

Rebranding Project 2015

Ticket Counter
Baggage Claim Area
Baggage Service Office

ORD
Chicago O'Hare International Airport
Chicago, IL

Approved (PMO): _____

Approved (AA): _____

Job #7013943

08/16/15

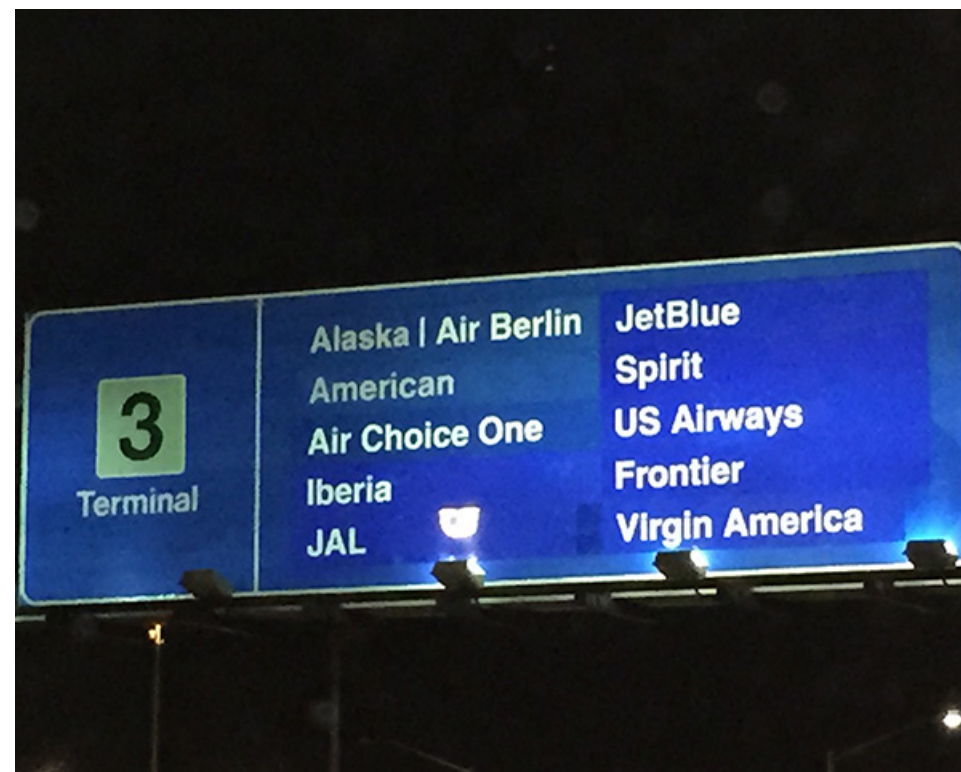
SCOPE INCLUDED IN THIS PACKAGE:

- ROADWAY
- PARKING GARAGE
- CURBSIDE
- ATO / TICKET SALES
- BSO
- CUSTOMER SERVICE
- INTERIOR WAYFINDING
- GATES
- BAGGAGE CLAIM
- TSC (CITY TICKET OFFICE)
- JETBRIDGE

SOUTH WATER



S I G N S



Terminal Roadway Sign (LUS) to be changed to American by Airport, OOS

SOUTHWATER TO COORDINATE WITH AIRPORT AUTHORITY AND STATION GM'S FOR SIGN CHANGES TO ENSURE COMPLETION OF WORK BY OCTOBER 15TH.

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

08/16/15 SKB

SIGN RECOMMENDATION

SOUTH WATER

 SIGNS

934 N. Church Road., Elmhurst, IL 60126



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Curbside wayfinding (Arrivals), Airport to remove or replace LAA and LUS, OOS

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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DECAL Digitally Printed Vinyl Decal

Scale: NTS - Field Verify

Qty: Field Verify

Airport to remove existing LAA or LUS wayfinding sign elements. Clean sign area prior to installation. Install digitally produced vinyl decal to sign area (as shown).

