



Ordinance No. 25-04

Signage and Marketing Standards Ordinance
for
Fort Wayne International Airport

The text of the Signage and Marketing Standards Ordinance for Fort Wayne International Airport is attached hereto and incorporated herewith.


Ordinance No. 25-04 is effective upon passage.

INTRODUCED this 20th day of October 2025 by:



Timothy J. Haffner, Secretary

APPROVED: 17th day of November 2025 by:



Richard B. Sturges, Jr., President




Kimberly M. Granhan, Vice-President



Timothy J. Haffner, Secretary



Jerome F. Henry, Jr., Member



Réna Bradley, Member

(If Board Member was absent, signature line is blank.)



Ramadan Abdul-Azeez, Member

APPROVED AS TO FORM AND LEGALITY:



Michael T. Deam, Attorney
Fort Wayne-Allen County Airport Authority

FORT WAYNE-ALLEN COUNTY AIRPORT AUTHORITY

Signage and Marketing Standards Ordinance No. 25-04

1.01 Title

This Ordinance may be cited as the Signage and Marketing Standards Ordinance of the Fort Wayne-Allen County Airport Authority Code of Ordinances.

1.02 Authority

This Ordinance is created pursuant to authority granted by Indiana Statute IC 8-22-3-11.

1.03 Purpose

The provisions of this Chapter are intended to maintain a consistent and aesthetically pleasing signage and graphic environment throughout the Airport under Authority control.

1.04 Definitions

The following words and phrases, as used in this Ordinance, shall have the meanings indicated herein:

1. **"Airport"** means Fort Wayne International Airport and Smith Field, together with all improvements and facilities of whatever nature located thereon.
2. **"Appointment(s)"** means any finishes, furnishings, or decorative elements installed within a Tenant's leased premises, including but not limited to carpeting, wall coverings, furniture, and similar items, whether permanent or temporary in nature.
3. **"Authority"** means the Fort Wayne-Allen County Airport Authority.
4. **"Backwall Treatment"** means any signage, digital display, panel, corporate signature, Logotype, Logo, or other graphic element applied to, mounted on, or projected against the vertical surface located directly behind a Tenant's counter or service area.
5. **"Board"** means the Fort Wayne-Allen County Airport Authority Board, owner and Operator of the Airport.
6. **"Bus"** means any Vehicle defined and licensed as a motor bus by the State of Indiana whose owner or Lessee holds a certificate as a common motor carrier for the State of Indiana. Bus shall also include any Vehicle licensed or certified as a bus or motor bus by any other state or by the Interstate Commerce Commission. Bus also includes any Vehicle which, although not licensed as a common carrier, is available for charter.

7. **“Concessionaire”** means any Tenant engaged in the sale or provision of food, beverages, merchandise, or services to the traveling public, including but not limited to restaurants, bars, shops, and vending machine Operators.
8. **“Courtesy Shuttle”** means any Vehicle operated by a hotel, motel, corporation, rental car company, or similar establishment for the transportation of its patrons or prospective patrons to and from the Airport.
9. **“Director”** means the Authority’s Executive Director of Airports or his or her designee(s).
10. **“Graphic Signage”** means any sign or display that contains images, Logos, pictograms, symbols, or visual devices, with or without accompanying text, intended to convey information or identification.
11. **“Limousine”** (a/k/a “Black Car”) is a Vehicle licensed as such by the State of Indiana that transports passengers in consideration for a fee over an indefinite route with the destination determined by the passengers. Such Vehicle is designed and constructed to accommodate and transport no more than fifteen (15) passengers in addition to the driver.
12. **“Logo” or “Logotype”** means a graphic symbol, wordmark, stylized lettering, or other distinctive mark identifying a Tenant’s corporate or trade name.
13. **“Lessee”** means any Person, company, corporation, partnership, or entity that has entered into a lease, license, or operating agreement with the Authority for the use or occupancy of space or facilities at the Airport.
14. **“Operator”** is any Person, company, or entity that manages, controls, or is otherwise responsible for the day-to-day operation of an Airport leasehold, Concession, or service, whether or not such Person is also the Lessee.
15. **“Rental Car”** means any Vehicle held out for hire to the general public.
16. **“Ride-Booking Services”** are provided via companies commonly called transportation network companies (TNC’s) that provide transportation services for compensation using an online-enabled application or platform to connect passengers with drivers using their personal Vehicles. All such Vehicles shall prominently display a placard on the Vehicle dashboard showing the TNC’s name. All such Vehicles and drivers shall comply with all applicable municipal and state regulations.
17. **“Taxicab”** is any Vehicle licensed as such by the City of Fort Wayne or any other municipality that transports passengers in consideration for a fee over an indefinite route with the destination determined by the passengers. Such Vehicle is designed and constructed to accommodate and transport no more than six (6) passengers including the driver. All such Vehicles shall contain a municipal-approved meter for the calculation of the fare and shall prominently display a taxi sign and the company’s name.

