7.1 PURPOSE AND SCOPE

7.1.1 SCOPE

This signage and graphic design standard incorporates the latest revisions of Operating Instructions to provide Tenants with the criteria and standards for signage.

7.1.2 APPLICABILITY

All Tenants who desire to erect signage of any description on property leased from DOA will be bound by this signage and graphic design standard.

7.1.3 PROCEDURE

All requests for permanent signage will be submitted to DOA PDC Design Division as a Tenant Improvement project (Section 2.0). Sketches and graphic designs must accompany each request. The precise typeface must be accurately represented, to scale, on elevation drawings of the surface on which the proposed signage is to be installed. Exterior elevations must show the entire face of the building. All power requirements and installation details must be included.

Requests for promotional signs and displays will be submitted to the Office of the Airport Manager using the attached form. This form must be submitted to the Airport Manager at least ten (1 0) days prior to the requested date for the display.

7.2 GENERAL RULES

7.2.1 Except for locations where company name or logo may be displayed, all text must match Gerber Scientific Products Helvetica Medium in the size indicated for the particular location.

7.2.2 All Tenant signs must be of an informative nature. "For Sale," "For Lease" or "For Rent" signs are not permitted.

7.2.3 Signs are not permitted on the rooftops of any buildings.

7.2.4 All signs shall be surface mounted or recessed to a flush condition. Signs painted on any surface of a building are not permitted.

7.2.5 Signs are not permitted on building end walls where the end walls parallel a street or road.

7.2.6 Flashing or blinking signs are not permitted.

7.2.7 Portable signs not noted elsewhere in Section 7.0 are not permitted.

7.2.8 Signs on doors and windows are not authorized except as permitted by this policy.

7.2.9 Exposed mounting devices, crossovers, conduit or raceways are not permitted

7.2.10 All signs must meet safety standards. All illuminated signs must bear the Underwriters Laboratories, Inc. label, and meet all local code requirements. The Tenant is responsible for obtaining any permits required by the City of Houston Sign Administration.

7.2.11 Signs of a promotional nature are not permitted except as permitted by this policy.

7.2.12 Handwritten signs are prohibited

7.2.13 Signs not covered in this policy are not permitted.

7.3 TREATMENT OF AIRLINE TICKETING AND CHECK-IN COUNTERS AND BACKWALLS

7.3.1 DOA will provide and install required Federal Regulation notifications in accordance with 49 CFR 175.25 at ticket counters, at gate check-in counters, and curbside counters. No other signage or graphics will be attached or installed on the counters.

7.3.2 Promotional signs, literature, and advertising materials are prohibited from being located or displayed on the counters or backwalls.

7.3.3 Ticket counter informational signage, if installed, must be Visiontron Model 98347 semi-gloss black finish, with LED variable message display. Position numbers must be 4" high white Helvetica Medium to match Gerber Scientific Products Heivetica Medium. No names or logos may be installed or attached to the counter informational signage. Top of Visiontron unit is 46" above top of ticket counter (7'-l 1-1/4" above finish floor).

7.3.4 Tenant identification provided by DOA in the graphic band above the ticket counters is limited to the basic corporate name in upper case Helvetica matching Gerber Scientific Products Helvetica Medium. The frequency and distance between these signs is governed by ticket counter length and approved by DOA: one sign for each four (4) ticketing positions. The word "airlines" will be excluded from these signs unless the word "airlines" is an integral part of the corporate name. Initials may be used in lieu of the corporate name (i.e., TWA for TransWorld Airlines).

