



Dallas Airport System

Capital Development Program Division

June 1, 2018

DAS Sign Standards

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General Information

Introduction

People looking for destinations and information require signs—text and graphic elements to guide them. In a civic environment such as Dallas Airport System (DAS), signs identify traffic routes, buildings, facilities and activities. These are all elements which communicate information.

Graphic elements are an integral part of the visual landscape at DAS—the image overlap of two and three dimensional forms together make up our civic architecture. It is important that these elements, which identify and inform, be visually integrated to their site and structure.

The DAS Tenant Signage Standards are designed to promote a well-integrated, complete signage program that will help the public use the airport efficiently and with minimum confusion. These standards cover both exterior as well as interior signage for all of the property under the DAS jurisdiction.

These Standards will function as an efficient reference source, while at the same time promote tenant signage that is attractive and utilizes colors and materials that are compatible with its surroundings.

Please note that these Tenant Signage Standards are not applicable to concession signage. For concession signage information, refer to the DAS Concession Design Guidelines document dated August 2011.

Purpose & Intent

Intent of Tenant Signage at DAS

Tenants are encouraged to be expressive and imaginative when designing signs to aid the public in using airport facilities efficiently and with a minimum of confusion. In short, the acceptable criterion for each sign is that it addresses the immediate needs of airport users.

The intent of signage is to provide adequate direction so that the sign systems will:

1. Provide an effective source of needed information.
2. Maintain quality of design that is compatible with the aesthetics of DAS. Great importance is placed on good taste, originality and fine materials.
3. Be attractive and use colors and materials that are compatible with the design of individual terminals.

Advertising is allowed on an annual exclusive contractual basis. Inquiries are to be directed to:

Concessions Manager
Department of Aviation
8008 Herb Kelleher Way LB 16
Dallas, Texas 75235
Phone 214-670-6051
Email robert.miville@dallascityhall.com

Purpose of the Tenant Signage Standards

The Tenant Signage Standards establish conformance criteria for all tenant signage proposed for existing, new and remodeled facilities under DAS jurisdiction at the airport and its environs. They are meant to provide the guidelines for tenant signing in these areas.

The Standards will be periodically reviewed by DAS and are subject to revision at its discretion. Tenants will be notified of revisions to the Standards. All tenants are encouraged to submit suggestions for improvements to:

Senior Program Manager
Capital Development Program
Department of Aviation
7555 Lemmon Avenue
Dallas, Texas 75209
Phone 214-671-1899
Email anthony.andrews@dallascityhall.com

Procedures

Sign Submittal & DAS Approval

Tenants are required to follow the submittal process for all proposed signs as detailed in the Design Review Process Section of these standards. All tenant signs must have the written approval of the Senior Capital Development Program Manager, prior to installation. New, changed or renovated signs must conform to these guidelines.

It is understood that any signs not having the express written approval of the Senior Program Manager of AVI Capital Development will not be installed. Any existing installed sign not having the approval of the Director of Aviation or the designee shall be removed.

If any existing sign exceeds the limitation stated in the standards, but has been previously approved by DAS, that sign shall be allowed to remain installed. However, if there is to be a change, modification, renovation or relocation in any way involving previously approved and installed signage, DAS shall require that this signage be upgraded to conform to the current standards.

Temporary signs must be submitted for review to the Capital Development Senior Program Manager prior to installation. Refer to the “Temporary Signs” information in the Standards & Regulations section for details.

Review & Compliance

All signs are subject to periodic reviews by DAS to insure compliance to these standards. Signs will be inspected for content compliance and to insure that the minimum sign fabrication quality is maintained. This will include sign structure, paint or finish, and applied materials, i.e., plastics, vinyl lettering, fasteners, etc. Internally illuminated signs will be checked for proper working order before final acceptance.

In the event that an existing sign is found to be out of compliance with these standards, DAS will notify the tenant with a written notice. The tenant is required to remove and refurbish the sign up to or exceeding the quality of the original permitted condition according to the guidelines described in the Regulation Enforcement section of these standards. If the tenant’s sign does not satisfy permitted condition standards at the end of the prescribed adjustment period, DAS reserves the right to directly resolve the matter by removing it and billing all costs to the tenant.

Standards & Regulations

Sign Regulations

Responsibility & Intent

1. Signage in public areas is the responsibility of DAS. Signage within leased areas is the responsibility of the tenant.
2. All signs shall be of an informative nature designed to meet the immediate needs of the public. Signs of an advertising or promotional nature, including contact information, are not permitted.
3. Freestanding or pole-mounted signs are used for information and directional information only.
4. All signs shall meet all federal and local safety standards and code requirements, including all ADA Guidelines.
5. Signs not covered in these standards are to be considered prohibited. Exceptions may be granted if such additional signage serves the public and is approved by the Capital Development Senior Program Manager

Sign Placement

1. No signs shall be permitted on doors or windows except those required to meet safety standards. Some exceptions are noted in these Standards.
2. No signs shall be permitted on the roof of any building. This regulation also applies to any structure atop a building, such as ticketing building pylons.
3. All signs are to be surfaced-mounted within the architectural elevation of the premises unless otherwise approved by DAS.

Illumination

1. Only individually mounted, internally illuminated letters, pin mounted and back washed letters are acceptable. Cabinet signs are allowed only on permanent installations.
2. No exposed neon, animated, or flashing signs are permitted. Internally illuminated signs shall be kept to a minimum using translucent acrylic diffusion to control the brightness.
Illuminated signs will be allowed only in specific circumstances mentioned in the text of these standards. All illuminated signs shall meet all code requirements and bear the label of the Underwriters Laboratories, Inc.

Sign Regulations

Assemblage

1. No exposed can, raceways, or crossovers shall be permitted.
2. Capital Height (Cap. Ht.) is defined as the distance from the top of a capital letter form to the bottom of the same letter form. Capital Height when applied to number forms is measured as the distance from the top to the bottom at the tallest numeral.
3. Letter area height is defined as the distance from the top of the top line of the sign to the bottom of the last line of the sign. This also applies to the maximum vertical distance of sign artwork to include logo/signatures, copy, etc.
4. Copy application must be achieved by screen process or cut-out lettering appliqué only.
5. Reference is made within the text of these Standards to the term “corporate signature”. This is defined as the company’s name in recognized style and form, and/or the company’s logo.

Acceptable Materials

1. Porcelain enamel on aluminum or aluminized sheet steel
2. Anodized aluminum
3. Paint on aluminum—paint must be linear polyurethane for all under coats and top coats
4. Acrylic and fiberglass with satin finish only

The materials listed above are not acceptable for illuminated signs.

Unacceptable Materials

1. Rustic, unfinished or distressed wood
2. Rustic stone or brick
3. Plastic
4. Any oxidizing metal
5. Clay
6. Simulated or faux finishes



Figure 2a: Capital height

Sign Regulations

Fabrication & Installation

The fabrication and installation of all signs shall be of a permanent nature using established methods and quality materials and hardware. Only high quality workmanship performed by qualified tradespeople will be permitted.

Attachment hardware and connections of all signs must be non-corrosive and engineered to insure public safety.

Fabrication and installation must comply with all applicable City of Dallas Building and Sign Codes.

Maintenance

Tenants must maintain each approved sign in a neat, clean, orderly and safe manner. Failure to maintain an approved sign shall result in revocation of approval and subsequent removal.

DAS Standard Fonts

Exterior Signage

The DAS approved the font for exterior signs at Dallas Love Field (DAL), Dallas Executive Airport (DAE) and the Dallas Vertiport (49T) to be Helvetica Bold Condensed.

Interior Signage

Helvetica Medium is the font standard for interior way finding signs for all DAS airports.

The approved fonts should be used as the default typefaces respectively for all directional and secondary text on signage where the tenant's corporate font is not used.

Helvetica Bold Condensed

**abcdefghijklmnopqrstuv wxyz 0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ [!@#\$%^&*(")?]**

Helvetica Medium

abcdefghijklmnopqrstuv wxyz 0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ [!@#\$%^&*(")?]

Figure 2b: The DAS approved fonts.

Sign Regulations

Applicable Code Requirements

The tenant shall have sole responsibility for compliance with all applicable federal, state, and local building codes, ordinances and other jurisdictional regulations including, but not limited to, the following:

- a. City of Dallas Building Code
- b. City of Dallas Fire Code
- c. City of Dallas Department of Public Works

Access for the disabled shall be provided, as required by Americans with Disabilities Act of 2010, and any and all other applicable statutes, rules, regulations, codes and ordinances.

The tenant shall be responsible for submitting the construction documents to the City of Dallas Department of Building Inspection and other agencies for plan review, approval and for securing the necessary building permits.

Planning

Signing Classification

All wayfinding elements and/or designs in this Standard shall be defined as Directional, Information / Identification or Regulatory.

Terminology

To provide consistency in all elements of the signage system, the written legends must be carefully considered and uniform displays of a given subject displayed. In order to accomplish this, the Standard provides a specific vocabulary of terms.

Terminology and/or nomenclature to be used on the signage elements identified in this Standard shall be as follows, including but not limited to:

Roadway Legends:

- FAA Parking
- Freight Parking
- General Aviation
- Fuel Farm
- ARFF Building
- Airport Parking - Surface
- Garage Parking, A & B
- Authorized Parking
- Arriving Passengers
- Departing Passengers
- Rental Car Return Companies
- Terminal Return
- Airport Exit
- Regulatory Legends
- No Parking
- Speed Limit Signs
- Stop Signs
- Crosswalk
- Clearance X'-Y'' (Vehicular at structure)
- Loading Only
- Left Turn Only (Vehicular)
- Right Turn Only (Vehicular)
- Department of Aviation

Sign Regulations

Typography

The Helvetica family of typefaces has been chosen as the principal typography to be used for the DAS airports signage elements.

Helvetica Bold is to be used for all directional legends; Helvetica Medium for regulatory legends and informational legends.

Helvetica Bold is used on certain signs to highlight information, or as a “stand alone” alphanumeric designation.

Helvetica Medium is used for secondary information, regulatory copy, information copy and information listings.

No substitution of typography will be permitted.

Color

The sign system discussed in this Standard is for the most part, designed to function monochromatically. The prime reason is the wide range of environments, locations, illumination sources and qualities in which the sign elements must function. Due to this vast range of color rendition, the reliance on color as a primary means of direction or identification communication would be inconsistent at best.

As a result, this Standard identifies color as a supplement to the wayfinding and signage system visual components, one which further assists in the conveying of this basic directional, identification and regulatory information.

