

SECTION 00702

SIGNAGE AND GRAPHICS

PART 1 GENERAL

1.01 SIGN GRAPHICS DESIGN

- A. Tenants should use a professionally trained graphic designer to develop signage, graphics and corporate identities. These professionals shall communicate competently on issues of contrast, legibility, typefaces, viewer recognition factors, proportion and semantics of visual communication.
- B. Signs shall be consistent with the ambiance and scale created by the architectural design of the Ted Stevens / Anchorage International Terminal Complex. Signs should be an art form.
- C. Should incorporate graphic symbolism of trade name or merchandise rather than written copy.
- D. Variety and individuality within each Tenant's signage program, throughout the airport concourse, and in other Tenant areas will be emphasized.
- E. Signs shall be coordinated with other signs within the Tenant's space.
- F. Signs for Tenant facilities shall be an integral part of the storefront design.

1.02 SIGN LOCATIONS

- A. Tenant signs are located either within the Tenant space or are two sided blade signs above the Tenant space.
- B. Regulatory and temporary signs are provided by ANC and Tenants throughout the Terminals.
- C. Tenant signs shall be placed in locations that minimize accidental damage.
- D. Signs that are mounted with their leading edges at or below 27 inches above finished floor may protrude any amount.
- E. Signs or graphic elements that project from a wall into an area with their leading edges between 27 inches and 80 inches above the finished floor shall project no more than four inches. (1341.0424, Subpart 1 ADAAG 4.4.1)
- F. A minimum 80" clearance is required in public areas for the safety of persons walking under signs.

1.03 DIRECTIONAL AND INFORMATIONAL SIGNS

- A. ANC provides directional and informational signs within the Terminals. No other signs shall block or interfere with directional or informational signs.

1.04 TENANT SIGNS

- A. Tenant Signs shall have distinct color and identity different from the directional and informational signage.
- B. Tenants are encouraged to display a strong image, an advertising type storefront sign above their space or entry. Signs are subject to ANC approval.
- C. Tenant Signs, except blade signs, shall be parallel to the path of passenger traffic.
- D. Blade signs.
 - 1. Shall be located on columns perpendicular to each Tenant space.
 - 2. Blade signs within a public area shall be externally illuminated.
 - 3. Blade signs shall be installed perpendicular to the path of passenger flow.
 - 4. Blade signs shall incorporate only the Tenant name, standard symbol, or logo. No product or advertising copy shall be included on a blade sign.
 - 5. ANC will provide the blade sign frame, external light fixtures and the power source.
 - 6. The Tenant shall provide the blade sign panels and Tenant graphics.
 - 7. ANC will regulate the blade type signs as to size and image approval.

8. The location will be selected by ANC and shall not interfere with directional and informational type signs.

1.05 REGULATORY SIGNS

- A. The goal is to minimize the confusion within the airport by minimizing the number of variables associated with communicating required information to the traveler.
- B. It is the responsibility of each airline to provide regulatory signs required by federal regulations and any others required in the future by federal or other applicable regulations.
- C. Consolidation of different signs into various combinations for a single display is recommended. Consolidation will result in reducing replacement and inventory costs, create a uniform presentation of the information, and establish a central control for future sign changes.
- D. The background color of regulatory signs shall be gray matching Pantone #5635 with matte white Helvetica letters and sign border similar to the International Symbol Border. The surface shall have a matte finish.
- E. Regulatory signs are illuminated utilizing ambient light.
- F. Regulatory sign attachments shall be blind fastener to the counter face, backscreen or sidewall.
- G. Regulatory sign size is dictated by the sign contents, type size and border.

1.06 ADVERTISING SIGNS

- A. Advertising signs are coordinated through ANC Leasing & Properties Management and are installed by ANC's exclusive advertising vendor.
- B. Advertising Signs may be internally and/or externally illuminated.
- C. They shall be wall mounted and a structural engineer shall approve the mounting method employed.

1.05 TEMPORARY SIGNS

- A. All temporary signs shall be approved by ANC and approved for a specified duration of display, location, use and quantity prior to being placed in the Tenant space.
- B. Temporary signs are restricted to the interior of the Tenant space.
- C. Any temporary signage which can be viewed from public areas shall be designed, constructed and executed with quality and professional standards of fabrication.
- D. May not be adhered to any glazing or to the building structure.
- E. May only be in place for a limited period of time.
- F. Airline Tenants may display promotional materials within hold room or gate lobby areas only, and within approved display systems.
- G. All temporary signs shall be in ANC standardized displays or frames.
- H. Freestanding placard signs will be permitted with ANC approved stands only.
- I. Freestanding floor signs shall not be placed within the first five feet of a store.
- J. Temporary signs shall be externally illuminated and rely on ambient light.
- K. Temporary signs should be made from a foam core panel, which in turn is adhered to the object or area in question using foam tape on the backside.
- L. Low contrast complex images or improperly scaled lettering shall not be used.
- M. No cardboard, paper, plastic film or sheeting signs, stickers or decals shall be placed on storefront glazing, structure or millwork.
- N. Tenants may not paint or adhere permanent or temporary decals, artwork or signing indicating product line, credit card acceptability, boarding restrictions, FAA Compliance or security system warnings to windows or columns in the public view.

