

CONSTRUCTION HOARDING GUIDELINES

The construction hoarding wraps disguise the construction and aim to positively impact the passenger experience and improve the appearance of large bland walls in the airport, particularly when the hoarding walls are to be in place for a period of time greater than six weeks.

These sign guidelines are intended to supplement the EDMONTON INTERNATIONAL AIRPORT Signage manual, scheduled for release in 2014.

The purpose of the guideline is to create a framework for consistent construction signage and further develop and reinforce our EIA brand and signage program 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. (These guidelines are applicable to both internal and external signage).

Compliance to these guidelines is recommended by EIA management, EIA Corporate Communications, EIA Operations, and EIA Marketing Strategic Business Units. Please note that while compliance to the guidelines is recommended, each case will be individually reviewed and deviations can be made where necessary.

NECESSITY OF HOARDING

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.

REQUIREMENTS OF HOARDING

Hoarding up less than 6 weeks:

- Hoarding is to cover 100% of the construction site and is to be a minimal 8 feet high.
- Wrap can be a 'band' wrap where it does not extend to the floor and ceiling of the wall when the duration is under 6 weeks. This will lessen budget and it is up for a short time.
- The hoarding wall left exposed (not covered by wrap, i.e. the access door or the upper or lower part portions of the wall) is to be painted P2 EIA paint

color. (beige) at minimal. Any signage on the access door is to be professional in appearance and language.

- If hoarding is to be up for a very minimal amount of time (under 2 weeks) then temporary large poster size signage will suffice rather than the expense of a hoarding wrap at all.

Hoarding posted longer than 6 weeks:

- Hoarding is to cover 100% of the construction site and is to be a minimal 8 feet high. (Six weeks is the approximate time where the full wall vs. the band wrap is considered).
- Wrap for the hoarding should cover 100% of the hoarding surface (unless it is to be up less than 6 weeks) 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 and does not need to be wrapped. It may be wrapped though if desired. If signage is placed on the door it should be professional in both appearance and language.
- If the wall wrap is to be a long term display (over 6 months time duration) then lamination is recommended to reduce fading and damage.

Hoarding posted one year or longer:

- 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 WALL MATERIALS

The base requirements for the wall hoarding are as follows:

- Carefully install painted, 12.5mm gypsum board on 89mm metal studs c/w batt insulation for noise containment. (or Crezone when the hoarding is being reused). Or equivalents.
- Minimum of 2440mm high unless otherwise directed
- Mud and tape are not required; masking tape carefully applied is acceptable to cover screw/nail holes prior to painting
- Rubber base may be used in prolonged applications
- Gypsum board can be upgraded to plywood as directed in high traffic areas

- Hoarding to contain odors, dust and noise to permit continued owner operations
- Access doors to be carefully located away from public traffic
- All doors are to be lockable with owner having access to a key
- No mechanical fasteners to be used into building finishes without owner's permission
- Appropriate safety signage to be posted in visible areas
- Copy of FAP, building permit and emergency contact information to be posted
- Public side of hoarding to remain debris free

HOARDING WRAP MATERIALS

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 (4 mm vinyl) is required unless the hoarding is up for a long period of time. (Laminate reduces fading and damage).*

HOARDING RE-USED

In the rare case of hoarding being reused for a similar project then the graphics may be printed on the actual panel using Crezone material of ½" thickness. (½" plywood with veneer finish on the side viewed by passengers. The graphic is printed directly on the crezone and therefore the 10' x 4' panels can be screwed in and unscrewed and moved without damaging the graphic. Crezone is more expensive in the initial printing but less costly overall if the hoarding is being used again.

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. Proper cones and sandwich boards should be on display while hoarding is being erected. Take care to be certain the installation is not planned on an ASQ day.

If you are unsure of most appropriate times check with your project manager /sponsor for clarification.

When erecting hoarding in secure areas ensure hoarding is secure and is inspected/accepted by owner.

APPROVAL PROCESS

Approval procedures for signage and construction hoarding

In general EIA Creative Services and Operations managers will have approval of signage. When messaging is related to the merchants or concessions then Concessions will have approvals and when to marketing then marketing will have approval. 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 timeline for installation of the hoarding and gather logos, measurements etc for the hoarding wrap.
- STEP 2: Project is submitted to Creative Services (CS) for layout of the proposed wrap.
- STEP 3: CS distributes to appropriate managers and representatives of Marketing, Concessions, and Operations for feedback and review.
- STEP 4: CS then provides final file to Project Manager / Sponsor who seeks final approval from outlet (if required).
- STEP 5: Once all approvals have been met final files are sent to supplier and installation is scheduled.