SOUTHWATER TO COORDINATE WITH
 AIRPORT AUTHORITY AND STATION GM'S
 FOR SIGN CHANGES TO ENSURE
 COMPLETION OF WORK BY OCTOBER 15TH.



Curbside wayfinding (Departures), Airport to remove or replace LAA and LUS, OOS

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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DECAL Digitally Printed Vinyl Decal

Scale: NTS - Field Verify

Qty: Field Verify

Airport to remove existing LAA or LUS wayfinding sign elements. Clean sign area prior to installation. Install digitally produced vinyl decal to sign area (as shown).

SOUTHWATER TO COORDINATE WITH
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Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project Curbside signage

File
7013943_AA_ORD Chicago IL 07 23 15.ai

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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Curbside, Airport scope, OOS

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ATO wayfinding signs, Airport to remove or replace LAA and LUS, OOS

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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DECAL Digitally Printed Vinyl Decal

Scale: NTS - Field Verify

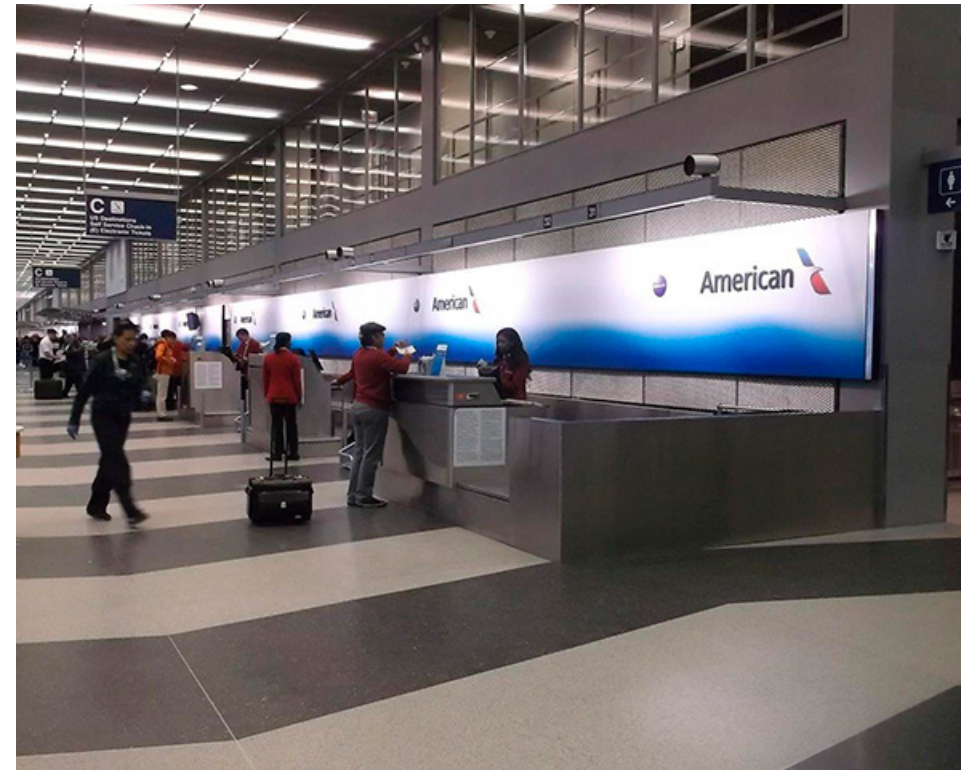
Qty: Field Verify

Airport to remove existing LAA or LUS wayfinding sign elements. Clean sign area prior to installation. Install digitally produced vinyl decal to sign area (as shown).

SOUTHWATER TO COORDINATE WITH
AIRPORT AUTHORITY AND STATION GM'S
FOR SIGN CHANGES TO ENSURE
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American ATO completed.



Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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Existing partial rebrand with LUS on pcloud (Before)

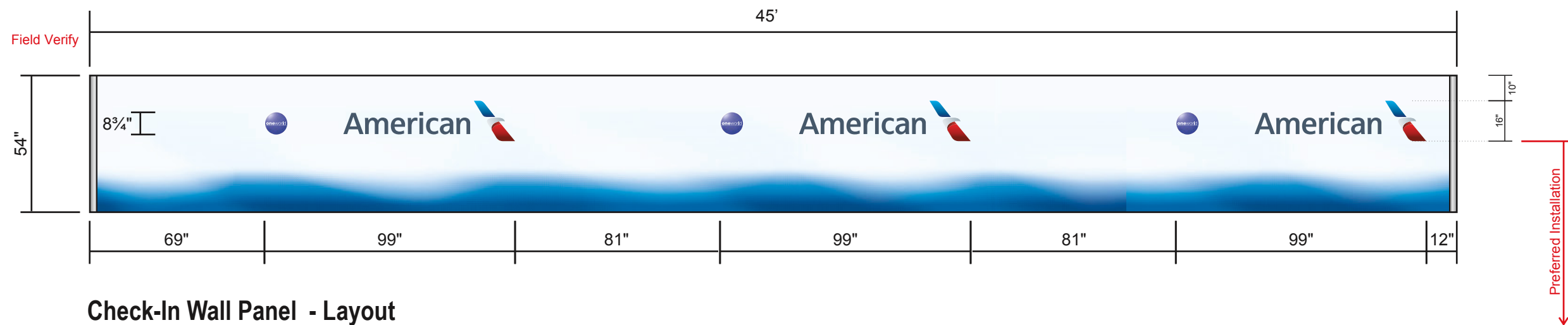


American rebrand on pcloud (After)

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

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Check-In Wall Panel - Layout

Scale 1/4" = 1'-0"

Remove existing LAA or LUS backwall sign elements. Patch and repair wall to a level 5 gypsum board finish and paint a Flat White. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown)
(2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

SIGN RECOMMENDATION



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Chicago O'Hare International Airport
Chicago, IL