18. **“Tenant”** is any Lessee, Concessionaire, Operator, airline, ground transportation provider, or other entity authorized by the Authority to conduct business, provide services, or occupy space at the Airport.
19. **“Vehicle”** means a contrivance which is self-propelled. This definition includes, but is not limited to: automobiles, trucks, buses, limousines, semi-tractors, motorcycles, and mopeds.

1.05 Administration and Policy Oversight

1. Administration of the terms of this Ordinance shall be by the Director.
2. Policy making aspects of this Ordinance shall be performed by the Director with ultimate authority residing in the Board.

1.06 Enforcement

The Director or his or her designee(s) will enforce the provisions of this.

(Sections 1.07 – 1.10 are reserved)

1.11 Airline Identification Signage

The following regulations apply to tenants of the Airport providing air transportation services, or their subsidiaries, to the public. These tenants may include airlines or ground service providers.

1. Main Terminal Area - Airline Backwall treatments shall be restricted as follows:
 - a. Logotype letterforms shall be individual cut-out letters having a letter-height no greater than twenty-four (24) inches, nor a thickness greater than one (1) inch. Letters must be attached directly to the Backwall, with no standoff (letters or graphics pinned away from the wall surface). Illuminated signs must use back-channel LED lights. Recognized airline corporate colors and finishes compatible with existing or proposed design efforts are permitted.
 - b. Logos or service-mark devices shall be individual cut-out elements, or surface printed (such as screen printing) on a panel unit. The element or panel shall be sized relevant to the counter space occupied by the airline but have a vertical dimension no greater than twenty-four (24) inches, a width no greater than twice the vertical dimension used, or a thickness greater than one (1) inch. Logo elements or panels must be attached directly to the Backwall, with no stand-off (letters or graphics pinned away from the wall surface) or specific illumination permitted. Recognized airline corporate colors and finishes compatible with existing or proposed design efforts are permitted.
 - c. The Airport intends to have a uniform (intensity, illumination color, etc.) back-channel LED source for these back wall identification displays; therefore, no tenant illumination of any Logos, Logotypes, or other graphic identification devices through other means will be permitted.

- d. Application of Backwall treatments identified above shall be restricted to the following quantities:
 - i. One (1) corporate signature (Logotype or Logo-service mark device) application will be allowed for the first fifteen (15) feet of leased counter length.
 - ii. These dimensions and quantities are for continuous counter lengths. Airlines with non-continuous counters must treat each counter individually with respect to length and quantities as identified above.
 - iii. Applications in quantities greater than stated above will not be permitted.
 - iv. These elements will display the operational name of the carrier. Font shall be Meta Bold.

2. Aircraft Boarding Areas

- a. Airlines shall provide the Authority with corporate signatures, Logos, or other approved designs to be incorporated onto the airport's gate information display screens located behind gate podiums. These items shall be submitted in .jpeg, .png, .mp4, or .mov file formats.
- b. No other physical signage, Appointments, placards, or similar displays shall be installed, displayed, or presented in the aircraft boarding areas, unless approved by the Authority. Requests for such approvals shall be directed to the Director of Operations and Facilities.

