

	<p><b>Metropolitan Airports Commission</b></p> <p>Administration Policies and Procedures</p>	<p>Number: 3701</p> <p>Adoption Date: 08/18/2025</p> <p>Revision Date: n/a</p> <p>Adopted by: Board</p>	<p>No. of Pages:</p> <p>8</p>
<p>MSP Terminal and Landside Operations</p>	<p><b>MSP Airport Sign Policy</b></p>		

## 1. Authority

Metropolitan Airports Commission (MAC) as the approving authority.

## 2. Purpose

The purpose of this policy is to standardize the use of signs placed by tenants outside of their leased premises or content on certain MAC digital assets both in public areas and within tenant leased premises.

## 3. Scope

This policy applies to all tenants at Terminal 1 and Terminal 2, including parking ramps.

## 4. Definitions

*Digital Signs* - MAC-owned digital assets in both public areas and within tenant leased premises.

*Static Signs* - Tenant-owned signs including, but not limited to, stanchion toppers, free standing floor signs and other static signs placed outside of the tenant's leased premises.

## 5. Policy

### Section 1.0 Static Signs

#### A. General

1. Airport tenants will be permitted to place Static Signs based on the parameters outlined below subject to MAC approval.
  - a. Approval Process for Static Signs:
    - i. All Static Sign requests must be submitted to the Terminal Operations Department for approval.
    - ii. Signs must meet the standards listed in this policy.

- iii. Tenants may approach the Terminal Operations Department with any requests to retain signage in place as of the date of this Policy. MAC will use its sole judgement to approve or require removal of existing signage.
- 2. All signs must be professionally fabricated and all signs must be in good condition, with MAC as the sole judge of said condition.
- 3. All signs must meet MAC Building and Design Standards and subsequent revisions. This policy applies to circulation, MAC-owned information display assets, non-leased areas either in public or non-public areas. Leased spaces within the airline agreement, rental auto agreements, concessions agreement or other MAC lease agreement will dictate the signage provisions within said agreement with the exception of the Lobby Information Displays, Wayfinding Information Displays and Medallions.
- 4. All signs shall not interfere with MAC wayfinding or MAC cameras.
- 5. Any replacement of stanchions must be equipped with a magnet base and with emergency break-away style ribbons as approved by MAC.

B. Stanchions and Stanchion Top Signs

- 1. MAC will provide all stanchions for common use ticket counter and gate hold queuing.
- 2. Airline will provide all stanchions for queuing related to preferentially leased ticket counters and preferentially leased gate holds.
- 3. Airline queue layout will be allowed to use hard-panel stanchion panels subject to the following conditions:
  - a. A single hard panel will be allowed every 10 feet of queue with no other egress impediments in between hard panels;
  - b. If hard panels are used in a stanchion queue; all stanchion ribbons on 10 feet either side of the hard panel must be emergency break-away style ribbons.
- 4. Airline will coordinate all passenger queuing layouts with the MAC. The MAC reserves the right to modify or change passenger queuing area stanchion layouts if required.
  - a. The MAC Fire Marshall has the authority to require changes to queue layouts as determined by egress requirements.
- 5. Airline is required to set up and take down stanchion queues as needed, to accommodate floor cleaning or as otherwise determined by MAC.
- 6. Airline is allowed to have corporate branded stanchion toppers to assist in directing their passengers to the appropriate queue.
  - a. Stanchion toppers shall be no larger than 11 inches wide by 14 inches tall.

- b. Airline will be allowed stanchion toppers in the queue in a quantity as approved by MAC.
  - c. Stanchion toppers for the common use queues shall be black in color and a brand that is compatible with MAC's common use stanchions. The sign shall be professionally fabricated, and materials used shall conform to MAC's Building & Design Standards.
  - d. Airline promotional advertising is not allowed on stanchion toppers.
  - e. All stanchion topper signs shall be removed when the airline is not operating on the common use ticket counters, if required by MAC.
  - f. Stanchion toppers can include required regulatory signs.
7. Signs affixed to tall stanchion poles
- a. Must have a minimum headroom clearance height of 6'8" or the sign must go to the floor; and must be ADA compliant.
  - b. Not to interfere with other MAC wayfinding signs or MAC cameras.

C. Free Standing Floor Signs

- 1. Airline is allowed to have corporate branded free standing floor signs to assist in directing their passengers to the appropriate queue.
  - a. Free standing floor signs shall be no larger than 2 feet wide by 7 feet tall.
  - b. Free standing floor signs shall be allowed at the entrance to each queue provided a stanchion topper is not also delineating the same queue. Free standing floor signs shall not be allowed in the circulation area.

D. Bag Sizer

- 1. Airline is allowed to have a bag sizer at or near the bag drop queue.
  - a. Bag sizer used in the common use ticket counter queues and in common use gate holds are required to be on wheels. Bag sizers shall be removed from the queue when the airline is not operating on the common use ticket counter or gate hold, if required by MAC.

E. Miscellaneous Signs

- 1. Airlines using the common use ticket counters are allowed to have signs on the ticket counters so long as:
  - a. Signs are in a free standing hard plastic holder, or signs are a free standing professional manufactured sign.

- b. Signs are printed and not handwritten.
- c. Clearance shall be maintained on required ADA surfaces.
- d. All signs on the common use ticket counters are removed when the airline is not operating on the common use ticket counter; if required by MAC.
- e. Signs must be kept in a neat and orderly manner.

F. Baggage Claim

1. Baggage Claim Carousels

- a. No signs shall be allowed on the baggage claim carousel units.

2. Free Standing Signs

- a. No free-standing signs are allowed in baggage claim unless approved by MAC.