7.3.5 Counter backwall design and graphics must be submitted for approval as detailed in Section 2.0 Review and Approval. Backwall signage and graphics is limited to the corporate name or logo, twelve (12) inches in height, with the top edge 7'-6" above finish floor level. Corporate identification of bona fide code share airlines may be displayed in a 3" high band 6" below the primary airline's backwall signage; length may not exceed the length of the primary airline's name/logo. No other items may be installed on the backwall. The corporate name or logo may be internally illuminated in compliance with current City of Houston building and sign codes, provided the illumination is not unnecessarily bright. Backwall finish must be matte finish vinyl wall covering or wall fabric of subdued color which is in coordination with the color of the corporate sign/logo and the ticket lobby or gate area in which the counter is located. The corporate name or logo may be repeated on the backwall, but is limited to one installation per four (4) agent positions (i.e., six positions may have one logo; ten positions may have two, etc.). No graphics are permitted on end walls, inside or outside the counter area, or on sides or back of backscreens. (See Illustration 7A.)

7.4 TREATMENT OF COUNTERS AND BACKWALLS (Other than Airline Ticketing, Check-in Counters, Food Service Counters, and News and Gift Counters)

7.4.1 No signage or graphics of any kind, temporary or permanent, may be installed on the counters.

7.4.2 Promotional signs, literature and advertising materials are prohibited from being located or displayed on the counters, backwalls, or at automobile rental agency telephone alcoves (IAH-A and B).

7.4.3 Counter backwall design and graphics must be submitted for approval as detailed in Section 2.0 Review and Approval. Backwall signage and graphics is limited to the corporate name or logo, twelve (12) inches in height, with the top edge 7'-6" above finish floor level. The corporate name or logo may be internally illuminated in compliance with current City of Houston building and sign codes, provided the illumination is not unnecessarily bright. Backwall finish must be matte finish vinyl wall covering matching VVilsonart Pepperdust D327-6 plastic laminate in color. No graphics are permitted on end walls, inside or outside the counter area (see Illustration 7B). Automobile rental agencies may install signage indicating the manager on duty (see Illustration 7C). Such signage must conform to the following criteria:

- 1/4" thick brushed aluminum clear finish
- Black lettering, 3/4" Helvetica Medium to match Gerber Scientific Products Helvetica
- Medium.
- Manager's name on slide-in strip of identical material and typestyle.
- Slide-in strip must be flush with finish face of primary sign face.
- Attached to backwall with concealed fasteners.
- Top edge of primary sign 49" above finished floor.
- Left edge in vertical alignment with left edge of company name/logo above.
- Overall size of primary sign 12" wide x 5" high.

7.4.4 One (1) Reservation Telephone instrument may be installed at the counter. Any printed instructions for the use of the instrument must be in compliance with DOA signage requirements and criteria. Instrument must be black in color. All connections, cables, wires, mounting devices, etc. must be concealed.

In Terminals A and B, IAH, the Department of Aviation provides each Automobile Rental agency with one reservation alcove per terminal. The alcove header provides space for the agency to display its usual and customary name/logo in an internally-illuminated sign box. The graphic design must be submitted to PDC Design Division for review and approval prior to fabrication. Installation will be by DOA. Tenant must provide one (1) translucent sign per alcove, each 61" wide, 13" high, 114" thick. The text/logo must be 9" high centered vertically. Maximum width is 50" (actual width depends on the name/logo to be displayed), and must be centered horizontally. No other graphics or signage is permitted in or on the reservation alcove.

7.5 SIGNAGE IN THE BAGGAGE CLAIM AREAS

7.5.1 Airlines using the baggage claim areas may display name/logo on the walls above the baggage conveyors. These signs must be 30 inches high by 35 inches wide, installed with the bottom of the sign 58 inches above the baggage conveyor surface. Each airline is allowed one (1) sign per assigned baggage conveyor.

7.5.2 No signs may be installed on the columns in the baggage claim areas.

7.5.3 Pedestal signs are not permitted in the baggage claim areas.

7.5.4 Electronic flight information displays (FIDS) in Terminals A and B will be recessed into the wall above conveyor belts, with the bottom of the FIDS 10 inches above the horizontal strip. In Terminal C, FIDS are installed from the ceiling over carousels. Display of company name/logo is not authorized on FIDS. FIDS may not be installed on pylons or pedestals in the baggage claim areas. FIDS monitors, when approved, shall be enclosed in a plastic laminate cabinet in accordance with Airport standards.