3. Door Signage

- a. Elements identifying access doors to primary offices must conform to the following:
 - i. The sign shall consist of a panel with a vertical dimension of eight (8) inches and a horizontal dimension of six (6) inches. The bottom three (3) inches shall be used for a protective clear window for message inserts; or
 - ii. The sign shall consist of a panel with a vertical dimension of five (5) inches and a horizontal dimension of six (6) inches.
- b. The sign panel shall be located on the wall surface adjacent to the latch side of the door. The top of the sign shall be exactly sixty (60) inches above the finished surface of the floor and three (3) inches from the outer edge of the door frame. The panel shall be 1/8 inch in thickness, with a 1/8 inch acrylic wall spacer.
- c. The font for all messages contained thereon shall be restricted to Meta Bold. The background color of the sign shall be Grizzle Gray (SW 7068), and the letterforms and/or numerals shall be

PMS Cool Grey 3C. The overall finish of the sign shall be an eggshell, matte, or other non-glare finish on acrylic.

- d. Sign copy shall have a minimum height of 5/8 inches and shall be tactile, with a minimum raised dimension of 1/32 inch. In addition to the tactile letterforms, Grade 2 Braille shall be located below each message (room number, function name, etc.).
- e. Pictograms, Logos, Logotypes, and/or other visual identification graphic devices will not be permitted in this application. Use of the international symbol of access, along with other specifically regulatory images, will be reviewed and approved by the Airport on a case-by-case basis.
- f. The Authority will initially provide door markings upon the initiation of a lease. Any subsequent or replacement door markings shall be provided or paid for by the Operator/Lessee.

4. Appointments

- a. Airline arrival and departure boards displayed in the main terminal building shall be located on digital displays above the ticket counter area.
- b. Signage required by the federal government (Hazardous Materials, Tariffs, Concealed Weapons, Overbooking, etc.) shall conform to all federal requirements; however, in no case will the horizontal dimension of the sign panel be greater than twenty-four (24) inches or the vertical dimension greater than eighteen (18) inches. It is the intent of the Airport to seek a uniform display with respect to size, color, and location of these federal notices.
- c. All regulatory sign requirements by the FAA and airlines shall conform to the standard established in this policy.
- d. Airline corporate Appointments, such as but not limited to carpeting, wall coverings, and unique furniture items, are subject to review and approval of the Airport Authority before their installation. In general, these custom items will only be approved by the Authority for use in the leased airline ticket office.
- e. Freestanding countertop signs are limited to two (2) per counter space.

5. Approvals

- a. Signage, architectural features and Appointments, graphics, colors, and all items discussed in this section are subject to review and approval of the Airport Authority before their installation.

1.12 Ground Transportation Tenant Signage

The following regulations apply to tenants of the airport providing ground transportation services to the public. These tenants include Buses, Courtesy Shuttles, Limousines, Ride-Booking Services, and Taxicabs.

1. Baggage Claim Area - Ground transportation Backwall treatments shall be restricted as follows:

- a. Recognized corporate colors and Logos shall be displayed on a 60" digital screen. The bottom of the display shall be no lower than 63" above the floor. The Backwall color shall not be altered in any way.
- b. All signs installed before January 1, 2025, shall be grandfathered in. Until the Lessee changes Backwall treatment, at which point the Lessee shall install a 60" digital display as described above.
- c. The Airport intends to provide a uniform appearance for these Backwall identification displays. Therefore, no tenant illumination of any Logos, Logotypes, or other graphic identification devices, as described hereinafter, will be permitted.
- d. These elements will enable the display of the operational name of the rental agency using corporate-approved Logos, names, fonts, and other elements.
- e. Signage on walls other than on the Backwall is not permitted.

2. Rental Car Lot

- a. Tenant identification of specific automobile stalls shall be provided on an Airport-installed sign as shown in Exhibit A, hereinafter.
- b. Graphics on the tenant-supplied panel, as shown in Exhibit A, may include the corporate background color and display the corporate Logotype only. Each stall shall only be identified by no more than two companies.
- c. The Airport will provide the mounting post (with mounting holes) and address panel at each automobile ready-up space, as shown. It shall be the responsibility of the rental agency assigned to that space to provide, install, and maintain the panel as shown.