Colors utilized in the overhead and double post implementation project are as follows:

Color No. 1:	White
Color No. 2:	Black
Color No. 3:	PMS #286C (Dallas Blue)
Color No. 4:	PMS #012C (Yellow)
Color No. 5:	PMS #468C (Beige)
Color No. 6:	PMS #491C (Rust Red)
Color No. 7:	Interstate Blue (TXDoT STD)
Color No. 8:	Interstate Red (TXDoT STD)
Color No. 9:	Love Field Red
Color No. 10:	Interstate Green (TXDoT STD)
Color No. 11:	PMS #479C (Mocha)

Sign Regulations

Pictograms

Pictograms are graphic representations of messages or functions. Pictograms are to be used in the signage system in very limited ways on the Airport roadway systems.

The Sign Face Layouts which follow this section show pictogram usage for a variety of sign types.

Pictograms will always be displayed as a “positive” image, that is, a dark (or color specified) image on a white pictogram panel.

In those instances where a pictogram is displayed on a sign panel with a light background color, the pictogram panel will have a thin black outline describing the specified shape and size. This is to visually separate the white (required regardless of the background color) pictogram panel from the light sign background.

When sizing pictograms on the sign panels, they should never be smaller than the “Letter Height” of the Legend which accompanies the pictogram, not larger than 1.5 times the legend “Letter Height”.

Arrow Forms

Arrow forms indicate direction of movement and are located as shown in the direction Sign Face Layouts section which follows.

There are two arrow form designs used on the signage identified in this Standard. Both are designed to be optically correct when displayed together. As a result, no modifications will be permitted.

The normal arrow form shall be used in up, down, left and right orientations. The diagonal arrow form shall be used in upper-right, upper-left, lower-right and lower-left orientations. Normal arrow forms shall not be used in a diagonal orientation and diagonal arrow forms shall not be used in a normal orientation.

When sizing arrow forms on the sign panels, the arrow box should be 1.5 times the legend “Letter Height”.

Regulation Enforcement

All tenants must obtain written approval from DAS for each sign. Any sign installed without the written approval of DAS shall be removed.

Upon notification of the demand to remove a non-conforming or non-permitted sign, the tenant must

- remove a permanent sign within 14 days
- remove a temporary sign within 5 days.

If the tenant does not remove the sign in the allotted time, DAS will remove it and any expenses for this service will be paid by the tenant.

As already stated, previously approved existing signs that do not conform to these Standards shall be allowed to remain installed. However, if there is to be a change, modification, renovation or relocation in any way involving previously approved and installed signage, DAS shall require that this signage be upgraded to conform to the current Standards.

Tenants may change or alter an existing permanent sign only with the written approval of DAS. Any sign modifications will be the responsibility of the tenant. If leasehold improvement is modified, DAS shall require the signage to conform to the current sign codes.

All tenant signs are subject to discretionary periodic reviews by DAS.

DAS Wayfinding Signs

Airport wayfinding signs are the sole jurisdiction of DAS. Included in this sign category are roadway signs, parking structure signs, terminal under-canopy signs located along the upper and lower level curbsides, the interior terminal wayfinding signs and directional signs in public buildings controlled by the Department of Aviation. All exterior wayfinding signs at DAS are limited to the generic DAS font, Franklin Gothic Demi. All interior wayfinding signs and identification signs for TDD stations, telephones, AED units, etc. are limited to the Helvetica Font. No logos or graphics will be displayed on DAS wayfinding signs. Pictograms are allowed.

Roadway and terminal under-canopy signs are the sole discretion of DAS. Designations not permitted on roadway and terminal signs include such terminology such as “First Class,” “Business Class,” “Group Check-In,” “Gold Member,” “Platinum Member,” “Executive Class,” “Economy Class,” etc.

All signage in the Federal Inspection Service Areas must be generic in nature. References to the U.S. Department of Agriculture, U.S. Department of Immigration and U.S. Customs Department must be removed since they exist under the umbrella of one government agency.

Where possible, each airline will be given its own sign can in front of the terminal in which it operates. When space is at a premium, it is DAS’s discretion to determine how best to utilize the space available.

Tenants may request directional text for display on DAS’s interior directional signs. Terminology is limited to text directing travelers to ticketing, the boarding gates, facilities and services offered to the public. Individual concessions or airline names are not displayed on terminal wayfinding signs.

Temporary Signs Requirements

Temporary signs may only be displayed after submittal to and approval by DAS. The following requirements apply to all types and conditions of temporary signs.

Terms and Conditions

1. All signs are subject to approval on a case-by-case basis prior to fabrication.
2. Approval to display is based on the proposed location and intent with a limited time permit.
3. Approved temporary signs may be visible for a term not to exceed 45 days.
4. No temporary sign may be visible for consecutive 30-day terms.
5. A period of not less than 60 days must elapse before another 30-day term may occur.
6. Sign content is restricted to information only. No advertising allowed.
7. Submittals must include scaled dimensioned drawings indicating copy, colors, fabrication method and materials, and a location map.

All submittals are due a minimum of 14 days prior to fabrication. Submit to:

Senior Program Manager
Capital Development Program
Department of Aviation
7555 Lemmon Avenue
Dallas, Texas 75235
Phone 214-671-1899

Email: anthony.andrews@dallascityhall.com

Typical Temporary Sign Types

Banners

1. Location: exterior and interior
2. Materials: canvas or vinyl with grommets
3. Size: typically 8 feet wide by 3 feet high

Sandwich Boards and A-Frames

1. Location: exterior only
2. Materials:
 - All materials must have a non-glare surface.
 - Laminated prints must be mounted to a substrate such as polystyrene foam core board, sintra type PVC board, lexan or plexiglass. Signs are limited to display in fair weather only.
 - Exterior grade board with painted, screen printed or vinyl copy.
 - All signs with reflective vinyl copy must be displayed on a reflective vinyl background with a reflective border using engineering grade or diamond grade vinyl.
3. Size: minimum 3 feet wide by 4 feet high. Size limitations subject to location review.

Stanchions

1. Location: exterior and interior covered areas only. Must be stored at the end of the day or usage period.
2. Frame/display area size: minimum 14 inches wide by 18 inches high, maximum 24 inches wide by 30 inches high.
3. Stanchion post: maximum 40 inches high.
4. Base size: minimum 14 inch diameter or standard “H” base.

Non-permitted Temporary Signs

The following signs and sign materials are not permitted and may not be displayed on a temporary basis.

- Photocopy paper signs
- Hand-written paper signs
- Paper banners
- Unlaminated signs
- Signs not approved by DAS’s Capital Development Program

Construction Signs

Construction signs must conform to the standards for temporary signs. Tenants must make a submittal for each construction sign. DAS approved construction signs may be visible during the period of construction only and must be removed within five days from completion of construction.

Promotional Signs

Signs or items of a promotional nature may be displayed only if such signs or items are first authorized in writing by the DAS Capital Development Senior Program Manager, or their designated representative, with the written understanding that such promotional signs or items are of a temporary nature

Terminal Exterior and Interior, Passenger Lounge, and Office Identification

Jetway

Description

Tenant corporate signature signs shall be permitted on jetway walls as permanently mounted panels.

Location

A primary signature sign panel may be attached to the exterior jetway wall section closest to the aircraft. Sign panel position is horizontally centered and 6 inches above center vertically.

Sign must be installed a minimum of 4 feet away from support yokes, power cabinets, or hydraulics and shall not interfere with the mechanical, electrical or physical operation of jetway.

No signs are permitted on top or below the jetway, on pivot unit or operator station.

Sign Size

The maximum panel dimensions are 4 feet square (4' x 4') and not more than 2 inches thick.

Image & Text Size

Image is limited to the corporate signature only; no additional copy, slogans or information.

Colors & Fonts

The image and text of the corporate signature colors only are permitted.

Materials

Sign construction is limited to a metal panel with painted or silkscreened graphics. No dimensional elements, illumination, windows, frames, attachments or cutouts are permitted. Fixture by concealed mechanical fasteners.

Quantity

One (1) sign is permitted per jetway side. Maximum total is 2 signs on each jetway.

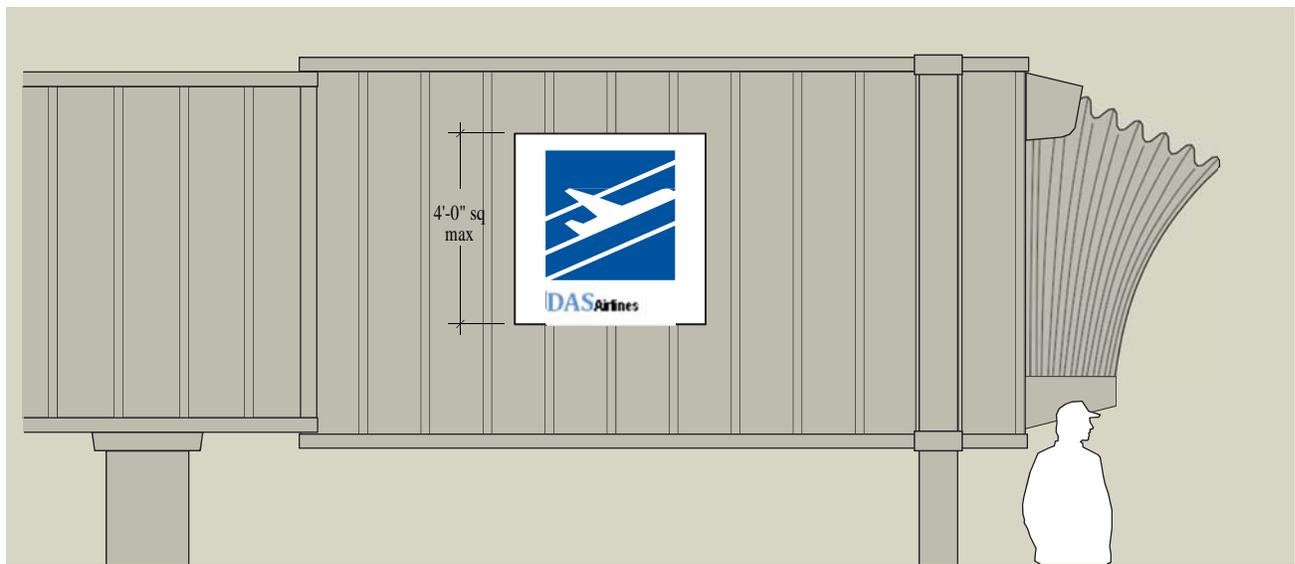


Figure 3a: Corporate signature panel sign on jetway exterior wall.

Queue

Description

Queue area signs are permissible on queue ribbons and stanchion toppers in tenant leased spaces only.

Location

- 1 Stanchion top signs shall be framed and firmly attached to the stanchion post top only. No queue area signs shall be permitted on—or attached to—other surfaces including floors, walls, structural supports, columns, and ceilings.
- 2 Copy on queue ribbons shall be printed graphics of one piece with the tape material. No signs shall be attached to the ribbon.