7.6 U-RAMP TREATMENT BY AIRLINE TENANTS

7.6.1 Curbside baggage check-in counters must conform to the Airport standard (re: Section 4.3.3).

7.6.2 Airline identification may be installed on the front side only of the curbside check-in counter and may not be repeated. Maximum size is 13" high x 15" wide with top edge 3" below bottom of horizontal reveal. Logo must be centered horizontally on the counter front.

7.6.3 Tenant signs on Terminal exterior walls are prohibited

7.7 SIGNAGE IN THE CARGO AREA

7.7.1 Buildings in the cargo area occupied by one Tenant may have one sign on the building front identifying that Tenant. This sign must conform to the architectural scheme of the Airport and be approved in writing by DOA Design Division. If Tenant subleases portions of the building, the provisions of this section apply to the sublease(s).

7,7.2 Signs displaying company name or logo may be installed over cargo doors. These signs must be the width of the cargo door by 30 inches high. The background color must be white. Lettering and coloring may be in accordance with the design distinguishable to the particular company. The maximum letter or image size is eighteen (18) inches. Signs over cargo doors may be internally illuminated. (See Illustrations 7D and 7F.)

7.7.3 All signs over cargo doors on the same side of a building must be at the same elevation determined by the highest cargo door opening. (See Illustration 7D.)

7.7.4 Signs identifying the Tenant at personnel doors shall meet the Airport standards of black background with white lettering. Lettering will be 7" high uppercase of the system alphabet (Helvetica). Height of sign must be 12" and width must be as follows:

a. IAH North Cargo Area: VVidth of sign equals width of door over which sign is installed; bottom edge of sign must be 1/4" above top of doorframe (see Illustration 7E).

b. IAH East Cargo Area- VVidth of sign equals the dimension from the edge of entrance storefront frame to expansion joint-, top of sign 1/4" below soffit (see Illustration 7G).

7.7.5 No signs, except office hours and address numbers, may be displayed on personnel doors. No signs may be displayed on windows. Address numbers must be black or white, four inches high, and centered 18 inches below the top of the door. Office hours must match the color of the address numbers, 1 inch high, centered below address. (See Illustration 7E.)

7.7.6 Signs on building fascias are not permitted.

7.7.7 Pedestal signs must be approved and authorized by the Airport Manager. The base of all exterior pedestal signs must be concrete, 10 inches high with a diameter of 20 inches. The post will be 6" o.d. galvanized steel pipe. The boftom of the sign attached to the post must be 7 feet above the ground. These signs are for temporary use only and must be maintained in good condition and in proper location(s).

7.7.8 Regulatory signs (i.e., "No Parking" and "Tow Away") must comply with state and local standards including international symbols.

7.8 EXTERIOR SIGNING - NON-TERMINAL BUILDINGS

7.8.1 Exterior signs on all buildings such as Fixed Base Operators (FBO), Flight Kitchens, Maintenance Buildings, and all other non-Terminal facilities must comply with the provisions of this section.

7.8.2 Major building[Tenant identification signage may be installed in a maximum of two (2) locations for facilities with airfield frontage, or one location for facilities without airfield frontage.

7.8.3 Sign message content is limited to primary building Tenant name and/or logo only. No cartoons or supplementary graphics are permitted. Sign may be individual letters and/or logo installed on wall surface or may be a unit sign installed on the wall surface subject to total sign area restrictions indicated below.

7.8.4 Signs may be internally illuminated in compliance with current City of Houston building and sign codes provided such illumination is not unnecessarily bright and does not constitute a hazard to personnel, motorists or aircraft operations.

7.8.5 The maximum size of sign faces including all lettering and/or logo is 3'-O" high by 20'-O" long, and will be reviewed based upon criteria of appropriateness, required visibility distance, conformance to established rules for certain Tenant occupancies and coordination with the building architecture and function. In no case may the sign length exceed 25% of the entire building face length, or 15% of the building face height.