3. Appointments

- a. Countertop displays or signs of a specific promotional nature (Cars available, local fuel prices, etc.), as well as third-party advertising of another company name, are permitted. No more than two (2) freestanding signs shall be permitted for each countertop. Countertop displays shall use the typestyle Meta Bold in the color PMS Cool Grey 3C on the background Grizzle Gray (SW 7068). The overall finish of these signs shall be an eggshell, matte, or other non-glare finish.

- b. Key drop-off boxes are not inclusive of the 2 freestanding signs.
- c. Freestanding signs outside of counter space will not be permitted.

4. Door Signage

- a. Elements identifying access doors to primary offices must conform to the following:
 - i. The sign shall consist of a panel with a vertical dimension of eight (8) inches and a horizontal dimension of six (6) inches. The bottom three (3) inches shall be used for a protective clear window for message inserts; or
 - ii. The sign shall consist of a panel with a vertical dimension of five (5) inches and a horizontal dimension of six (6) inches.
- b. The sign panel shall be located on the wall surface adjacent to the latch side of the door. The top of the sign shall be exactly sixty (60) inches above the finished surface of the floor and three (3) inches from the outer edge of the door frame. The panel shall be 1/8 inch in thickness, with a 1/8 inch acrylic wall spacer.
- c. The font for all messages contained thereon shall be restricted to Meta Bold. The background color of the sign shall be Grizzle Gray (SW 7068), and the letterforms and/or numerals shall be PMS Cool Grey 3C. The overall finish of the sign shall be an eggshell, matte, or other non-glare finish on acrylic.
- d. Sign copy shall have a minimum height of 5/8 inches and shall be tactile, with a minimum raised dimension of 1/32 inch. In addition to the tactile letterforms, Grade 2 Braille shall be located below each message (room number, function name, etc.).
- e. Pictograms, Logos, Logotypes, and/or other visual identification graphic devices will not be permitted in this application. Use of the international symbol of access, along with other specifically regulatory images, will be reviewed and approved by the Airport on a case-by-case basis.
- f. The Authority will initially provide door markings upon the initiation of a lease. Any subsequent or replacement door markings shall be provided or paid for by the Operator/Lessee.

5. Approvals

- a. Signage, architectural features and Appointments, graphics, colors, and all items discussed in this section are subject to review and approval of the Airport before their installation.

1.13 Concessions Tenant Signage

1. Restaurants and Bars

- a. Restaurant service counters shall use digital displays to display menu options. These displays shall be mounted on the back wall in a manner that is easily readable to customers in the service queue.
- b. Sandwich boards or any other freestanding displays may be used within the tenant's leased area and shall be limited to one (1) of these displays and not hinder the flow of passenger traffic within the terminal. Sandwich boards or freestanding displays may be used in the general circulation area when approved by the Authority. Inscriptions, text, or imagery on these displays must be tasteful in manner and not offensive. The Airport Authority has the right to have the Concessionaire remove or replace content on these displays.
- c. Tabletop and bar top signage may be used for promotional items.
- d. Television displays should display content that is family-appropriate and not be able to be heard from the general restaurant seating area.

2. Vending Machines

- a. Placards must be on each vending machine showing the machine's owner's name and contact information.

3. Door Signage

- a. Elements identifying access doors to primary offices must conform to the following:
 - i. The sign shall consist of a panel with a vertical dimension of eight (8) inches and a horizontal dimension of six (6) inches. The bottom three (3) inches shall be used for a protective clear window for message inserts; or
 - ii. The sign shall consist of a panel with a vertical dimension of five (5) inches and a horizontal dimension of six (6) inches.
- b. The sign panel shall be located on the wall surface adjacent to the latch side of the door. The top of the sign shall be exactly sixty (60) inches above the finished surface of the floor and three (3) inches from the outer edge of the door frame. The panel shall be 1/8 inch in thickness, with a 1/8 inch acrylic wall spacer.