Sign Size

- 1 Maximum frame dimensions are 14 inches wide by 18 inches high.
- 2 The corporate signature height shall fit comfortably on the ribbon.

Image & Text Size

- 1 The corporate signature and accompanying text shall fit comfortably within a panel sign. Text shall not exceed a maximum capital height of 6 inches. A minimum 1-inch edge margin shall be maintained around the copy.
- 2 The signature height shall not exceed a minimum 1/4-inch edge margin above and below the copy.

Colors & Fonts

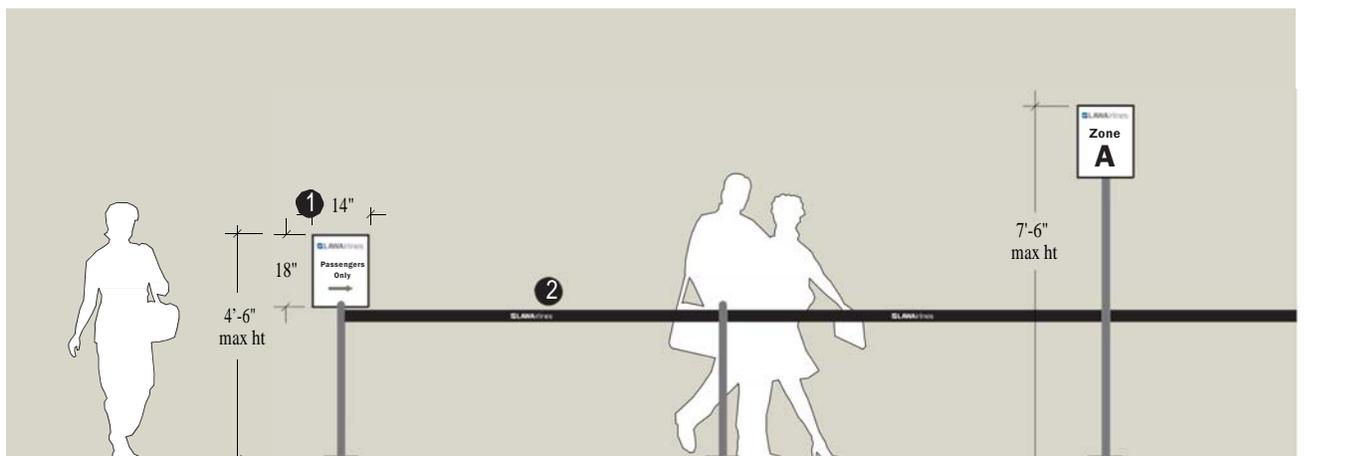
- 1 2 The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the DAS interior wayfinding font.

Materials

- 1 Standard frame as provided by manufacturer.
- 2 Screened copy on ribbon fabric.

Quantity

- 1 Maximum two (2) stanchion top signs at each queue position; one (1) per boarding zone lane.
- 2 One (1) signature per every 3 feet of ribbon.



Passenger Lounge Identification

Description

Passenger lounge identification signs are permitted at the entrance to the tenant's lounge.

comfortably within the display area and may not encroach a minimum 1-inch edge margin.

Location

Lounge identification signs will be located on the entrance door or wall immediately adjacent to it. No signs are permitted on walkways, windows, corridor walls, freestanding stanchions or structures.

Colors & Fonts

The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the DAS interior wayfinding font. Informational text shall be black or white only.

Sign Size

All signs must fit within a single area 2 feet wide by 2 feet high. ADA tactile and Braille copy are required. Whenever possible this sign shall incorporate an entry push button or card key.

Materials

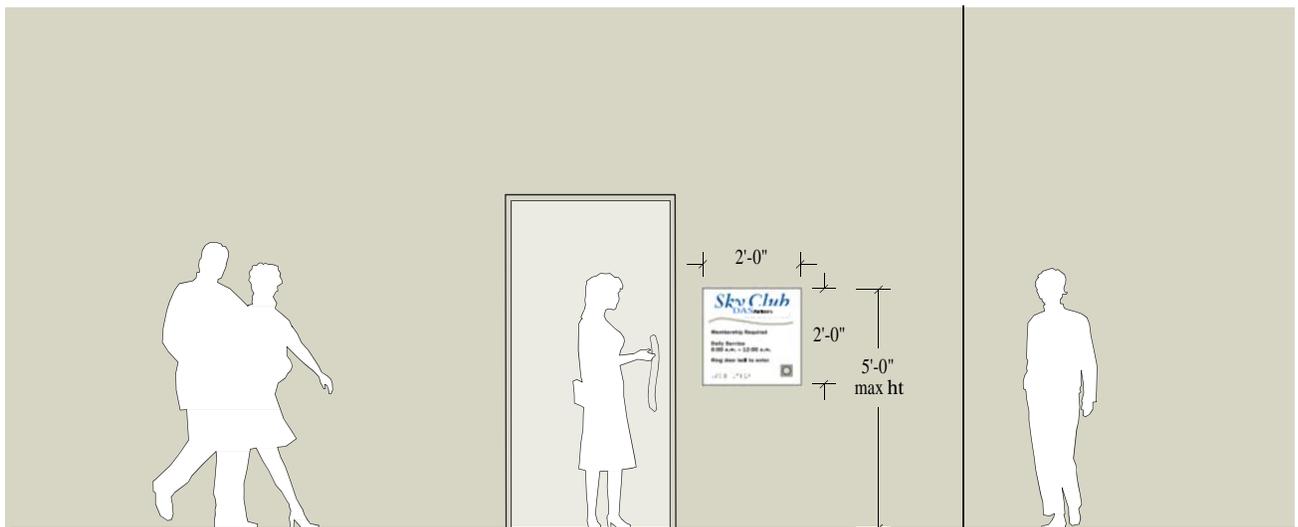
Acceptable materials are polished or brushed metal, painted aluminum or acrylic.

Image & Text Size

Copy shall be limited to the tenant's corporate signature and brief descriptive text such as service hours, phone numbers, etc. Copy shall fit

Quantity

One (1) sign per entrance.



Office Identification

Description

Tenant identification may appear on room identification signs.

Location

A room identification sign is required at each doorway to tenant leased interior spaces.

Sign Size

The sign size shall not exceed 8 inches by 10 inches.

Image & Text Size

Room identification signs must conform to all ADA and local code requirements for copy size and tactile messages.

Colors & Fonts

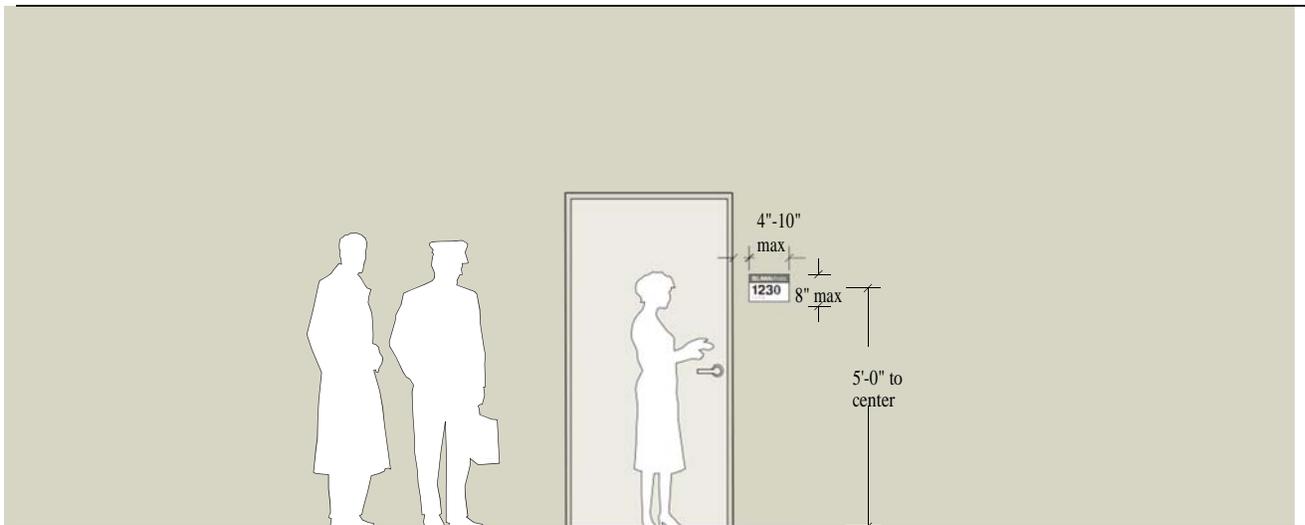
The colors and fonts of the corporate signature are acceptable. Informational text shall be white or black only and use the fonts of the tenant's corporate guidelines or DAS interior wayfinding font. Tactile messages must conform to ADA requirements.

Materials

Acceptable materials are polished or brushed metal, painted aluminum or acrylic.

Quantity

One (1) sign per entrance.



Office, Cargo, and Warehouse

Restrictions

Exterior Signage

Tenant office and warehouse buildings under DAS jurisdiction are subject to the following restrictions.

1. Architectural elements should be utilized for sign application when possible, i.e., header, soffit, fascia, parapet.
2. Where possible, signage to be positioned at parapet, but not to extend above or below.
3. All signs must be permanently mounted, using individual letters only.
4. Individually mounted, internally illuminated letters are required for master and sub-tenant signage.
5. Lettering is limited to corporate name or corporate name and “Express,” “Air Cargo,” “Air Freight” or “Transfer” provided that they are registered corporate identities.
6. Where possible, all sign information should be located above roll-up doors.
7. No signage is permitted on bay or roll-up doors.
8. All roll-up doors in bays must be the same color.
9. Bay identification number(s) shall be allowed over each bay. The maximum height is 9 inches.
10. Signage mounted above a bay must be centered directly over the bay. Sign width cannot exceed the width of the bay.
11. When two or more bays are represented by the same sign, one sign shall be centered between the two bays, if possible.
12. No temporary attachments shall be permitted.
13. No stenciling shall be permitted.
14. No plaques or painted on numbers; numbers must be cut out, individually mounted.
15. No window signs shall be permitted.
16. No roof signs or signs mounted on top of parapet shall be permitted.
17. No vertically mounted lettering is permitted.
18. Signage may not violate an architectural feature or extend beyond a vertical architectural feature or fascia.
19. No signage on awnings or canopies is permitted.
20. No paper, handmade or hand lettered sign shall be permitted.
21. If sign is positioned within 3 feet of architectural elements such as doors or windows, it must be centered over that element and may not extend above, below or cover it in any way.
22. Signs shall not exceed the width of any vertical architectural element, wall, or façade exists.
23. “No Parking” signs may repeat where necessary, but must be located individually and may not overlap or extend on to any other signage or architectural feature

Tenant Sign Types

Permitted Tenant Signs

Tenant office and warehouse buildings may include a corporate signature sign and a regulatory or informational sign as needed (Figure 4a). Multiple occupant buildings with a tenant and one or more sub-tenants may include a corporate signature sign and a regulatory or informational sign for each occupant. (Figure 4b). Refer to the Tenant and Sub-Tenant standards on the following pages for details.