7.8.6 Signs on personnel doors must comply with the requirements of 7.7.5

7.8.7 Regulatory signs must comply with the requirements of 7.7.8.

7.9 PROMOTIONAL SIGNS

7.9.1 Promotional signs are defined as any sign, banner, flag, or display of any size, configuration, color or method of attachment or installation within the Tenant's leasehold, which is intended to promote a specific product or service for a limited period of time.

7.9.2 Promotional signs requiring electrical power must be submitted to PDC Design Division for review and approval prior to installation. Substitution or replacement in kind of existing previously approved signs requiring electrical power must be approved by the Airport Manager prior to installation.

7.9.3 All promotional signs intended for display for 30 calendar days or less, must be approved by the Airport Manager prior to installation. The approval will be for a specified length of time. The promotional sign must be removed at the end of the period of approved display, all installation devices and fasteners removed, and the surface(s) on which installation occurred restored to their condition prior to the installation. At the discretion of the Airport Manager, up to two (2) extensions may be granted up to a maximum display period of ninety (90) calendar days.

7.9.4 Promotional signage must be maintained in good condition for the duration of display. Any such signage which is not maintained in good condition by the Tenant will be removed by the Airport Manager without prior notice to the Tenant.

7.9.5 Promotional signs must not be at variance with provisions of DOA advertising concession agreements or of any other provisions of this Tenant Improvement Manual.

7.10 MISCELLANEOUS SIGNS

7.10.1 Signage on personnel doors within the Terminals must be approved by the Airport Manager. Personnel doors may be marked as to the function (i.e., "Lost and Found"). These signs shall be installed on the door front and have a black background with white lettering. Company name/logo may be displayed directly below function sign. The logo/name must fit within a rectangular area of 5 inches high by 6 inches wide.

7.10.2 Airlines may display corporate name/logo on the outside walls of boarding bridges. Size is 55 inches high by 65 inches wide. Such signage may not be illuminated. Not more than two (2) such signs may be installed, one on each [long] side of the bridge.

7.10.3 Pedestal signs inside terminal areas must match the queuing stanchions at ticket counters (Section 4.3.6). Pedestal signs may be used at security checkpoints. Handwritten signs are prohibited.

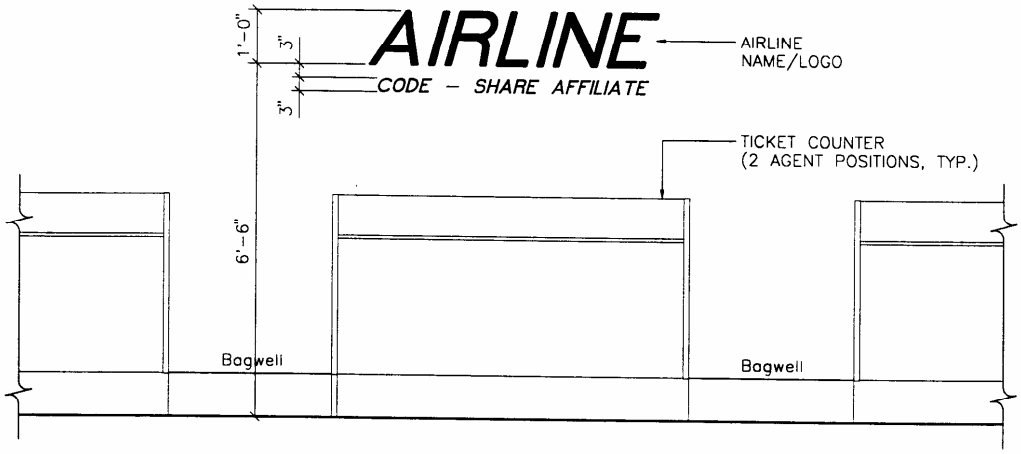
7.10.4 All signs on buildings facing the airfield will meet DOA architectural design standards and be approved through the Tenant Improvement review procedure.