- c. The font for all messages contained thereon shall be restricted to Meta Bold. The background color of the sign shall be Grizzle Gray (SW 7068), and the letterforms and/or numerals shall be PMS Cool Grey 3C. The overall finish of the sign shall be an eggshell, matte, or other non-glare finish on acrylic.
- d. Sign copy shall have a minimum height of 5/8 inches and shall be tactile, with a minimum raised dimension of 1/32 inch. In addition to the tactile letterforms, Grade 2 Braille shall be located below each message (room number, function name, etc.).
- e. Pictograms, Logos, Logotypes, and/or other visual identification graphic devices will not be permitted in this application. Use of the international symbol of access, along with other specifically regulatory images, will be reviewed and approved by the Airport on a case-by-case basis.
- f. The Authority will initially provide door markings upon the initiation of a lease. Any subsequent or replacement door markings shall be provided or paid for by the Operator/Lessee.

4. Approvals

- a. Signage, architectural features and Appointments, graphics, colors, and all items discussed in this section are subject to review and approval of the Airport before their installation.

(Sections 1.14 – 1.90 are reserved)

1.91 Penalties

1.92 Indemnity

In addition to the penalties provided in the foregoing Section 1.91, any Person violating this Ordinance shall indemnify and save harmless the Authority, its Board, Officers, Directors and employees of, from and against any and all liabilities, damages, suits, penalties, judgments, and environmental clean-up, removal, response, assessment, or remediation cost arising from contamination of the premises or the release of any Hazardous Substance, pollutant, contaminant or petroleum in, on, about or under the Airport, and shall indemnify and save the Authority, its Board, Officers, Directors, and employees harmless from and against any and all loss of rentals or decrease in property values arising out of such violation.

(Sections 1.93 – 1.98 are reserved)

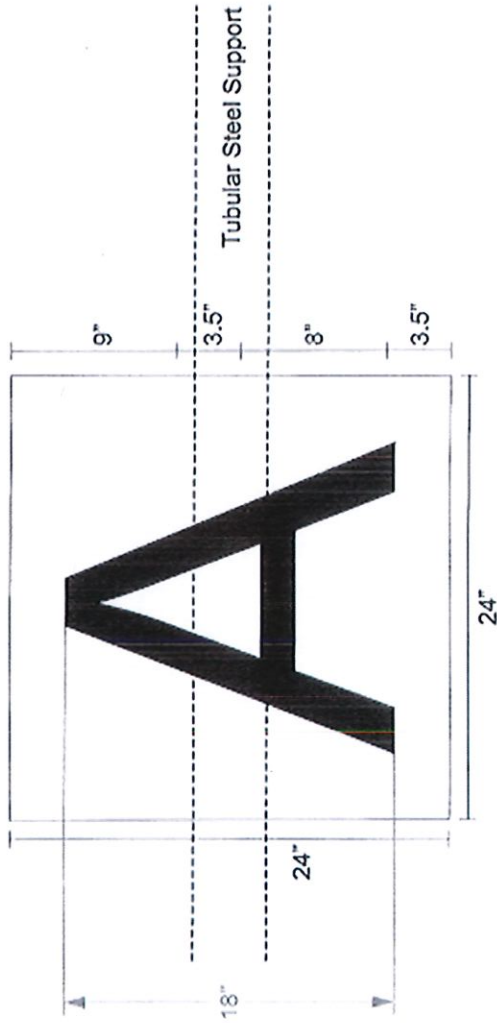
1.99 Civil Responsibility

The imposition or payment of any forfeiture imposed by this Ordinance shall not relieve any Person from the civil consequences of his or her acts in any manner or form whatsoever.

Any and all violations requiring fines and/or civil penalties to be issued under this Ordinance and requiring legal action to be taken by the Authority to collect on said fines and/or civil penalties shall include the payment by the violator of any and all legal costs incurred by the Authority, including attorney fees, court costs and any other such costs which may be assessed by a court of competent jurisdiction against the violator in addition to the fines or penalty.