Figure 4a: **Tenant Building**

- ① Primary tenant corporate signature
- ② Secondary corporate signature with service text
- ③ Regulatory or informational sign



Figure 4b: **Multiple Tenant Building**

- ① Primary tenant corporate signature
- ② Secondary corporate signature with service text; tenant service sign
- ③ Regulatory or informational sign

Tenant Standards

Description

Corporate signature signs and a regulatory or informational sign are permitted on tenant office and warehouse buildings. These signs must be reviewed by DAS on a case-by-case basis.

Location

- 1 The tenant's corporate signature sign may be placed on any side of the building. The sign must align with a vertical or horizontal architectural feature where possible.
- 2 The tenant's corporate signature may be installed above a warehouse bay door.
- 3 A regulatory or information sign is permitted as needed for building operations.

Sign Size

Refer to the tenant building size diagrams in this section for visual reference.

- 1 Refer to the Tenant Signature Sign Size chart in these Standards to determine primary corporate sign size. *(Figure 4e)*
- 2 Tenant corporate signature signs above a bay door may not exceed 8 feet in width or the width of the bay door, whichever dimension is less. *(Figure 4e)*
- 3 Tenant informational signs must not exceed 8 square feet in area.

Image & Text Size

- 1 2 Refer to the Tenant Signature Sign Sizes chart in these Standards. *(Figure 4e)*
- 3 Maximum capital height for regulatory or information signs is 6 inches. No corporate signature is allowed on this sign. *(Figure 4e)*

Colors & Fonts

The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the DAS exterior wayfinding font.

Materials

- 1 2 Dimensional copy of fabricated aluminum and acrylic.
- 3 See the approved materials list and general restrictions in these Standards.

Quantity

- 1 2 A maximum of two (2) master tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 3 No more than one (1) per structure is permitted.

1 2 3 See Figures 4a, 4b, 4c.

Signature Sign Sizes

Tenant Buildings & Corporate Signature Signs

Building size and tenant status are the basic criteria for establishing the size of corporate signature signs.

These diagrams and the following charts convey maximum sign sizes for buildings occupied by a single tenant.

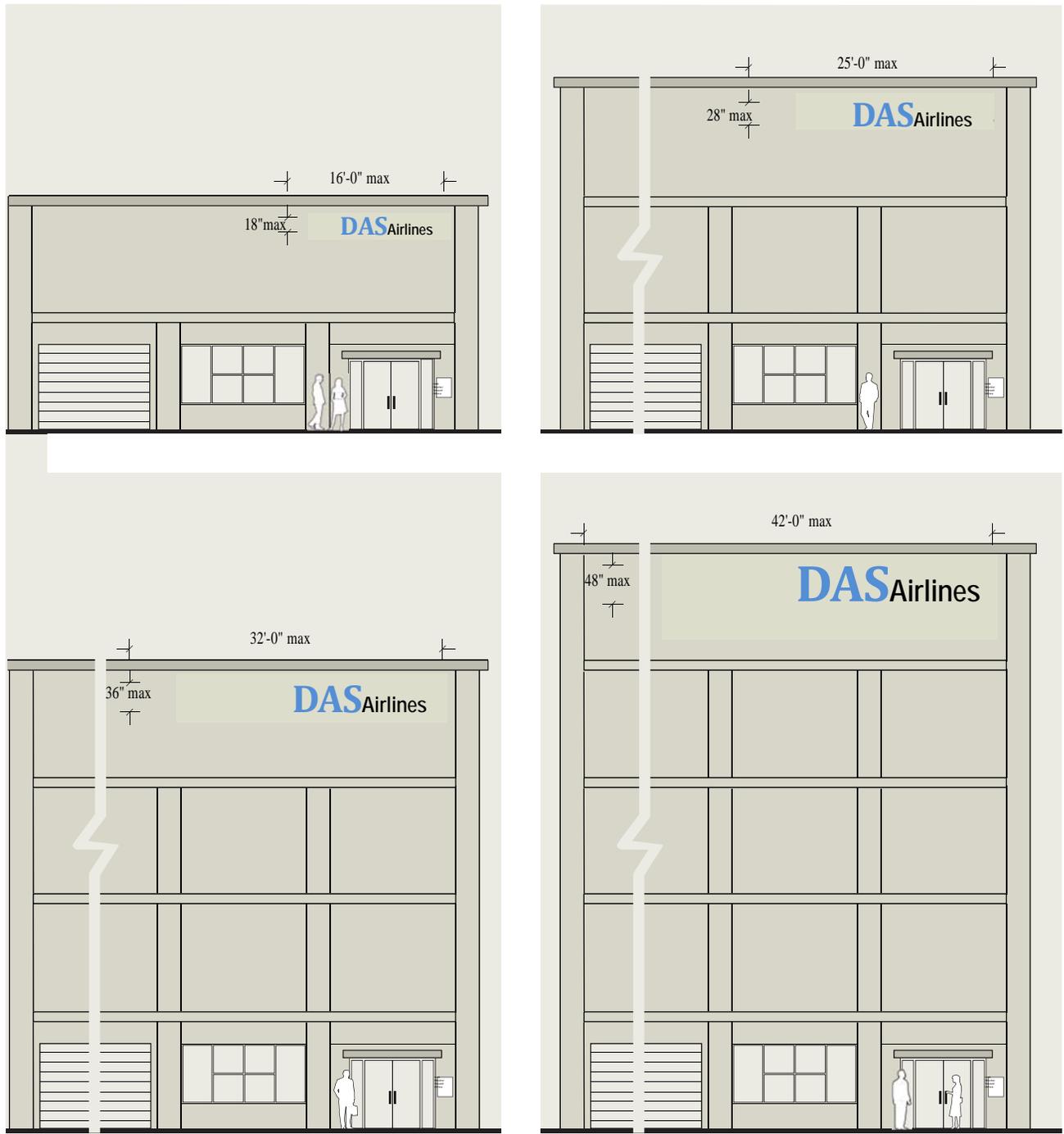


Figure 4c: Building height and width determine the maximum sign size for corporate signatures.

Sub-Tenant Standards

Description

Corporate signature signs and a regulatory or informational sign are permitted for sub-tenants on office and warehouse buildings. These signs must be reviewed by DAS on a case-by-case basis.

Location

- 1 The tenant's corporate signature sign may be placed on any side of the building. The sign must align with a vertical or horizontal architectural feature where possible.
- 2 The sub-tenant's corporate signature may be installed at the office entrance and/or above a warehouse bay door.
- 3 A regulatory or information sign is permitted as needed for building operations.

Sign Size

Refer to the tenant building size diagrams in this section for visual reference.

- 1 Refer to the Tenant Signature Sign Sizes chart in these Standards to determine primary corporate sign size. (*Figure 4e*)
- 2 Refer to the Sub-Tenant Signature Sign Sizes chart in these Standards to determine primary corporate sign size. (*Figure 4e*)
- 3 Tenant informational signs must not exceed 6 square feet in area.

Image & Text Size

- 1 Refer to the Tenant Signature Sign Sizes chart in this section. (*Figure 4e*)
- 2 Refer to the Sub-Tenant Signature Sign Sizes chart in this section. (*Figure 4e*)
- 3 Maximum capital height for regulatory or information signs is 6 inches. No corporate signature is allowed on this sign.

Colors & Fonts

The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the DAS wayfinding font, Franklin Gothic Demi.

Materials

- 1, 2 Dimensional copy of fabricated aluminum and acrylic.
- 3 See the approved materials list and general restrictions in these Standards.

Quantity

- 1 A maximum of two (2) tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 2 A maximum of two (2) sub-tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 3 No more than one (1) informational sign per tenant is permitted on each structure side.

1, 2, 3 See Figures 4a, 4b, 4d.

Sub-Tenant Signature Sign Sizes

Multiple Occupant Buildings & Corporate Signature Signs

Building size and tenant status are the basic criteria for establishing the size of corporate signature signs.

These diagrams and the following charts convey maximum sign sizes for buildings with more than one tenant.