Project Ticket Kiosks

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Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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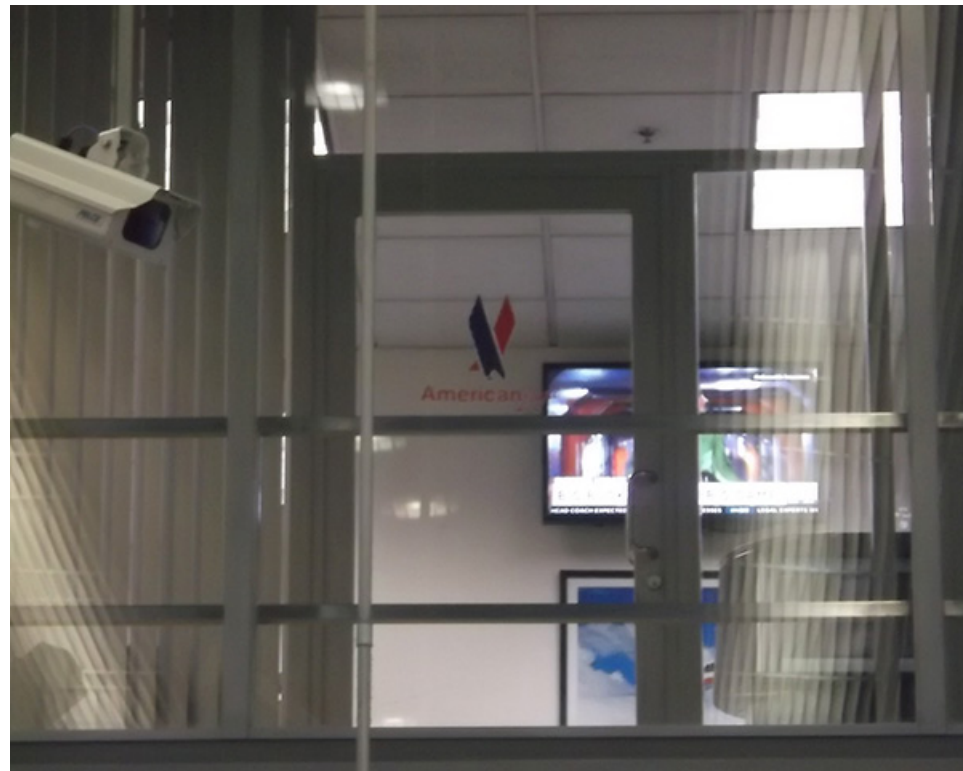
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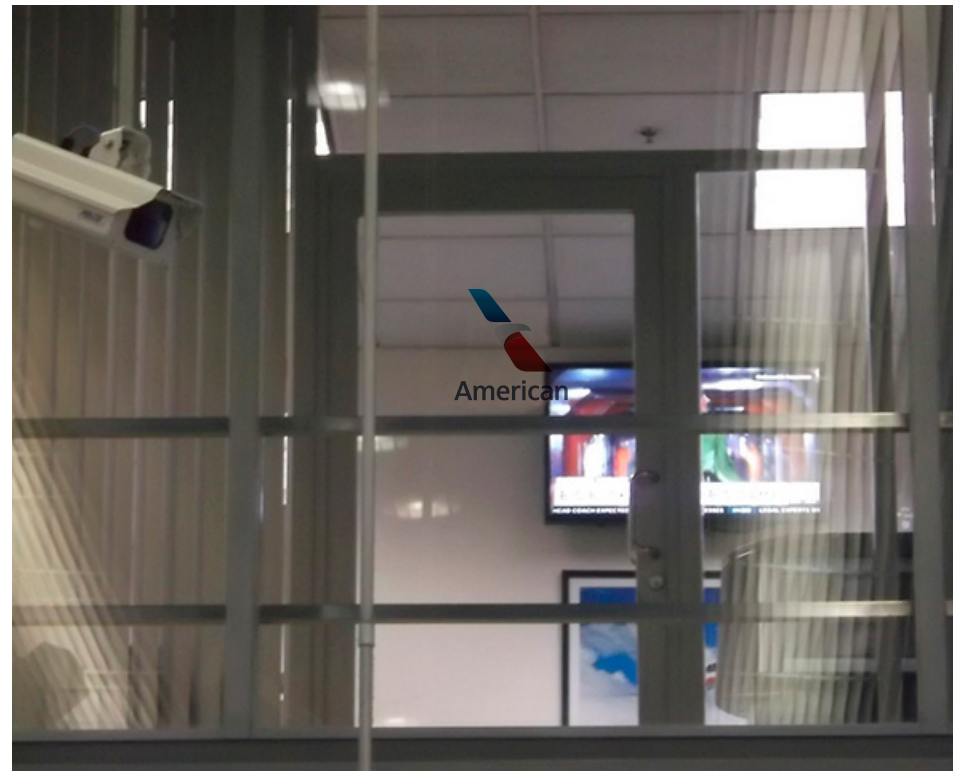
Kiosks wall area, GC to bedrand, no new branding will be added.



SOUTHWATER TO COORDINATE WITH
AIRPORT AUTHORITY AND STATION GM'S
FOR SIGN CHANGES TO ENSURE
COMPLETION OF WORK BY OCTOBER 15TH.



Admin Office over ATO (LAA), publicly visible, door glass, (Before)



Admin Office over ATO, door glass, (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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DECAL Digitally Printed Vinyl Decal

Scale: NTS - **Field Verify**

Qty: **(1) Required**

Remove existing LAA or LUS backwall sign elements. Clean sign area prior to installation.
Install digitally produced vinyl decal to sign area (as shown)



Admin Office over ATO (LAA), publicly visible, door glass, (Before)



Admin Office over ATO, door glass, (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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DECAL Cut Vinyl Decal