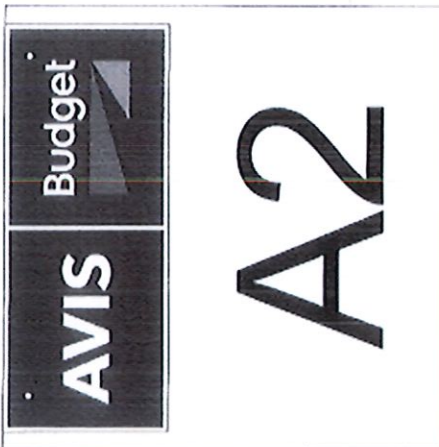
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Notes:
Fort Ave



APPROVAL		DATE
If approved, please sign and date the above line and bar back. If not, please clearly note any changes and bar back.		5/28/2014
This drawing includes data that is proprietary information of Diskey Architectural Signage. It shall not be used, duplicated or disclosed in whole or part for any purpose other than to evaluate the proposed sign. If a contract is awarded to Diskey Architectural Signage, the contractor shall have the right to use or disclose the data to the extent provided in the resulting contract.		Rev: 2 Date of Rev: 7/15/14 No: 1
Client: Fort Wayne Airport		C. Nichols
Description: .080 Aluminum Parking Canopy Sign		
Diskey Architectural Signage PO Box 12100 Fort Wayne, IN 46862-2100 Tel: (260) 424-0233 • Fax: (260) 424-0668		
2 of 8	114-1339	1:2