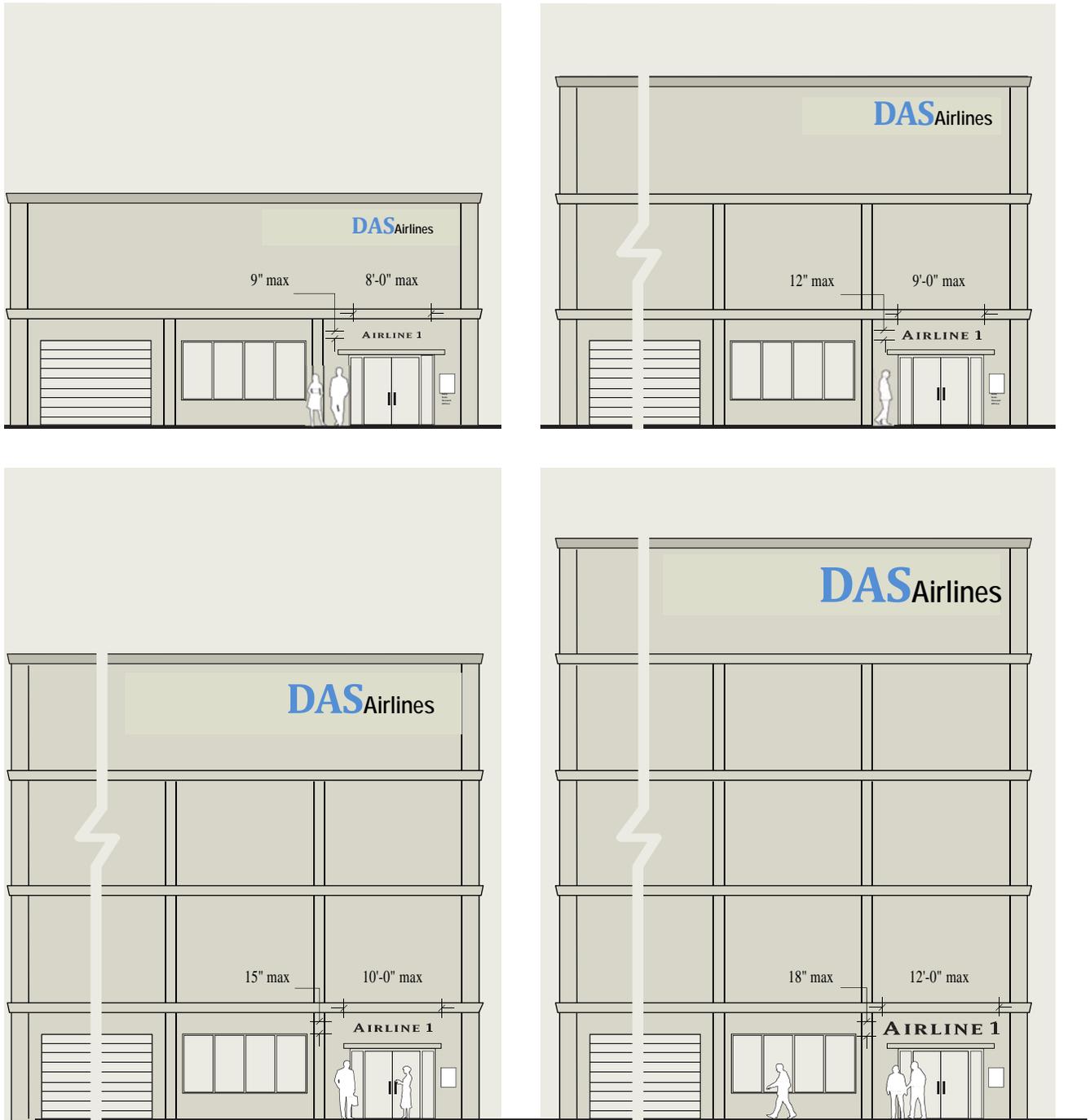


Figure 4d: Building height and width determine the maximum sign size for corporate signatures

Signature Sign Sizes

Tenant Status & Corporate Signature Signs

Corporate signature sign dimensions are determined by building height/width measurements and tenant status. The primary corporate signature sign may never appear longer than one-third (1/3) the length of the building frontage or taller than the established maximum signature height indicated.

DAS stipulations for tenant and sub-tenant signs for office and warehouse buildings are indicated in the following charts.

TENANT SIGNATURE SIGN SIZES

BUILDING HEIGHT	MAXIMUM SIGN WIDTH	MAXIMUM SIGNATURE HEIGHT
1-2 stories (0-22 feet)	1/3 of building frontage or 16 feet if structure width exceeds 48 feet	18 inches
2-3 stories (22-35 feet)	1/3 of building frontage or 25 feet if structure width exceeds 75 feet	28 inches
3-4 stories (35-48 feet)	1/3 of building frontage or 32 feet if structure width exceeds 96 feet	36 inches
4+ stories (48+ feet)	1/3 of building frontage or 42 feet if structured width exceeds 126 feet	48 inches

SUB-TENANT SIGNATURE SIGN SIZES

BUILDING HEIGHT	MAXIMUM SIGN WIDTH	MAXIMUM SIGNATURE HEIGHT
1-2 stories (0-22 feet)	8 feet	9 inches
2-3 stories (22-35 feet)	9 feet	12 inches
3-4 stories (35-48 feet)	10 feet	15 inches
4+ stories (48+ feet)	12 feet	18 inches

Figure 4e: Building size to corporate signature sign size specification

Hangar & Service Buildings

Exterior Signage

Hangars and service buildings under DAS jurisdiction are subject to the following restrictions.

1. Architectural elements should be utilized for sign application when possible, i.e., header, soffit, fascia, parapet.
2. Where possible, signage to be positioned at parapet, but not to extend above or below.
3. All signs must be permanently mounted, using individual letters only.
4. Individually mounted, internally illuminated letters are required for master and sub-tenant signage.
5. Lettering is limited to corporate name or corporate name and “Express,” “Air Cargo,” “Air Freight” or “Transfer” provided that they are registered corporate identities.
6. Where possible, all sign information should be located above roll-up doors.
7. No signage is permitted on bay or roll-up doors.
8. All roll-up doors in bays must be the same color.
9. Bay identification number(s) shall be allowed over each bay. The maximum height is 9 inches.
10. Signage mounted above a bay must be centered directly over the bay. Sign width cannot exceed the width of the bay.
11. When two or more bays are represented by the same sign, one sign shall be centered between the two bays, if possible.
12. No temporary attachments shall be permitted.
13. No stenciling shall be permitted.
14. No plaques or painted on numbers; numbers must be cut out, individually mounted.
15. No back washed, spot lighted, flashing, or animated signs are permitted.
16. No window signs shall be permitted.
17. No roof signs or signs mounted on top of parapet shall be permitted.
18. No vertically mounted lettering is permitted.
19. Signage may not violate an architectural feature or extend beyond a vertical architectural feature or fascia.
20. No signage on awnings or canopies is permitted.
21. No paper, handmade or hand lettered sign shall be permitted.
22. If sign is positioned within 3 feet of architectural elements such as doors or windows, it must be centered over that element and may not extend above, below or cover it in any way.
23. Signs shall not exceed the width of any vertical architectural element, wall, or façade exists.
24. “No Parking” signs may repeat where necessary, but must be located individually and may not overlap or extend on to any other signage or architectural feature.

Tenant

Description

Corporate signature signs and a regulatory or informational sign are permitted on tenant hangars and service buildings. These signs will be reviewed by DAS on a case-by-case basis.

Location

- 1 The tenant's primary corporate signature sign may be placed on any side of the building. The sign must align with a vertical or horizontal architectural feature wherever possible.
- 2 A regulatory or information sign is permitted as needed for building operations.

Sign Size

Refer to the tenant Building Sizes page in this section for visual reference.

- 1 Refer to the Tenant Sign Types diagrams and Tenant Signature Sign Sizes chart in this section.
- 2 Tenant informational signs must not exceed 8 square feet in area.

Image & Text Size

- 1 Refer to the Tenant Sign Types diagrams and Tenant Signature Sign Sizes chart in this section.
- 2 Maximum capital height for regulatory or information signs is 6 inches. No corporate signature is allowed on this sign.

Colors & Fonts

The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the **DAS wayfinding font, Franklin Gothic Demi.**

Materials

- 1 Dimensional copy of fabricated aluminum and acrylic.
- 2 See approved materials list and general restrictions.

Quantity

- 1 A maximum of two (2) tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 2 No more than one (1) informational sign per structure side is permitted.

1 2 See Figures 5a-d.

Hangar & Service Buildings

Tenant Structures & Corporate Signature Signs

Structure size and tenant status are the basic criteria for establishing the size of corporate signature signs.

These diagrams and the following charts convey maximum sign sizes for buildings occupied by a single tenant.

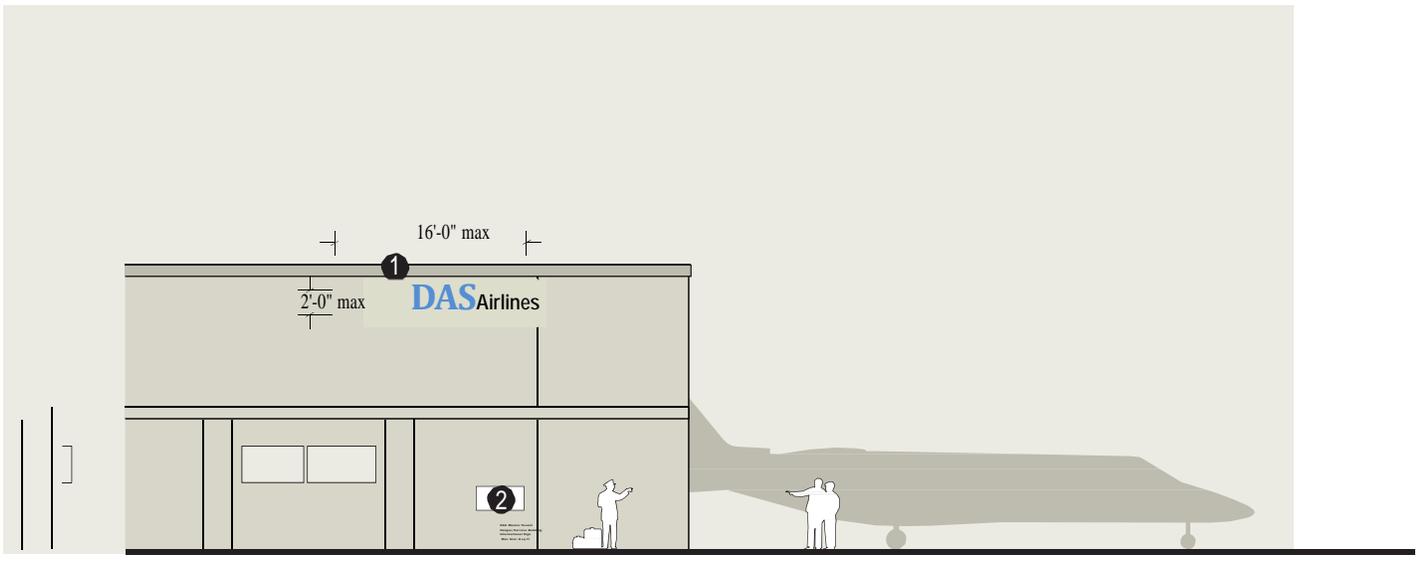


Figure 5a: **Tenant Building**

- ① Primary tenant corporate signature for a structure up to 2 stories in height (22 feet)
- ② Regulatory or informational sign



Figure 5b: **Tenant Building**

- ① Primary tenant corporate signature for a structure up to 3 stories in height (35 feet)
- ② Regulatory or informational sign



Figure 5c: **Tenant Building**

- ① Primary tenant corporate signature for a structure up to 4 stories in height (48 feet)
- ② Regulatory or informational sign



Figure 5d: **Tenant Building**

- ① Primary tenant corporate signature for a structure greater than to 4 stories in height (48+ feet)
- ② Regulatory or informational sign

Description

Sub-tenants are permitted a corporate signature sign and a regulatory or information sign on tenant hangars and service buildings. These signs must be reviewed by DAS on a case-by-case basis.

Location

- 1 A corporate signature sign may be placed on any side of the building. The sign must align with a vertical or horizontal architectural feature wherever possible.
- 2 A regulatory or information sign is permitted as needed for building operations.

Sign Size

- 1 Refer to the Sub-Tenant Sign Types diagrams and Sub-Tenant Signature Sign Sizes chart in this section.
- 2 Tenant informational signs must not exceed 8 square feet in area.

Image & Text Size

- 1 2 Refer to the Sub-Tenant Sign Types diagrams and Sub-Tenant Signature Sign Sizes chart in this section.
- 3 Maximum capital height for regulatory or information signs is 6 inches. No corporate signature is allowed on this sign.