7.10.5 Street address signing (see Illustration 7H) along major thoroughfares (such as John F. Kennedy Blvd. and Will Clayton Parkway at IAH) must conform to the following:

- Sign face: 8'-O" (long) x 3'-O" (high)
- Bottom of sign face-. 8" above ground
- Base, 8" (high) x 6'-O" (long)

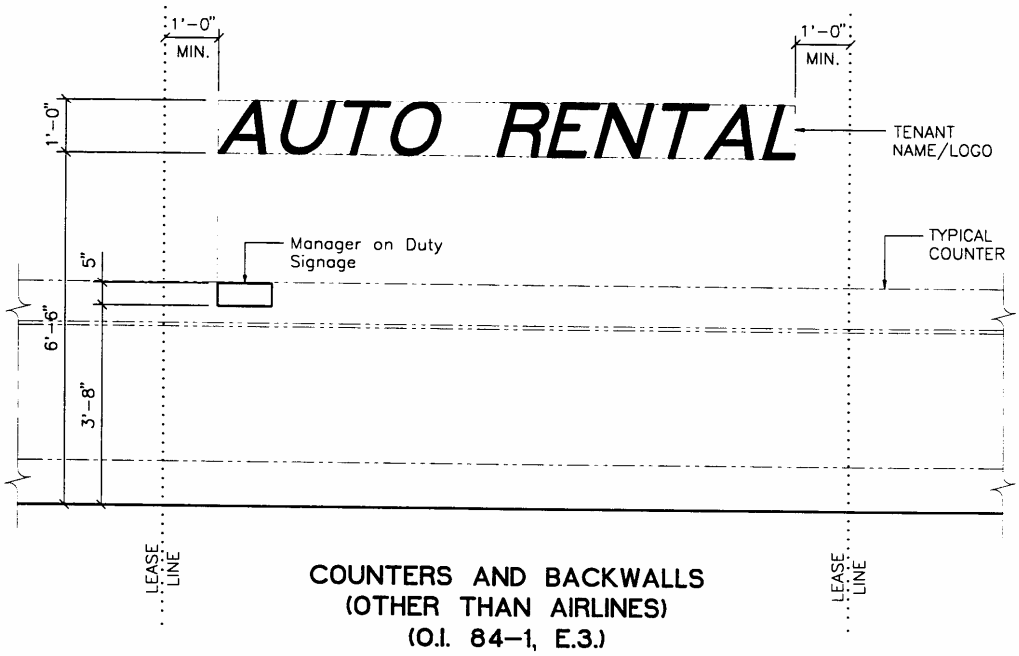
- Sign face- Black
- Numerals: I'-6" high white Helvetica Medium (system alphabet)
- Location: Perpendicular to line of curb of thoroughfare at dimension approved by DOA PDC
- Design Division