Notes:
Fort Wayne



Stall Sign

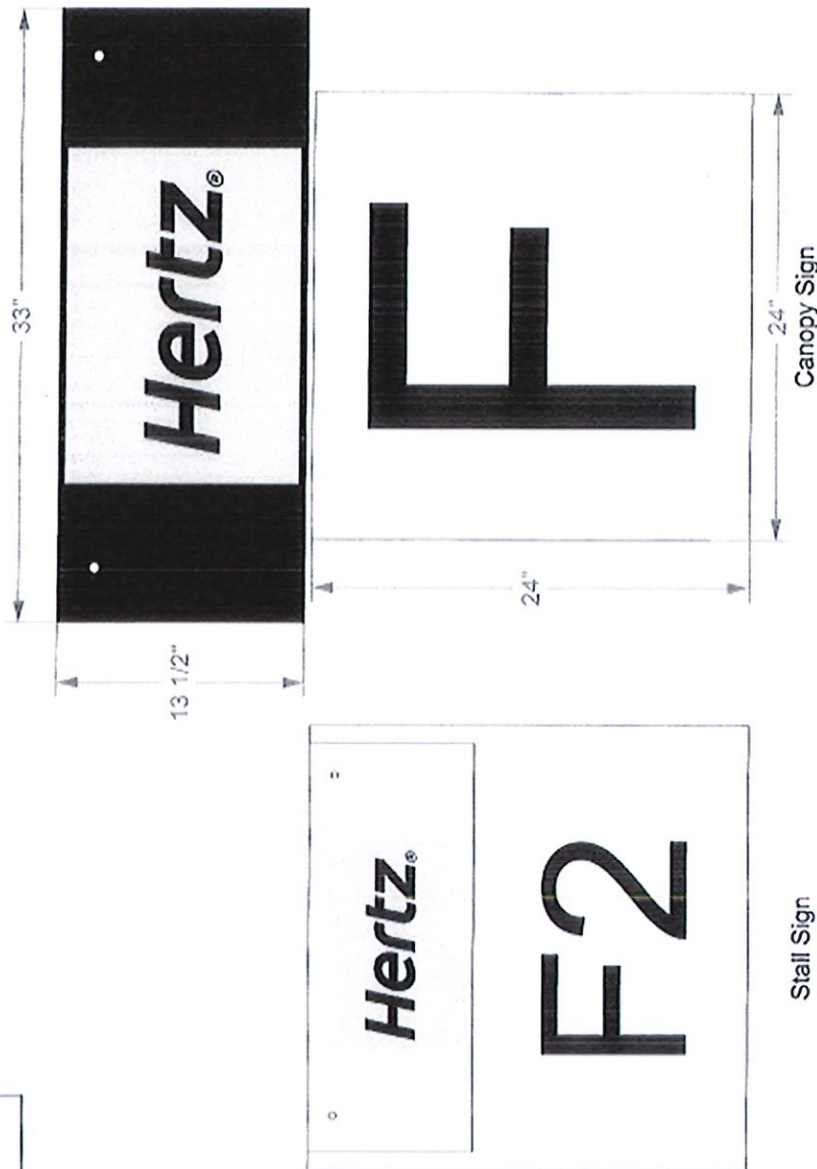
Canopy Sign

APPROVAL / DATE

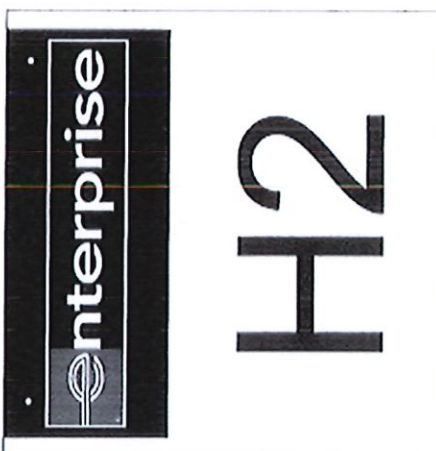
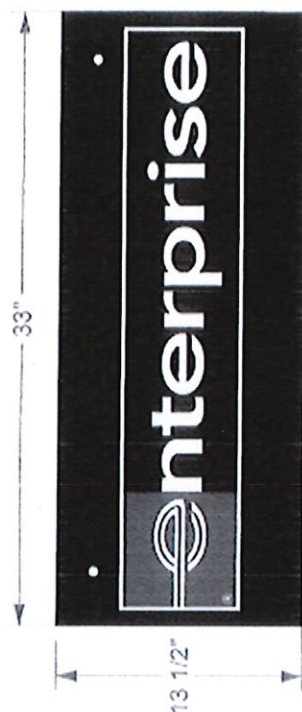
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3 of 8	DISKEY Architectural Signage PO Box 12100 Fort Wayne, IN 46862-2100 Tel: (260) 424-0233 • Fax: (260) 424-0668	Fort Wayne Airport	This drawing includes data that is proprietary information of Diskey Architectural Signage. It shall not be used, copied, reproduced, or otherwise disseminated without the written consent of Diskey Architectural Signage. If a contract is awarded to this proposer as a result of or in connection with the submission of this data, the data shall have the right to use or disclose the data to the extent provided in the contract. © Copyright, Diskey Architectural Signage, 2012
114-1339		.080 Aluminum Parking Sign	
1:2			
			Date: 6/11/2014 Drawn by: C. Nichols Checked by: 2 7/15/14

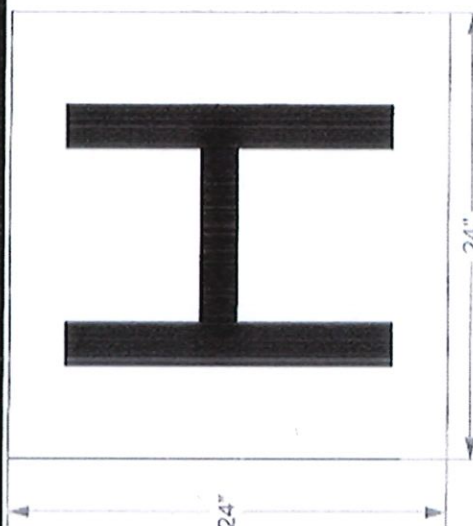
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4 of 8	DISKEY Architectural Signage PO Box 12100 Fort Wayne, IN 46862-2100 Tel: (260) 424-0233 • Fax: (260) 424-0668	Client	Fort Wayne Airport	This drawing includes data that is proprietary information of Disky Architectural Signage. It shall not be used, duplicated or disclosed in whole or part for any purpose other than to evaluate this proposal. If a contract is awarded to the proposer as a result of or in connection with this proposal, the proposer shall have the right to use or disclose the data to the extent provided in the resulting contract. © Copyright, Disky Architectural Signage, 2012	APPROVAL	DATE
114-1339		Descriptor:	.080 Aluminum Parking Sign		Approved: <i>[Signature]</i> Date: 6/11/2014	Date of Rev: 6/11/2014 Rev: 2 Date of Rev: 7/15/14
1:2					By: <i>[Signature]</i> Date: 6/11/2014	