Colors & Fonts

The image and text of the corporate signature colors are acceptable. Fonts should follow the tenant's corporate standards or use the DAS exterior wayfinding font,

Materials

- 1 2 Dimensional copy of fabricated aluminum and acrylic.
- 3 See the approved materials list and general restrictions in these Standards.

Quantity

- 1 A maximum of two (2) master tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 2 A maximum of two (2) sub-tenant signature signs are permitted on each building. No more than one (1) per structure side.
- 3 No more than one (1) informational sign per tenant is permitted on each structure side.

1 2 See Figures 5e-h.

Multiple Tenant Structures & Corporate Signature Signs

Structure size and tenant status are the basic criteria for establishing the size of corporate signature signs. These diagrams and the following charts convey maximum sign sizes for buildings with more than one tenant.

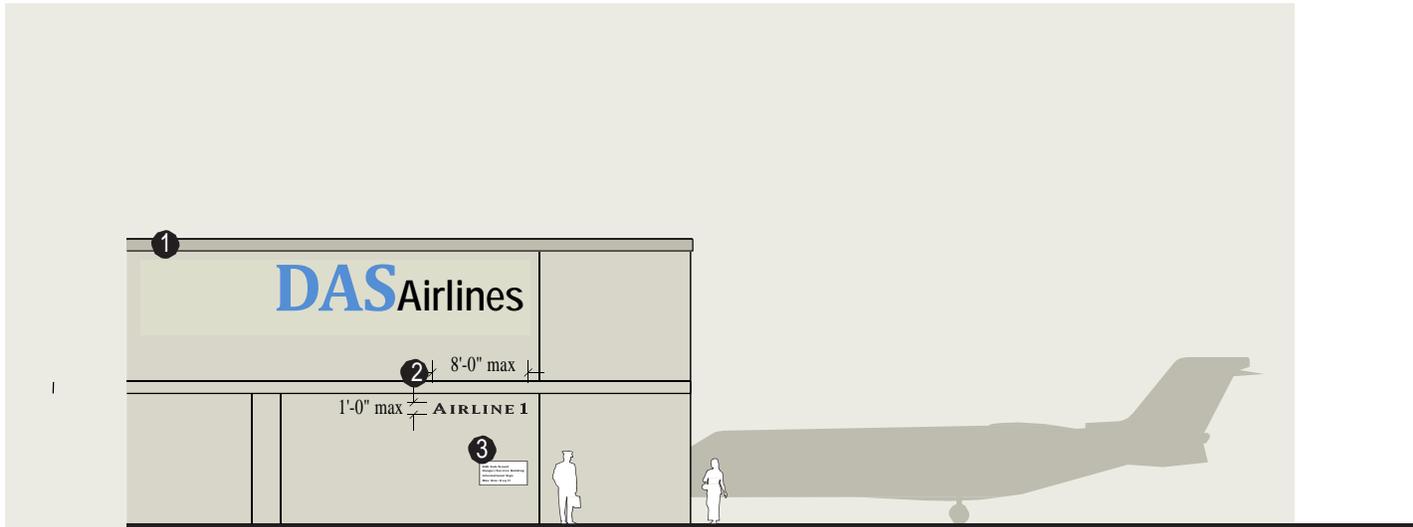


Figure 5e: **Multiple Tenant Building**

- ① Primary tenant corporate signature for a structure up to 2 stories in height (22 feet)
- ② Secondary corporate signature
- ③ Regulatory or informational sign



Figure 5f: **Multiple Tenant Building**

- ① Primary tenant corporate signature for a structure up to 3 stories in height (35 feet)
- ② Secondary corporate signature
- ③ Regulatory or informational sign

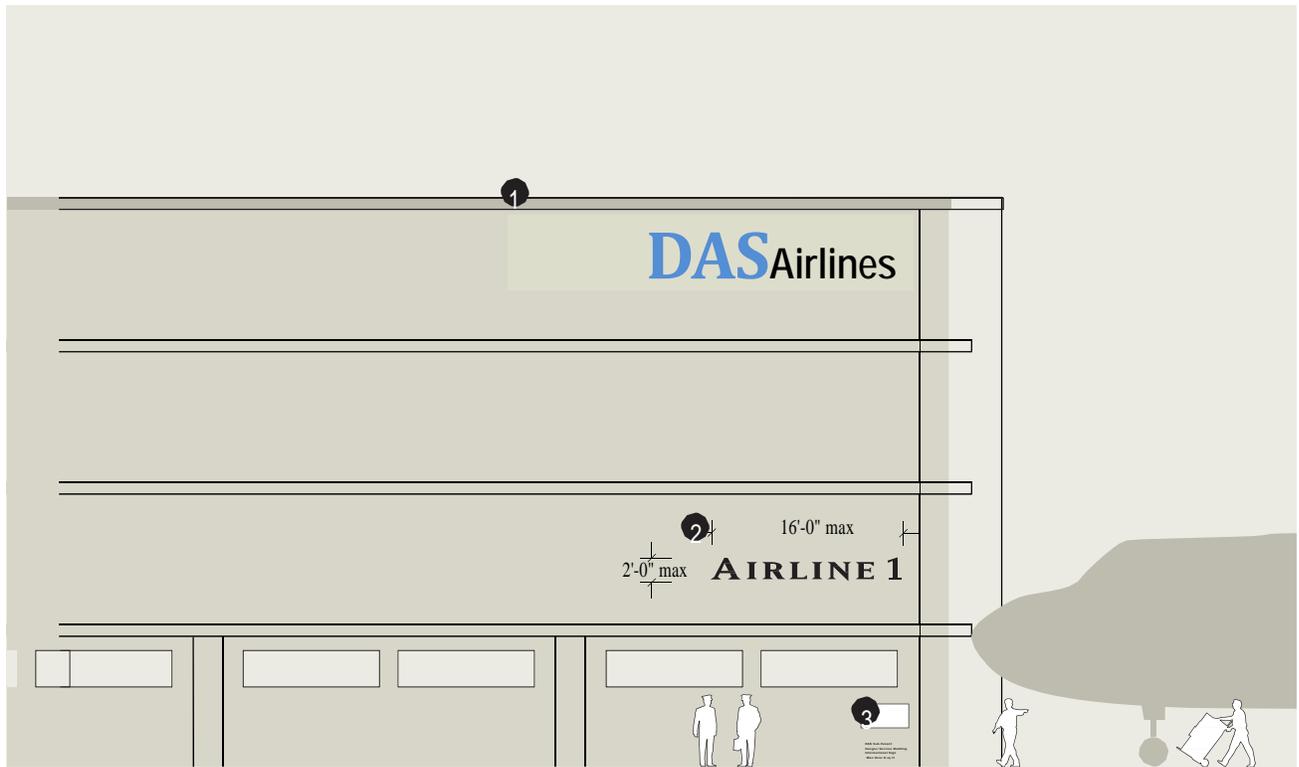


Figure 5g: **Multiple Tenant Building**

- ① Primary tenant corporate signature for a structure up to 4 stories in height (48 feet)
- ② Secondary corporate signature
- ③ Regulatory or informational sign

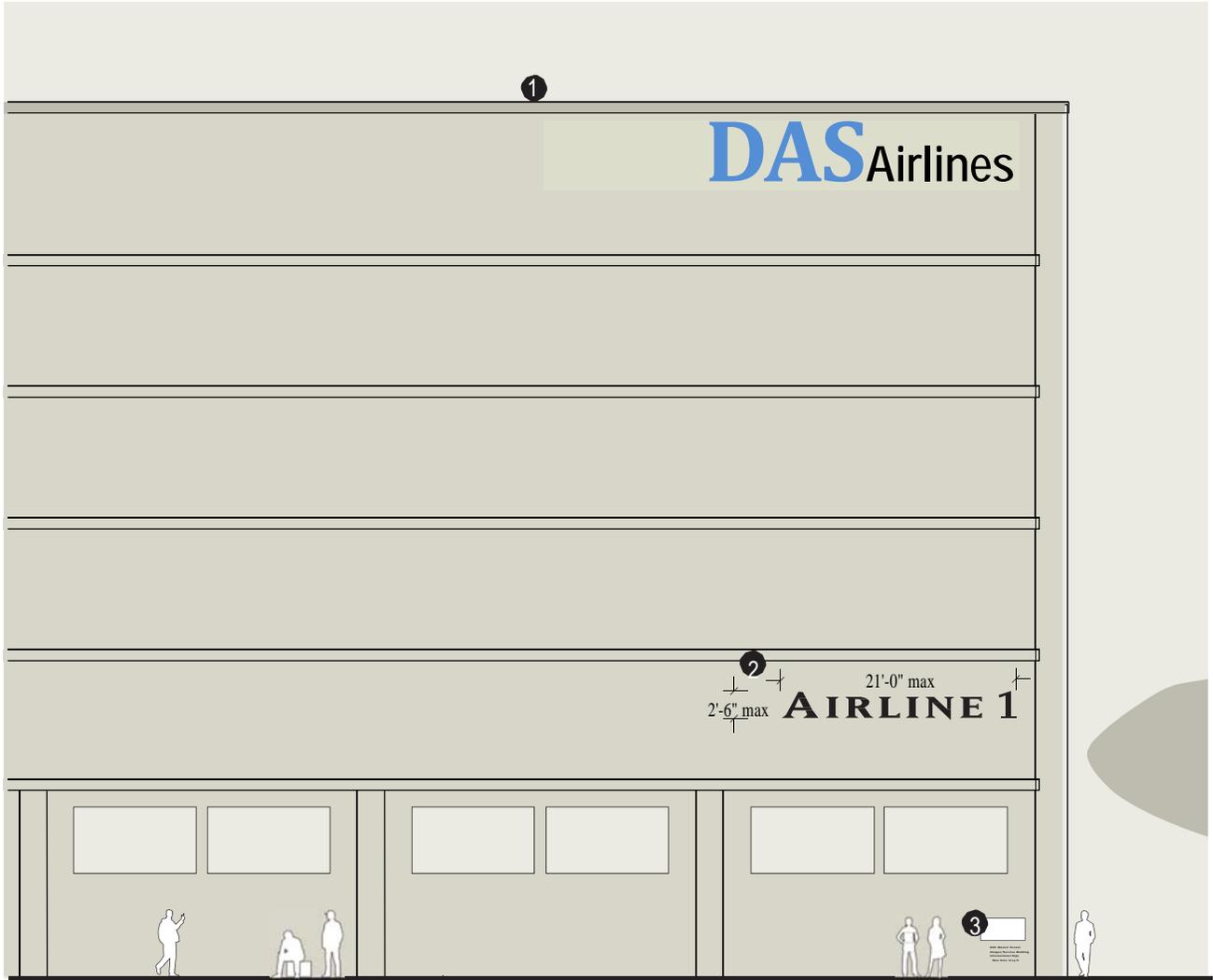


Figure 5h: **Multiple Tenant Building**

- ① Primary tenant corporate signature for a structure greater than to 4 stories in height (48+ feet)
- ② Secondary corporate signature
- ③ Regulatory or informational sign

Tenant Status & Corporate Signature Signs

Corporate signature sign dimensions are determined by structure height/width measurements and tenant status.

