or “box” type illuminated signs with plastic sign faces.
- XVII. Floor graphics, other than as specified in Section 3 Specific Standards & Guidelines.
- XVIII. Signs on or adjacent to the baggage carousels. “Last bag” suitcases or signs.
- XIX. Any other types of supplemental, incidental, illuminated or non-illuminated signs not mentioned in Section 2 Typical Allowances and Section 3 Specific Standards and Guidelines.

5. Incidental Signs and Items

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

6. Colors & Materials

- A. Colors chosen for signs are at the airline’s option, subject to approval by the Port.
- B. Fabrication and materials must be of high quality and appearance. Plywood, including MDO, is not acceptable. Acceptable materials include acrylic sheet (Plexiglas or Lexan), Sintra, aluminum, Alucobond, Dibond, and similar high-quality materials common in the professional sign making industry. ALL MATERIALS MUST BE APPROVED BY THE AIRPORT FIRE DEPARTMENT AND AIRPORT BUILDING DEPARTMENT.
- C. Door graphics signs shall be computer cut-out opaque white vinyl, 3M 3650. Other materials, including but not limited to paint, plastic and/or metal for the sign are not permitted. Door graphics signs to be applied directly onto the exterior surface of the glass and intended to be viewed from outside. All lettering and symbols shall be placed directly on the glass area of primary public entrance doors.

7. General Sign Design Standards

- A. Signs shall be designed to be consistent with the building design in terms of relative scale and overall size, subject to the size and quantity limitations identified herein.
- B. Signs should complement and not detract from materials and colors of the building on which they will be attached.

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- C. All signs should enhance and not detract from the building’s architectural design. Signs should reflect the character of the building.
- D. Signs shall not obscure or cover architectural features of the building.
- E. Signs are required to have integral sign backgrounds, unless sign consists of individual three-dimensional graphics. Signs may not be painted or vinyl applied directly on building (except door graphics).
- F. Illumination from or on any sign shall be internal and/or otherwise shaded, shielded, directed or reduced so as to avoid undo brightness, glare or reflection, and so as to incidental or unreasonably distracting brightness to the public.
- G. Sign connections to walls or other building surfaces shall be concealed.
- H. Signs shall not be installed on columns.
- I. Stanchions and stanchion signs:
 - I. All stanchion posts and bases shall be in polished chrome or black.
 - II. Stanchion tapes provided by airlines must be approved by SEA prior to installation, and may include the airline’s brand color(s) and/or brandmark.
 - III. Only identification, operational or regulatory sign messages are authorized on stanchion signs.
 - IV. No signs shall be suspended from stanchion tapes. No signs shall span between adjacent stanchions or be supported by more than one stanchion post.

8. Illumination

- A. Only backwall signs may be illuminated, and if illuminated, backlit, halo-lit illumination or individually cut reverse channel letter signs with halo illumination are allowed for lighting purposes. Lighting sources shall not be visible. If raceways are necessary, they shall be concealed from public view. All exposed conduit, wiring, and junction boxes shall be concealed from public view. Use of energy efficient lighting should be used over non-energy efficient lighting.
- B. Digital displays provided by airlines shall not exceed 1,500 NITS within the ticketing lobby, or 1,000 NITS within the gate holdrooms.

9. Size of Signs

- A. Sizes of signs are limited, as noted in Section 3 Specific Standards & Guidelines.
- B. Signs mounted to walls shall not project more than 4 inches or as noted in Section 3 Specific Standards & Guidelines.

10. Quantity of Signs

- A. Quantities of signs are limited, as noted in Section 3 Specific Standards & Guidelines.

11. General Standards of Quality

- A. All installed signs must meet the levels of the Port’s standards of quality.
- B. All signs shall be fabricated in a first-class, professional manner. Signs with a “home-made” or amateur appearance are not acceptable.
- C. Lettering to computer-cut vinyl or masking, or computer-cut dimensional material. Hand-cut or hand-painted lettering is not acceptable. Backgrounds, trim and hardware to be spray painted. Hand-painting is not acceptable.
- D. All signs must meet the standards provided in the Uniform Building Code and/or International Building Code, as well as the National Electric Code if illuminated.

12. Airline Signs Provided by SEA

- A. The Port may or may not, at the Port’s sole discretion, provide additional signage within the terminal buildings to facilitate wayfinding throughout any portions of the facility. If provided, these 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.
- B. SEA may, at SEA’s option, provide certain wayfinding, identification and/or information signs that include specific airline names. Specific airline names will be displayed in SEA’s standard font, in upper case or upper and lower case letters, and/or may include specific airline brands.
 - I. Parking Garage: SEA may provide overhead and eye-level signs at various locations within the parking garage and the related sky bridges to generally correspond with the location of the check-in counters and baggage carousels normally used by each airline.
 - II. Curbside: SEA may provide overhead airline identification signs on the exterior of the main terminal building installed above the departures and arrivals drives, intended to identify passenger drop-off areas to generally correspond with the location of the check-in counters and baggage claim carousels normally used by each airline.
 - III. Ticketing Lobby: SEA may provide overhead airline identification signs within the horizontal sign band situated above the ticket counters, at locations that are not assigned as common use. SEA may provide overhead airline identification signs suspended from the ceiling at locations that are assigned as common use.
 - IV. Baggage Claim: SEA may provide overhead airline identification signs within the horizontal sign band situated above the baggage service offices, at locations that are not assigned as common use.
 - V. Other Locations: SEA may provide airline identification within other areas of the garage, terminal, concourses and within the SEA website, including but not limited to directories, maps and other wayfinding elements.
- C. Codeshare airline identification will not be displayed on SEA-provided signs, but may be included as part of an airline-provided sign as defined in Section 3.

13. Submittal Process for Port Approval

- A. Prior to installation of any sign, the airline must obtain the Port’s written approval of the proposed sign design. There is no fee for submitting to the Port. The process shall be as follows.
- B. Airline to submit required drawings to the Port’s Airport Sign Manager. The submittal includes but is not limited to:
 - I. Site plan. An accurate and complete site plan of the building and leasehold space in a scale that readily indicates all relevant items, including location of leased portion of building. Identify and indicate all signs submitted for approval.
 - II. Sign elevations. Include elevations of each individual sign, including the height, width and depth. Include material and lighting specifications. Include accurate sign face layouts and color specifications.
 - III. Attachment details. Include attachment details to buildings and other pertinent structural details, including identification of all attachments to building.
 - IV. Include calculations for sign areas and comparisons to maximum allowances.
 - V. Structural design. Include structural design for signs attached to the building, and for custom portable signs over five feet in height.
 - VI. Electrical plans. Identify electrical circuit, load and conduit runs, as well as service panel number and location.

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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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