FOUR (4) PAGES OF FORMS WILL BE INSERTED HERE



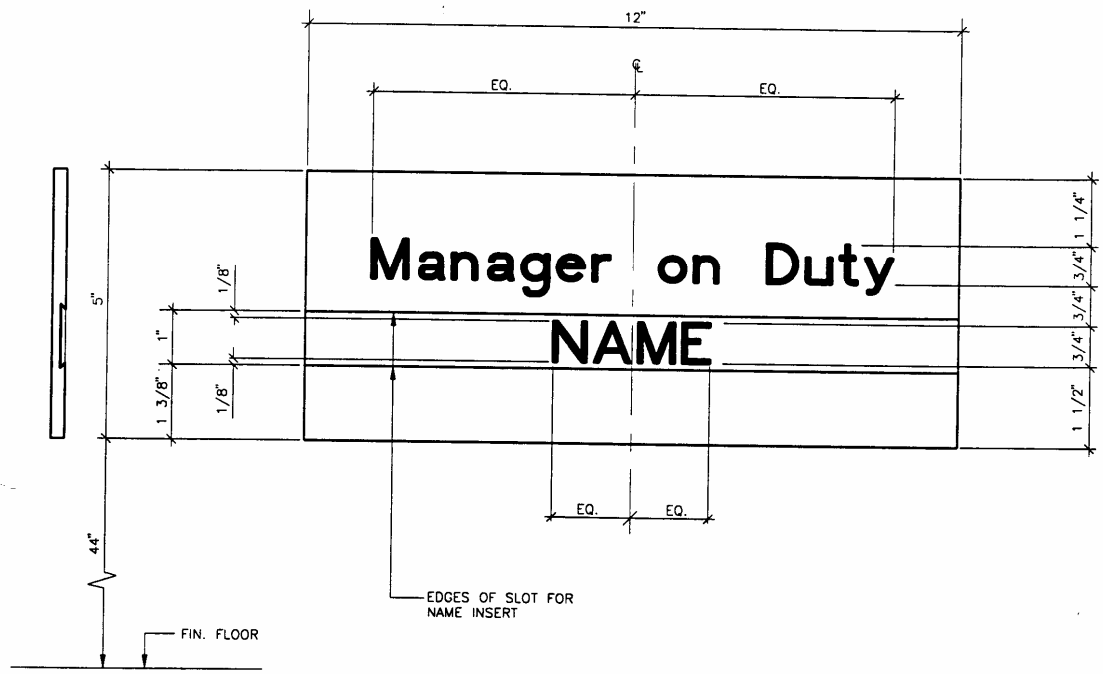
AIRLINE TICKET COUNTERS, CHECK–IN COUNTERS AND BACKWALLS (O.I. 84–1, D.4. & D.5.)

Illustration 7 A



COUNTERS AND BACKWALLS (OTHER THAN AIRLINES) (O.I. 84–1, E.3.)

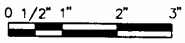
Illustration 7 B

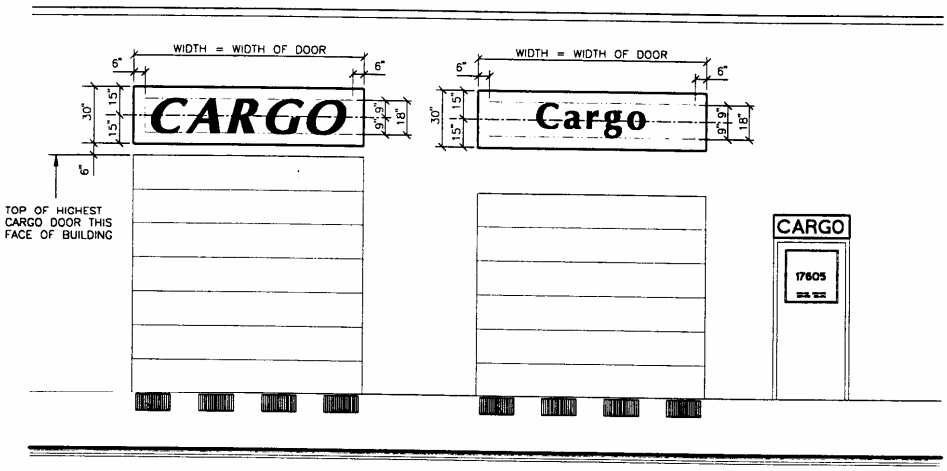


AUTOMOBILE RENTAL AGENCY
MANAGER ON DUTY SIGNAGE

(O.I.84–1, E.3)

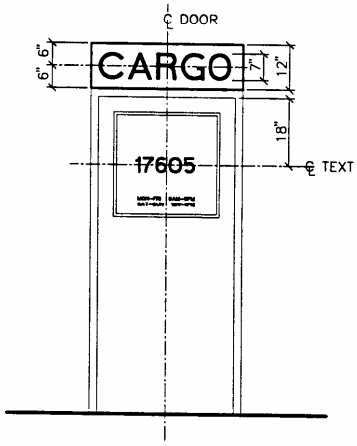
Illustration 7 C





IAH NORTH CARGO AREA
SIGNAGE OVER CARGO DOORS
(O.I. 84–1, B.2. & B.3.)