Signature sign dimensions are calculated in the following charts.

The maximum length of these signs is:

- one-third (1/3) the length of the building frontage for primary signature signs and
- one-sixth (1/6) the length of the building frontage for secondary signature signs.

TENANT SIGNATURE SIGN SIZES

STRUCTURE HEIGHT	MAXIMUM SIGN WIDTH	MAXIMUM SIGNATURE HEIGHT
1-2 stories (0-22 feet)	16 feet if building width exceeds 48 feet	2 feet 0 inches
2-3 stories (22-35 feet)	25 feet if building width exceeds 75 feet	3 feet 0 inches
3-4 stories (35-48 feet)	32 feet if building width exceeds 96 feet	4 feet 0 inches
4+ stories (48+ feet)	42 feet if building width exceeds 126 feet	5 feet 0 inches

SUB-TENANT SIGNATURE SIGN SIZES

STRUCTURE HEIGHT	MAXIMUM SIGN WIDTH	MAXIMUM SIGNATURE HEIGHT
1-2 stories (0-22 feet)	8 feet	1 feet 0 inches
2-3 stories (22-35 feet)	12-1/2 feet	1 feet 6 inches
3-4 stories (35-48 feet)	16 feet	2 feet 0 inches
4+ stories (48+ feet)	21 feet	2 feet 6 inches

Figure 5i: DAS stipulations for tenant and sub-tenant signs on hangars and service buildings.

Facilities Signs

Description

All buildings shall have street address numbers and street name visible to the general public. Refer to all applicable municipal codes, including the City of Dallas Fire Department requirements, before sign submittal to DAS. DAS will review these signs on a case-by-case basis.

Location

The address is required at the front of the building facing the street it is addressed to and facing the runway/taxiway if applicable. The address shall be a minimum of 8 feet above finish grade and clearly visible from the street.

Sign Image & Text Size

The preferred sign is composed of individually mounted copy. Letter/numeral size is determined as follows.

- Width: must be 1/2 the capital height. The stroke width of any portion must not be less than 1/10 of the height.
- Height: must be 2 inches taller than 1/10 of the street setback distance in feet, as expressed in inches.

Capital Height Formula:

Measure	Distance from street (= total feet)
Convert	Feet to inches (= Total Inches)
Divide	Total Inches divided by 10 (= 1/10 cap. ht.)
Add	Add 2 inches (1/10 cap. ht. inches + 2 inches)
Sum	= Capital Height (inches)

Panel signs are acceptable and shall be a maximum size of 2 feet by 1 foot.

Colors & Fonts

There must be at least 70% contrast of value between the address copy and the sign background. A sans serif font is required. The preferred font is the DAS standard exterior wayfinding font.

Materials

Acceptable materials are polished or brushed metal, painted aluminum or acrylic.

Quantity

- One (1) sign at the front of the building facing the street.
- One (1) sign on the building frontage facing the runway if necessary.

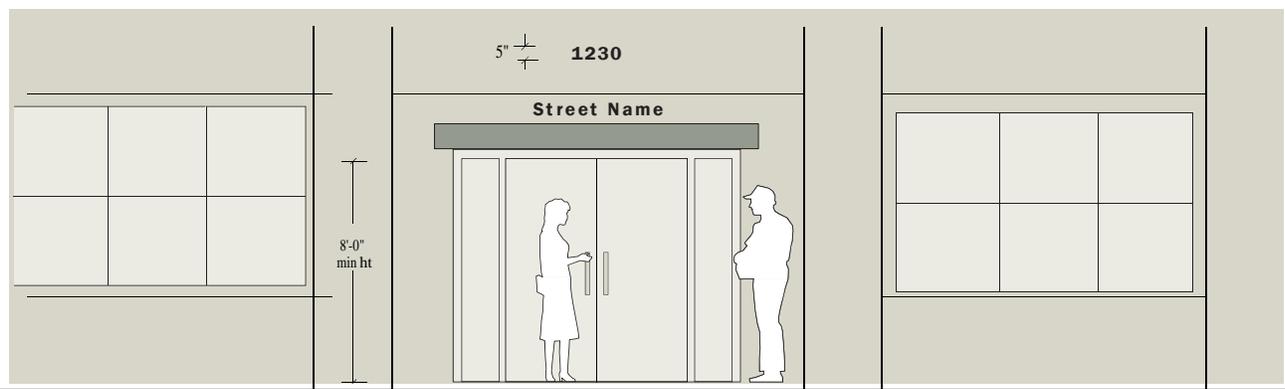


Figure 6a: Address size for a building set back 30' from the street (30' = 30" | 30" ÷ 10" = 3" | 3" + 2" = 5").

Description

Each air freight complex and/or building or DAS Facility is permitted to have one monument directory sign at the primary entrance to the site, or inclusion on an existing directory sign at DAS’s discretion. A new sign must be clearly visible from the street and passing vehicular traffic from both directions. These signs will be reviewed by DAS on a case-by-case basis.

Location

A directory sign may be erected as a freestanding monument at the facility’s vehicular entrance

Sign Size

- A. Building complex or multiple tenant building: maximum sign area is 60 square feet.
- B. Single structure with major tenant with a maximum of 2 sub-tenants: maximum sign area is 32 square feet.

Image & Text Size

Primary corporate signatures are limited to 8 inches in height. Master tenant text messages are limited to

a maximum capital height of 8 inches. Sub-tenant text messages are limited to a maximum height of 3-1/2 inches.

Colors & Fonts

- ① Corporate signature images, fonts and colors are acceptable for master tenant sign directories only.
- ② Sub-tenant signs on directories must not use corporate signature images, fonts and colors. A common sans serif font and color for all sub-tenant entries is required. Use the DAS exterior way finding font whenever possible.

Materials

Materials selection must be submitted for review by DAS. Preferred construction materials are aluminum and acrylic.

Quantity

- A. A maximum of one (1) directory monument per building complex is permitted.
- B. A maximum of one (1) directory monument per building is permitted.

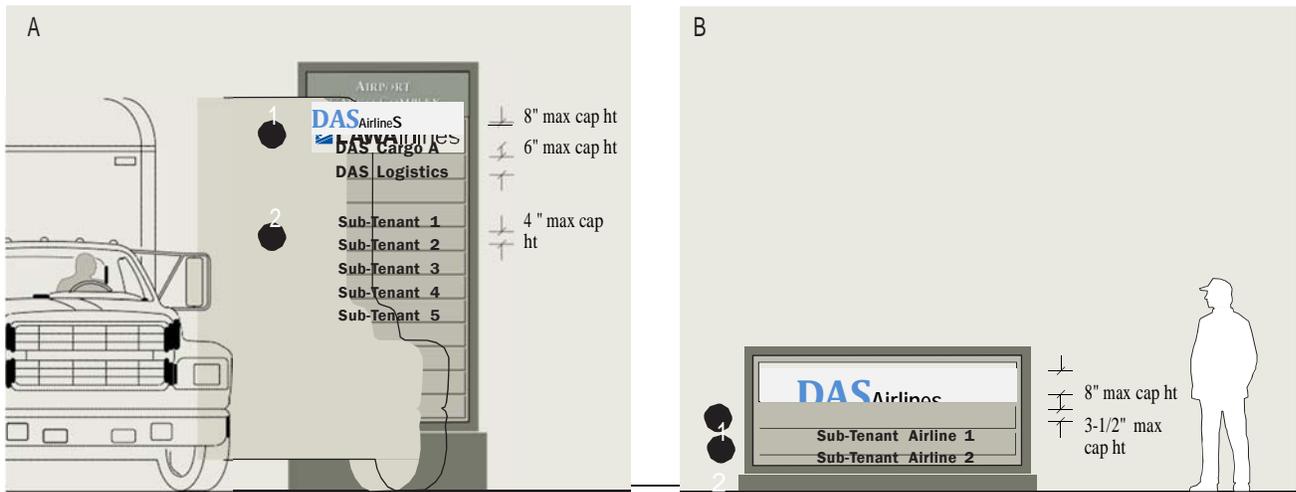


Figure 6b: Monument signs direct vehicle traffic at the complex site and individual building entrances.

Description

Where a directional sign is needed to guide vehicle traffic and no monument directory is installed, each tenant is permitted to attach one (1) sign as needed to a fence under DAS jurisdiction. These signs will be reviewed by DAS on a case-by-case basis.

Location

Fence signs shall be firmly attached to fence supports where possible. Sign tops must align at a height of 7 feet when possible.

Sign Size

The sign shall be a maximum size of 3 feet wide by 2 feet, 6 inches high and not more than a total area of 7.5 square feet.

Image & Text Size

The sign copy shall be limited to the tenant’s corporate signature and minimal directional

information and directional arrows. The signature shall not be longer than 75% of the sign width. Text messages are limited to a maximum capital height of 3-1/2 inches. No colored borders or other graphics are allowed.

Colors & Fonts

- The background of the sign must be white.
- The image and text of the corporate signature colors are acceptable.
- Fonts for informational text should follow the tenant’s corporate standards or use the DAS exterior wayfinding font.
- Informational text must be black.

Materials

Approved construction materials are painted aluminum with screened or vinyl copy on a non-illuminated panel.