1.06 TEMPORARY SEASONAL SIGNS AND DECORATIONS

- A. The following lists the current pre-approved U.S. Holidays and event seasonal display time frames:
 - 1. Halloween Month of October
 - 2. Thanksgiving Month of November
 - 3. Christmas/Hanukkah Months of December and January
- B. Holiday/Seasonal decorations must be within the Tenant leased areas.
- C. No decorations shall be attached from the ceiling within the public concourse, terminal area or hung from the openings of retail or concession entrances.
- D. No illuminated decorations or lights shall be used anywhere in any public counter areas.
- E. Live Christmas trees shall not be used.
- F. Airline tenants with backwalls may have decorations attached anywhere on the backwalls and doors, as long as the decorations do not reduce the aisleway or door width and the methods of attachment meet approval.
- G. Seasonal decorations may sit on the floor or furniture behind the counters.
- H. Seasonal decorations such as plants may sit on the counters. One per counter section or one per 8 feet of counter. No other decorations may be attached or sit on the counter. The maximum height of the decoration shall not exceed 18" including container.

1.07 BROCHURE RACKS

- A. All promotional brochure racks shall be built into the gate podium, backwall or other acceptable fixture system approved by ANC.

1.08 SIGN ILLUMINATION

- A. Tenant signs can be internally or externally illuminated and shall not be of a greater illumination than directional signs.
- B. Blade signs shall be externally illuminated with the light fixture and armature provided by ANC.
- C. The approval for the method of illumination will take into consideration of the level of illumination for the finished sign or graphic and if externally illuminated the appearance of the light fixture and any armature required.
- D. No exposed lamps or tubing shall be used.
- E. All electrified signs shall bear the Underwriters Laboratory's label.
- F. All electrified sign installations shall comply with all local building and electrical codes.
- G. No exposed raceways, crossovers, or conduit will be permitted.
- H. All cabinets, conductors, transformers and other equipment shall be concealed.
- I. Electrical service to all signs shall be on the Tenant's electrical meter.
- J. Neon can be an acceptable signage element when used creatively and in conjunction with other design elements.
 - 1. Where neon is approved for use, it shall be used in a subtle and tasteful manner at the opinion of the ANC.
 - 2. Overwhelming colors such as bright red, which discolors adjacent storefronts and the Airport Concourse, shall not be allowed. Where such colors are installed they shall be removed at the Tenant's cost, even when previously approved by ANC.
 - 3. Neon Lighting may only be utilized for the name identification, log or graphics of the Tenant in question.
 - 4. Exposed neon lighting shall only be utilized in the sign ban over a retail tenants space (which shall be 8'-0" AFF or greater).
 - 5. Tenant with neon signs shall be responsible for their maintenance and repair. In the event the neon sign becomes broken or malfunctions in any way, it shall be removed immediately by the Tenant and the sign fascia shall be repaired within thirty days.

1.08 PROHIBITED SIGNS AND MATERIALS

- A. No animated, flashing, or audible signs will be permitted, exceptions: information kiosks, TV monitors without sound within the Tenant space perpendicular to the concourse and ten feet back from lease line.
- B. No hand painted, lettered or handcut stencil signs shall be used, outside or inside the Tenant spaces.
- C. Televised, electronic and video displays are not allowed within 10' of the Tenant's lease line when directed toward public circulation. (Except approved FIDS and e-ticketing machines.)
- D. Materials used in all signage & graphics shall be non-glare to avoid reflections from external light sources.

PART 3 EXECUTION

3.01 INSTALLATION

- A. All signs shall be installed by a professional sign vendor. All signs requiring power shall be installed by a licensed electrician.

TENANT BLADE SIGN

STATE OF ALASKA
DEPARTMENT OF TRANSPORTATION
AND PUBLIC FACILITIES



Ted Stevens
Anchorage
International Airport

NOT TO SCALE

PLOTTED: FEB 02 2003

AIRPORT ENGINEERING