TIMING OF SIGNAGE

Every effort must be made to have signage wrap approved **prior** to the erection of hoarding so there is less time for the hoarding walls to be left blank. If there are extenuating circumstances or reasons why this cannot take place notice to all groups involved must be given. Creative Services will likely create temporary posters until the hoarding wrap is in place.

Three days is the reasonable and 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 as that messaging is usually marketing / concessions / brand related. 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 size and overall treatment -however French is yellow. This is only followed in the signage wayfinding specific template. See Signage Manual or Creative Services for details on acceptable fonts.

SIGNAGE MESSAGING

Wrap messaging -

- Option 1 -- Message something completely different than what is being built or fixed on the other side of the wall.
- Option 2 -- Message about what is coming. Keep creative clean and brief with the basic questions of WHAT's coming answered clearly on the signage. Include rendering or promotional photos when possible (and if suitable) and logo of business and EIA logo. If you are including the date of completion, it 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.

Wayfinding - Integrate wayfinding into the wall wrap whenever possible. Consider sight lines that are now blocked from the passenger's view because of the hoarding wall and add this directional information into a wayfinding sign printed directly on the wrap. This is likely at a height more visible and avoids unnecessary use of the standard lollipop temporary sign stands.

Wayfinding must follow EIA approved wayfinding signage templates with color and font etc. See Creative Services if further clarification is needed.

HOARDING WRAP DESIGN

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

It is preferred to not use any image more than once however we recognize that resolution is high on these images and sometimes this may be a challenge. Duplicate images may be used on a separate hoarding wall, just not on the exact same wall.

It is encouraged that the EIA logo is at least used one time on each side of the wall of the hoarding. If this is EIA messaging. If it is not -- then brand standards and messaging of the merchant or company are followed.

Samples are shown below.

Creative contests and messaging pointing to our strategy

- consider creative contests for hoarding to completely distract from a broken down moving sidewalk (for example).



Marketing shops and services -

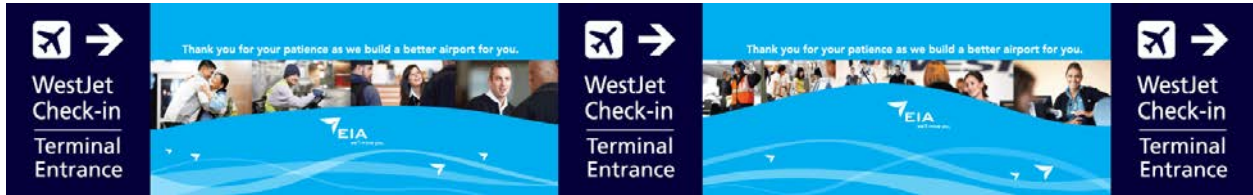
- Eye-catching striking photography portraying excitement of items the business is going to sell can fit along the photo airstream mask.
- This is a great opportunity for businesses to promote their new outlet.
- specific (rather than general EIA messaging) is encouraged. The general was used when there were multiple shops and services being built at EIA and the messaging was more board during Expansion 2012.



It was necessary to duplicate some of the images on this wrap but they were not duplicated on the same wall.

General airport hoarding - the primary blue airstream color is the template to use. Examples of this include washroom hoarding, CBSA hoarding, gate hoarding, and other general airport hoarding. Sometimes this hoarding wrap will use images and sometimes will not.

This hoarding was external general airport hoarding. The wayfinding is very large because it serves drive-by traffic as well as walking traffic.



This hoarding was divided into three sections yet had a continuous flow to the airstreams.



Temporary posters

The posters below are an example of EIA temporary signage that would be posted until the hoarding can be properly completed. The yellow airstream or the blue airstream are both satisfactory to use.

The posters may be specific to the business coming or may be temporary generic airport messaging. This is preferential to having blank walls until the actual planned wall wrap can be posted.



Whenever possible signage should be presenting positive information.

ie. 'Restaurant opening July 15!', rather than 'Restaurant closed June 25 to July 14'.

CONTACT

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

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