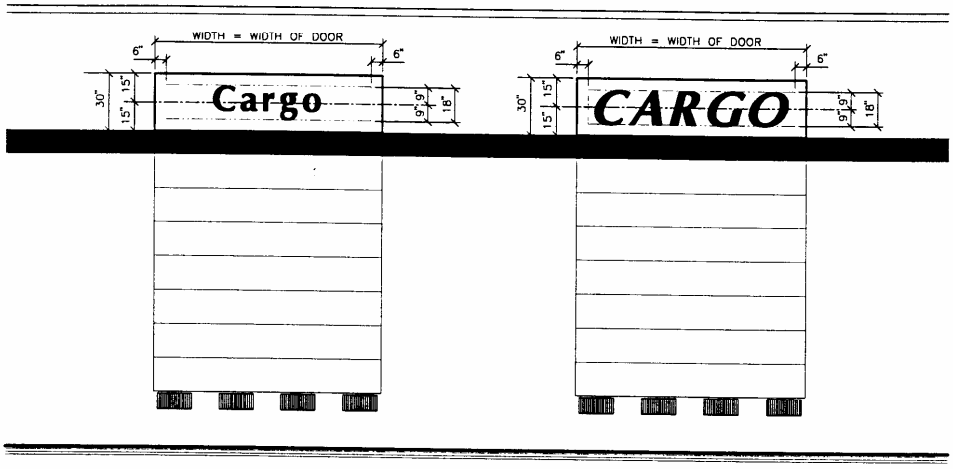
Illustration 7D



IAH NORTH CARGO AREA
PERSONNEL DOOR SIGNAGE
(O.I. 84–1, B.4. & B.5.)

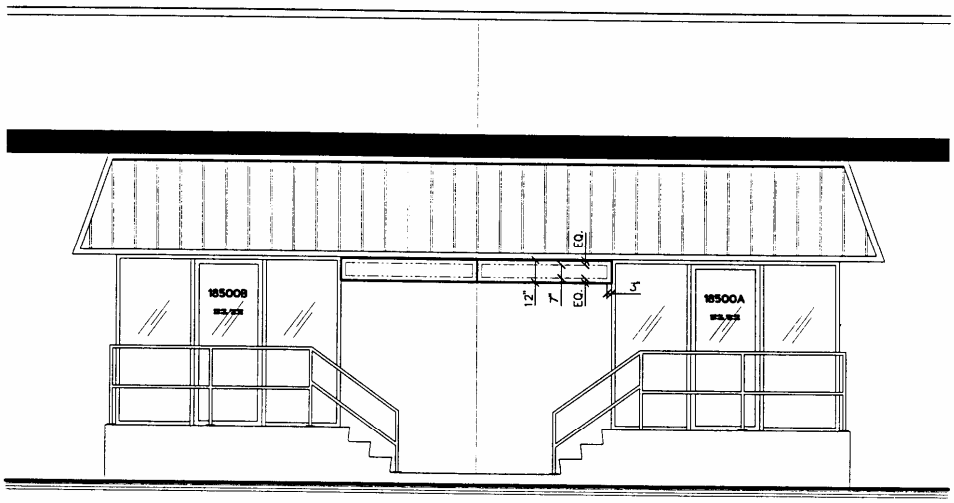
Illustration 7 E

DI–57



IAH EAST CARGO AREA
SIGNAGE OVER CARGO DOORS
(O.I. 84–1, B.2. & B.3.)

