

Construction Hoarding Guidelines

These sign guidelines are intended to supplement the EDMONTON INTERNATIONAL AIRPORT Brand Personality Communication Guide.

The purpose of the guideline is to create a framework for consistent construction signage and further develop and reinforce our EIA brand throughout the entire airport.

These guidelines are specifically directed to all retail, food and beverage and any other associations doing construction work on-site at EIA, including other EIA SBU's. (Applicable to both internal and external signage).

Compliance to these guidelines are recommended and enforced by EIA management, EIA Corporate Communications, EIA Operations, and EIA Marketing Strategic Business Units.

Hoarding Required

What deems a requirement of hoarding and signage?

Any project that is public facing needs to have hoarding and signage wrap.

All projects must have sufficient funds to create hoarding and signage wrap to EIA standards.

Please plan for this expenditure in the project budget.

Hoarding Requirements

Hoarding exposed (not covered by signage wrap, i.e. the access door) is to be painted P2 EIA paint color. (beige).

Hoarding is to cover 100% of the construction site and is to be a minimal 8 feet high. Signage for the hoarding should cover 100% of the hoarding surface and be professionally printed at adequate resolution, full color (CMYK), with the exception of the door to the site. The door to the site may be left P2 Beige.

It is recommended that wrap signage for hoarding is printed on the following material (or an equivalent to this material): *Digital CMYK graphics printed on SX Promocal - No laminate*

Installation

Installation should be completed as much as possible during evening hours and disrupt passengers as little as possible. Try to avoid blocking natural walkways for passengers. If you are unsure of most appropriate times check with your project manager /sponsor for clarification.

Approval Process

Approval procedures for signage and construction hoarding

In general EIA Corp Comm and EIA Marketing managers will have approval of signage.

Approval must be obtained through the following channels prior to selection and installation of signs:

- STEP 1: Project Manager / Sponsor to work with Outlet to create a draft.
- STEP 2: Draft is submitted to Corporate Communications Brand Advisor.

- STEP 3: Brand Advisor distributes to appropriate managers and representatives of Marketing, Corporate Communications, and Operations.
- STEP 4: Brand Advisor then provides feedback and/or approval to Project Manager / Sponsor.

Timing of Signage

Every effort must be made to have signage wrap approved **prior** to the erection of hoarding. If there are extenuating circumstances or reasons why this cannot take place approval from Corp Comm and Marketing must be obtained.

Hoarding, once erected, cannot be left blank. Temporary signage will be created by EIA to cover the hoarding until the approved hoarding signage can be erected. Three days is the expected turnaround time to have signage wrap posted after hoarding has been constructed.

Languages

EIA's standard is to include both French and English language on all informational and wayfinding signage whenever possible. Most likely the hoarding will not require French. This will be determined in the approval process outlined above. If required, the English text is to appear above the French version. Both French and English are to appear in the same font and color. See Brand Guide for details on acceptable fonts.

Signage Messaging

Keep sign messages clean and brief with the basic questions of **WHAT's** coming and **WHEN** answered clearly on the signage. Include rendering or promotional photos when possible (and if suitable) and logo of business and EIA logo. Include date of completion and any other relevant details about the project. The date of completion should never be an actual date but only the season and the year. We ask that timelines are over-compensated and if completion is estimated at the end of a season then the next season is actually noted on signage as the opening time.



This is an example of EIA temporary signage until the hoarding can be properly completed.

Whenever possible signage should be used presenting positive information. ie. 'Restaurant opening July 15!', rather than 'Restaurant closed June 25 to July 14'.

Hoarding Timelines

Hoarding that is posted for over one year will undergo a review process at one year. Renderings and /or messaging may require updating at that time to remain current.

Hoarding Design

Design is to be good quality and up to standards of excellence at EIA.

- Large high resolution images rather than lots of little images.
- Eye-catching striking photography portraying excitement of new business coming.
- This is a great opportunity for businesses to promote their new outlet.

Example is provided below of recent hoarding posted at EIA.



WOKBOX hoarding signage example.

Possible Suppliers

You are not required to use the following suppliers. They are provided to assist you in creating hoarding signage wraps if you would like to consider them.

- Hi Signs, Jamie Fleese, 780-468-6181; jfleese@hisigns.com
- Postertech, Barry Cruikshank
4140-95 Street, Edmonton Alberta T6E 6H5, Canada, 780-413-4862;
info@postertech.com

Contact

For further information please contact your project manager / sponsor or:

Corporate Communications

Jim Rudolph, Manager, 780-890-8454, jrudolph@flyeia.com

Elizabeth Dwernychuk, 780-890-8932, edwernychuk@flyeia.com