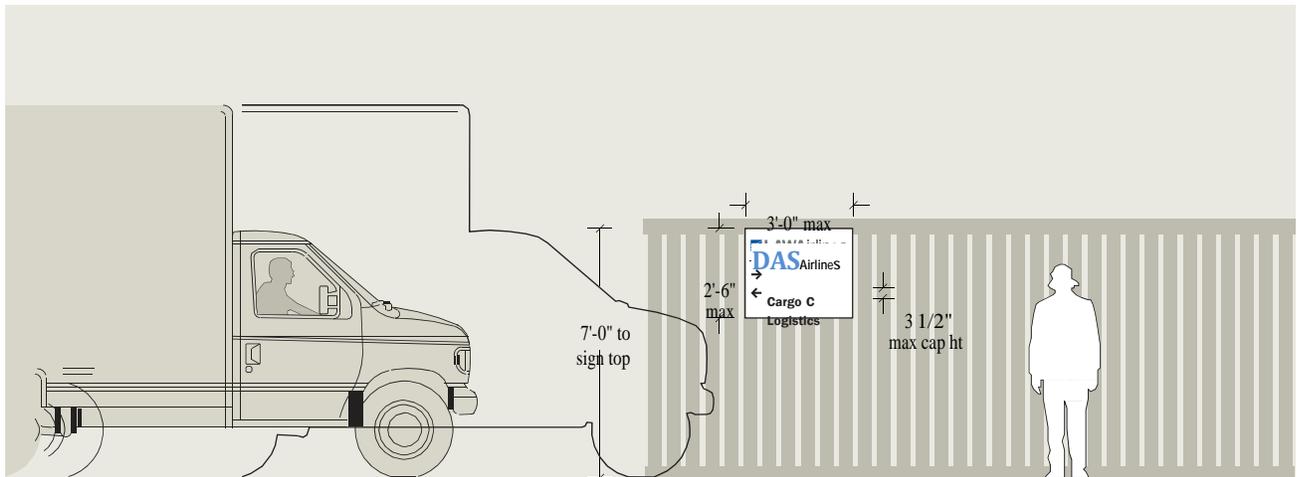


Figure 6c: Fence signs are permitted but not desired.

Description

Each tenant is permitted to display a non-illuminated directional sign for vehicle traffic when no other directional signs exist. These signs will be reviewed by DAS on a case-by-case basis.

Location

A directional sign may:

- ① be erected as a freestanding post sign
- ② be attached to a fence, or
- ③ be attached to the exterior walls on the shipping dock side of the tenant's own building (with the written approval of all other building occupants).

Sign Size

The maximum sign sizes are:

- ① 3 feet wide by 4 feet high
- ② 3 feet wide by 2 feet, 6 inches high
- ③ 3 feet by 4 feet

Image & Text Size

The sign copy shall be limited to the tenant's corporate signature and minimal directional information and directional arrows. The signature shall not be longer than 75% of the sign width. Text messages are limited to a maximum capital height of 3-1/2 inches. No colored borders or other graphics are allowed.

Colors & Fonts

- The background of the sign must be white.
- The image and text of the corporate signature colors are acceptable.
- Fonts for informational text should follow the tenant's corporate standards or use the DAS exterior wayfinding font.
- Informational text must be black.

Materials

Approved construction materials are painted aluminum with screened or vinyl copy on a non-illuminated panel.

Quantity

One (1) sign only per tenant.

Whenever possible, master and sub-tenants shall combine all information on one sign to eliminate redundancy.

① ② See Figures 6d. ③ See Figure 6e.

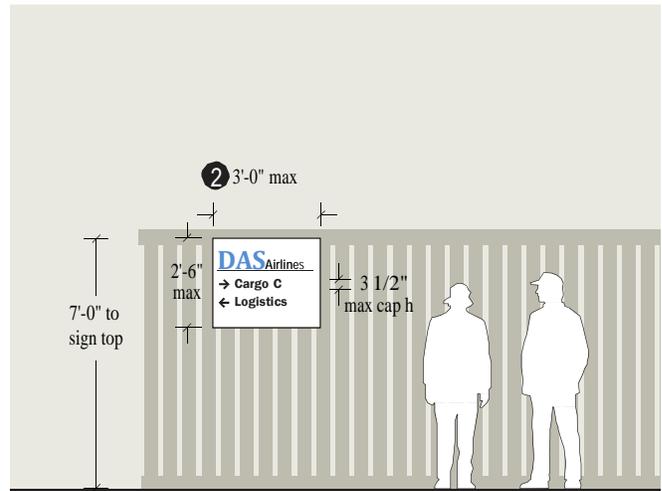
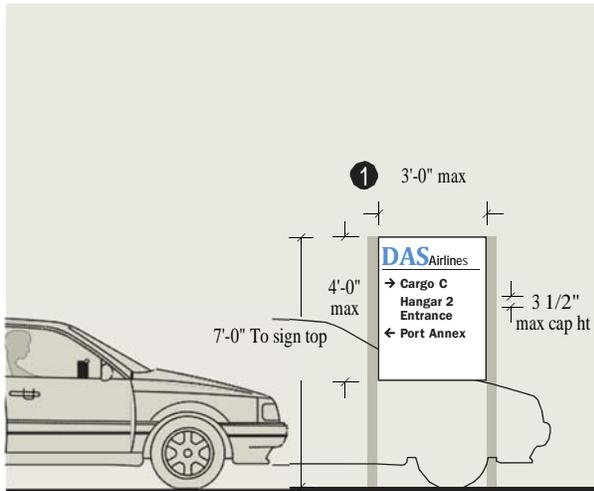


Figure 6d: Directional signs guide vehicular traffic to tenant buildings when other such signs do not exist.

- ① Post and panel type directional sign
- ② Fence sign



Figure 6e: Directional signs attached to tenant buildings are acceptable but not preferred.

- ③ Panel directional sign attached to exterior wall

Design Review Process

Step 1 – Conceptual Design Submittal

The Tenant shall submit to DAS's Capital Development Senior Program Manager a written description of the type of sign and/or graphics proposed for their selected space. A set of renderings or elevation to scale must be included. Drawings should be on a minimum sheet size of 11" x 17" and accompanied with an electronic copy of the plans in portable document format. While Computer-Aided Drafting (CAD) drawings are not required for the Concept Development submittal, they will be required for as built and construction drawings.

Submissions must be addressed to:

Senior Program Manager
Capital Development Program
Department of Aviation
8008 Herb Kelleher Way LB 16
Dallas, Texas 75235
Phone 214-610-1899
Email
anthony.andrews@dallascityhall.com

Conceptual Design Submittal Check List

The Tenant shall submit five (5) copies of the Conceptual Design. The following is a draft list of items required and is subject to change:

1. Cover letter describing proposed project including design intent.
2. One (1) Site Plan or Terminal Lease Plan showing the location of the proposed concession/improvements.
3. At least one (1) photo showing the existing conditions.
4. One (1) color rendering or elevation(s) of the conceptual design identifying materials and architectural elements. (scale: 1/4" = 1'-0")

When requested, the Tenant shall present the Conceptual Design to DAS staff for review and approval. The Conceptual Design shall be submitted to DAS within the time frame negotiated or stated in the Tenant's agreement. Written comments will be provided to the Tenant. The Tenant shall revise the design, incorporate comments received from DAS, and resubmit for review and approval. Allow approximately 2 to 4 weeks for DAS to issue a concept approval letter to the Tenant upon receipt and acceptance of the submittal. No work shall begin on developing Design and Construction Documents without DAS's Concept Approval.

Step 2 – Design Development & Construction Documents

The Cover Letter shall identify the project, indicate the Submittal being issued, scope of work, design approval comments incorporated, if applicable, and a list of all the drawings included with submittal. Include electronic version of all design documents.

All drawings shall be to scale and should include, but are not limited to the following:

Drawing Description	Scale
Site Plan	As Appropriate
Elevations	1/4" + 1'-0" Finish
Schedule and Details	As Appropriate

DAS’s review of the Design Development and Construction Document Submittals will include, but are not limited to, the following topics:

- **Overall Design Compatibility with the Terminal’s Architectural Features**
Fulfillment of DAS Design and compliance with the Tenant Signage Guidelines.
- **Interface with Public Areas**
The Tenant design bordering public areas shall conform to the lease-specified vertical and horizontal requirements, and coordinate with adjacent concessions.
- **Code Compliance**
Design shall comply with all applicable local, state, and federal laws, codes, and ordinances and other government agency requirements. The Tenant is responsible for submitting documents directly to other government agencies, including the City Building Inspector.

- **Sustainability**
DAS encourages the use of environmentally responsible materials and finishes. Wood-based materials and products should be certified in accordance with the Forest Stewardship Council’s Principles and Criteria for wood building components. The Tenant should identify space for the collection and storage of recyclable materials such as paper, corrugated cardboard, glass, plastic, and metals.
- **Compliance with DAS’s Sign Policy/Guidelines**
The Construction Documents shall be submitted to DAS within the time frame negotiated or as stated in the Tenant lease agreement. Allow approximately 2 to 4 weeks for DAS Capital Development to review and approve Tenant’s Design Submittal. If the design submittal is not approved, the Senior Program Manager will issue DAS’s review comment to the Tenant. The Tenant will correct and/or revise drawings, as required, and re-submit the package for DAS approval. The Tenant shall obtain DAS’s Construction Approval in writing before any construction activities may begin.

Tenant Construction

Construction in Tenant areas shall not begin until an approved building permit has been secured from the City of Dallas Building Inspector and written approval is received from DAS Capital Development Senior Program Manager. When ready to begin construction, the Tenant shall notify the Capital Development Senior Program Manager who will schedule a preconstruction meeting.

Glossary

Advertising

The action of calling something to the attention of the public to promote a product or service.

Architectural Element

A vertical face, breaking up the horizontal face of the facade of a building or structure.

Box/Can Sign

A metal, fiberglass, plastic or wood enclosure with a translucent sign panel illuminated from within. This includes any variation of individually canned letters or combination with box sign.

Canopy

A horizontal overhang.

Capital Height (Cap. Ht.)

The distance from the top of a capital letter form to the bottom of the same letter form.

Clerestory

A break in a roof or ceiling system where two roofs or ceilings meet at different levels, creating a vertical space that may have windows.

Construction Sign

Any sign necessary during construction to meet regulatory and safety standards, guide and direct visitors and staff, as well as general information.

Copy

Text, artwork, photos or drawings to be reproduced.

Corporate Signature

The company's name in recognized style and form, and/or the company's logo.

Display

A three dimensional or graphic device whose purpose is to promote a product or service.

Demising Line

The line separating the adjoining lease spaces or public common areas.

Fascia

Outside, horizontal element on a cornice.

Freestanding Sign

Any sign for which the primary structural support is not a building, and which has as its primary support a post, pole or other structure which is anchored to, attached to, or standing directly on the ground.

Header

That portion of the building which is an architectural element running above the demising line.

Logo

Symbol, single letter or icon representing a business or product.

Logotype

Lettering or name representing a business or product

Non-Conforming Sign

A sign which has been previously permitted by the Dallas Airport System, but which does not conform to present signage standards.

Non-Permitted Sign

Any sign which has been installed by a tenant for which no permit has been obtained.

Sign

An element whose purpose is to guide, direct and inform.

Sign Area

The area of the sign shall be considered to be the area of the smallest rectangle, circle or triangle which can be circumscribed around all words, letters, figures, symbols, designs and framing devices that form an integral part of the sign.

Storefront

The front boundary plane (demising line) of each tenant's space, separating the tenant from the public access way, and limited by the floor and respective finished face or header above and between the vertical demising lines on either side.

Temporary Sign

A sign visible for not longer than forty (45) days.

Text

The message in words that appears on a sign