Stall Sign



Canopy Sign

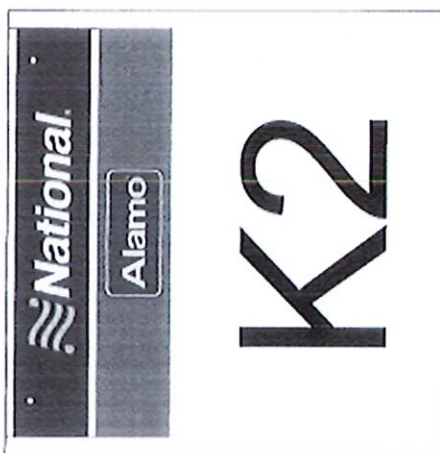
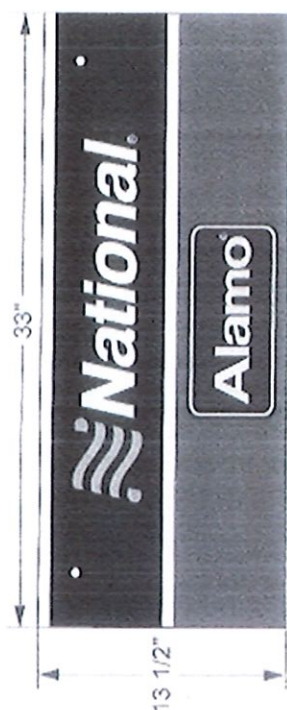
APPROVAL DATE

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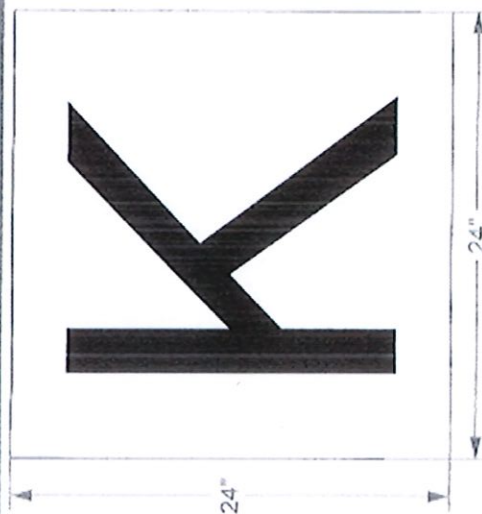
5 of 8	DISKEY Architectural Signage	Fort Wayne Airport	6/30/2014
114-1339	PO Box 12100 Fort Wayne, IN 46862-2100		Size of Sign
1:2	Tel: (260) 424-0233 • Fax: (260) 424-0668	.080 Aluminum Parking Sign	Size of Sign
			2 7/15/14
			C. Nichols

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Stall Sign



Canopy Sign

6 of 8	DISKEY Architectural Signage PO Box 12100 Fort Wayne, IN 46862-2100 Tel: (260) 424-0233 • Fax: (260) 424-0668	Client: Fort Wayne Airport Description: .080 Aluminum Parking Sign	APPROVAL / DATE If approved, please sign and date the above line and fax back. If not, please clarify note any changes and fax back.
114-1339			This drawing includes data that is proprietary information of Disney Architectural Signage. It shall not be used, copied, or otherwise reproduced without the express written consent of Disney Architectural Signage. In the event of a contract awarded to this proposer as a result of a competition, the proposer shall agree to use or disclose the data to the extent provided in the resulting contract. © Copyright, Disney Architectural Signage, 2012
1:2			Date of Rev: 6/30/2014 Rev: 2 7/15/14 By: C. Nichols