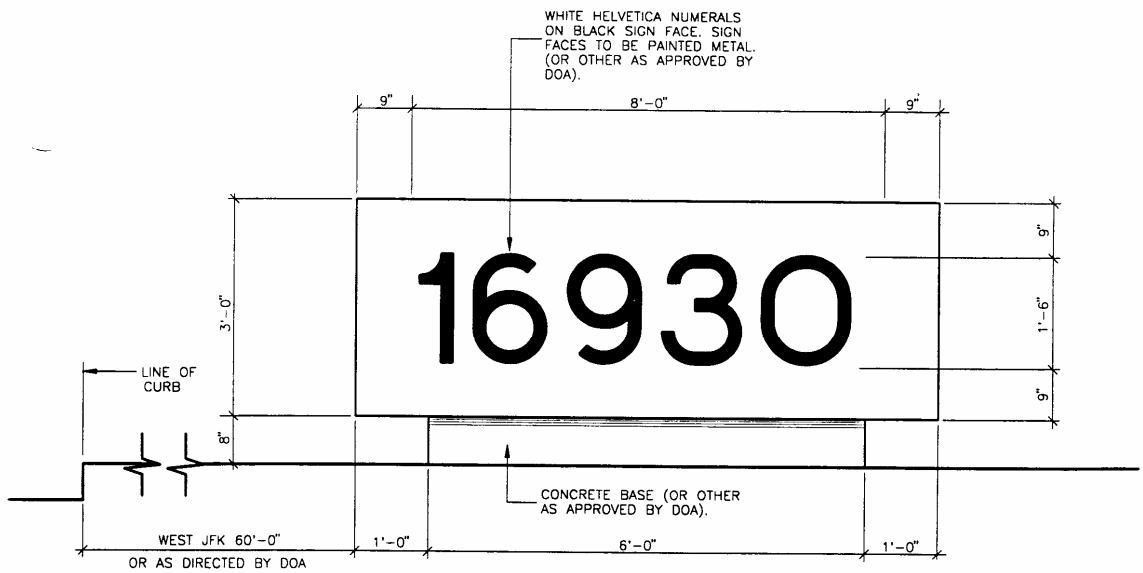
Illustration 7 F



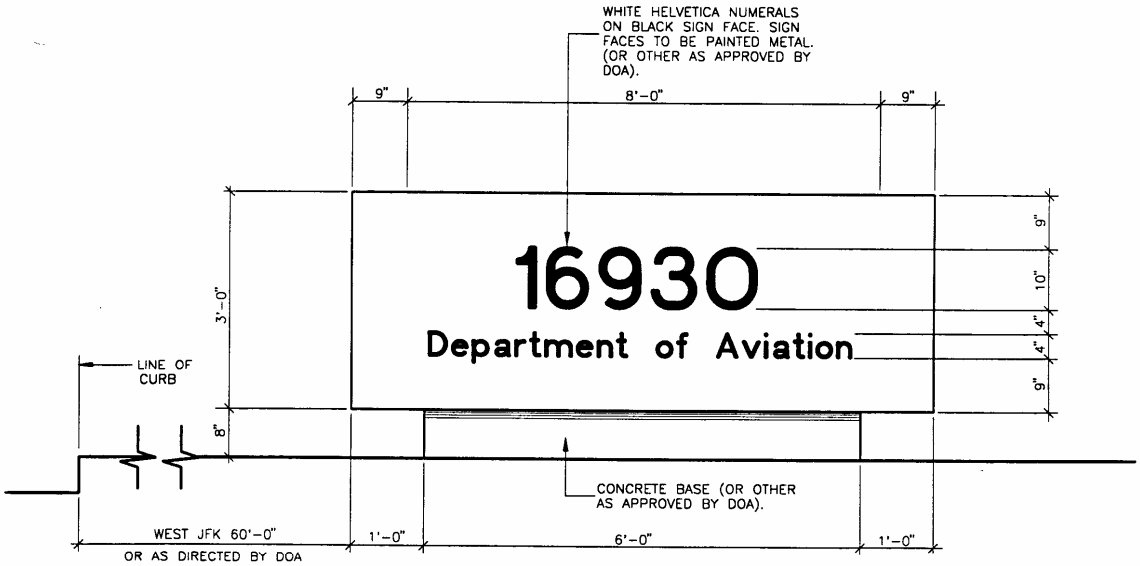
IAH EAST CARGO AREA
OFFICE ENTRANCE SIGNAGE
(O.I. 84–1, B.4. & B.5.)

DI–57

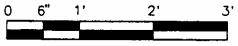
Illustration 7 G



OR



STREET ADDRESS SIGNAGE



(7.10.5)

Illustration 7.H