3. Baggage Service Office Signage

- a. All signage is required to be in or on the BSO walls.
- b. Sign holders – limited to branding and BSO hours.
- c. Public facing glass walls and doors are allowed to have airline branding using a vinyl film approved by MAC – limit to branding and BSO- related details as approved by MAC.

G. Non-Public Leased Space

1. Room identification

- a. Space identification must meet MAC design standards, which will also require ADA compliance.
- b. Upon termination of lease, tenant is required to remove all signage and restore walls to “like new” condition. Wall restoration may require floor-to-ceiling painting to the adjacent corridor door.

**Section 2.0 Digital Signs**

A. General

1. Approval process for content on Digital Signs:

- a. All content for Digital Signs including, but not limited to, medallion, backwall, lobby information displays, digital branding and other digital information displays must be submitted to the Terminal Operations Department for approval.
- b. All content for Digital Signs must meet the guidelines listed in this policy.

- c. Terminal Operations will evaluate digital content submittals against the guidelines listed in this policy and approved consistent with this policy, at MAC's sole discretion.
- d. If Digital Sign content does not meet the design guidelines listed in this policy, the content can be submitted to the Terminal Operations Department for approval by MAC Digital Content Governance Committee for an exemption.

B. Ticket Counter and Gate Hold Backwall

- 1. At airline ticket counter positions, the airline is allowed to have corporate branding on the digital display monitors. The corporate branding on the digital monitors can include airline logos and branding for the airline and alliance partners serving MSP. Specific design and layout will be the responsibility of the airline. This includes designating the specific flight information and service offered at each counter position along with the appropriate branded message on the corresponding digital monitor.

At common use gate hold podium positions, the airline is allowed to have corporate branding on one back wall digital display monitor, if available. The corporate branding on the back wall digital monitors can include airline logos and branding for the airline and alliance partners serving MSP. Specific design and layout will be the responsibility of the airline. The flight information on the second back wall digital monitor will be provided by MAC in a layout determined by MAC.

- 2. Airline promotional advertising is not allowed on the digital monitors.
- 3. Guidelines for Creating Digital Content:
  - a. Use version of logo that is the most appropriate format (i.e., horizontal instead of square)
  - b. If the format is appropriate, use the version of logo that is consistent with other airport information displays
  - c. Use version of logo that is bold, with high contrast and minimal small details
  - d. Avoid additional elements outside of the airline logo
  - e. Use as few colors as possible for background; avoid patterns
  - f. For best legibility, use 70% minimum contrast
  - g. For best legibility, use 2" minimum Cap Height for text
  - h. Include information in the center zone of the screen
  - i. Logo area: maximum 25% of screen

- j. Keep graphics 3.5" away from edge
- k. Resolution requirements for LIDS is currently 1080p at Terminal 2 and 4K at Terminal 1
- l. Content must meet current ADA standards.

C. Airline Medallion Signs

1. Airline Medallion signs are digital signs on the interior and exterior of Terminal 1 Departures Level.
2. The Airline Medallion signs are assigned by MAC.
3. Guidelines for Creating Airline Medallion Content:
  - a. Airlines logos are to be used rather than text
  - b. Use version of logo that is the most appropriate format (i.e.. square instead of horizontal)
  - c. If the format is appropriate, use the version of logo that is consistent with other airport information displays
  - d. Use version of logo that is bold, with high contrast and minimal small details
  - e. Avoid additional elements outside of the airline logo
  - f. Interior medallions: Best legibility will be sans serif fonts at a minimum Cap Height of 3.5"
  - g. Exterior medallions: Best legibility will be sans serif fonts at a minimum Cap Height of 4"; Absolute minimum should be 2"
  - h. Use as few colors as possible for background; avoid gradients or pattern
  - i. Best legibility includes 70% minimum contrast
  - j. Include information in the center zone of the sign
  - k. Keep graphics 1.5" away from edge
  - l. Messaging to be static (no videos, gifs or moving content);
  - m. Medallions should only ever display one airline at one time;
  - n. Message should transition through airlines only if necessary
    - i. Exterior medallions: Recommendation is no more than 2 airlines

- ii. Exterior medallions: Message duration length 3 seconds
- iii. Exterior medallions: In the event of neither airline on one medallion having flights, the medallion would transition through the other airlines that do have flights
- iv. Interior medallions: Recommendation is no more than 3 airlines
- v. Interior medallions: Message duration length 5 seconds for rotation through 2 airlines; 4 seconds for rotation through 3 airlines
- o. When possible, medallions that transition should be grouped by airlines with similar contrasts to avoid transitions being too jarring (e.g. white backgrounds should be grouped together).
- p. Resolution requirements must meet then-current MAC standards.

### **Section 3.0 Ground Transportation**

#### **A. Ground Transportation Counters**

- 1. Tenant may display company's trade name on signage as approved in advance by MAC.
- 2. No additional signage or company advertising shall be permitted on or attached to the counter space with the exception of the tenant's transportation schedules and related pamphlets.
- 3. Tenant shall not cause any advertising, signage or phone boards to be placed on Airport property other than as allowed by MAC under separate agreement.
- 4. Tenant shall not cause any third-party advertising or signage to be placed on Commercial Vehicles other than as allowed by the MAC under separate agreement.

### **Section 4.0 Rental Auto Companies**

#### **A. General**

- 1. All rental auto company signage shall be placed within the tenant's leased premises and to the specifications in the rental auto company lease agreements. No rental auto company signage shall be placed in common space.

### **Section 5.0 Concessions**

#### **A. General**

1. All concession company signage shall be placed within the tenant's leased premises and to the specifications in the concession lease agreements. No concession signage shall be placed in common space, including non-public spaces.