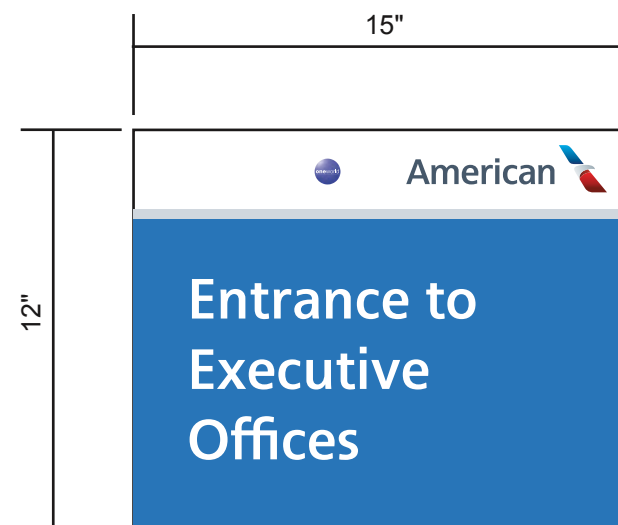
Scale: NTS - **Field Verify**

Qty: **(4) Required**

Remove existing LAA or LUS backwall sign elements. Clean sign area prior to installation.
Install cut etched vinyl decal to sign area (as shown)



Stairway to Admin Office over ATO (LAA), publicly visible sign.



ALUMINUM SIGN with Digitally Printed Vinyl Decal

Scale N.T.S.

Qty: (1) Required

Remove existing LAA or LUS sign elements. Clean sign area prior to installation.

Install digitally produced vinyl decal to .040 aluminum sign area (as shown)

Attach to wall using VHB tape

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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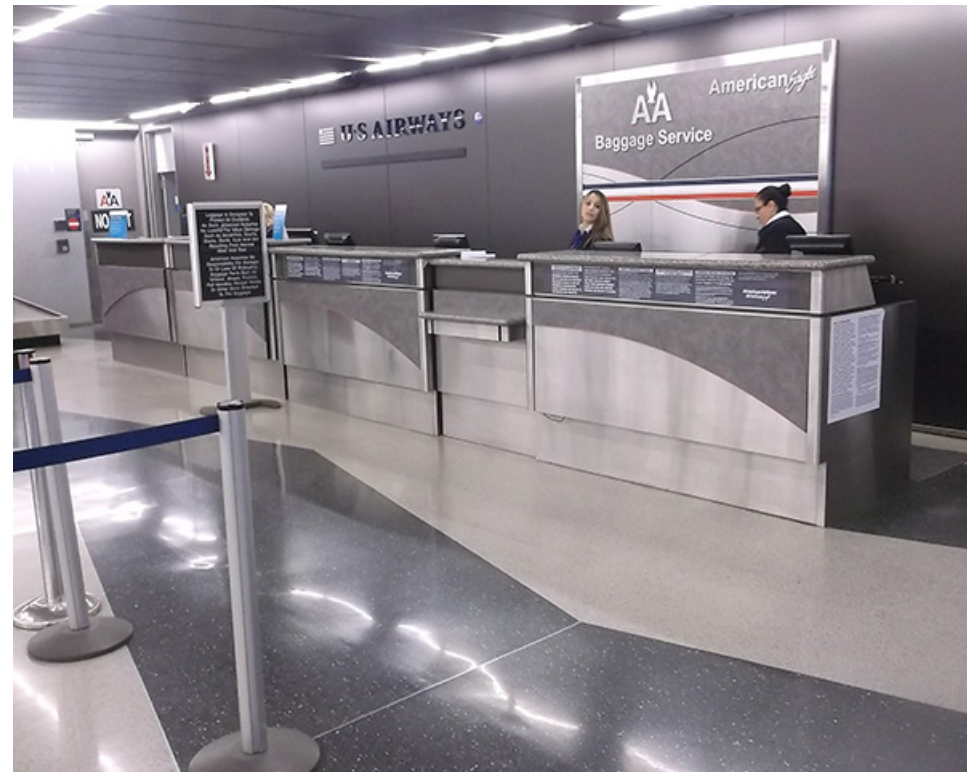
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Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project BSO (LUS) next to conveyor #5

File
7013943_AA_ORD Chicago IL 07 23 15.ai



BSO (LUS) next to conveyor #5 (Before)



BSO next to conveyor #5 (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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SIGN RECOMMENDATION

SOUTH WATER

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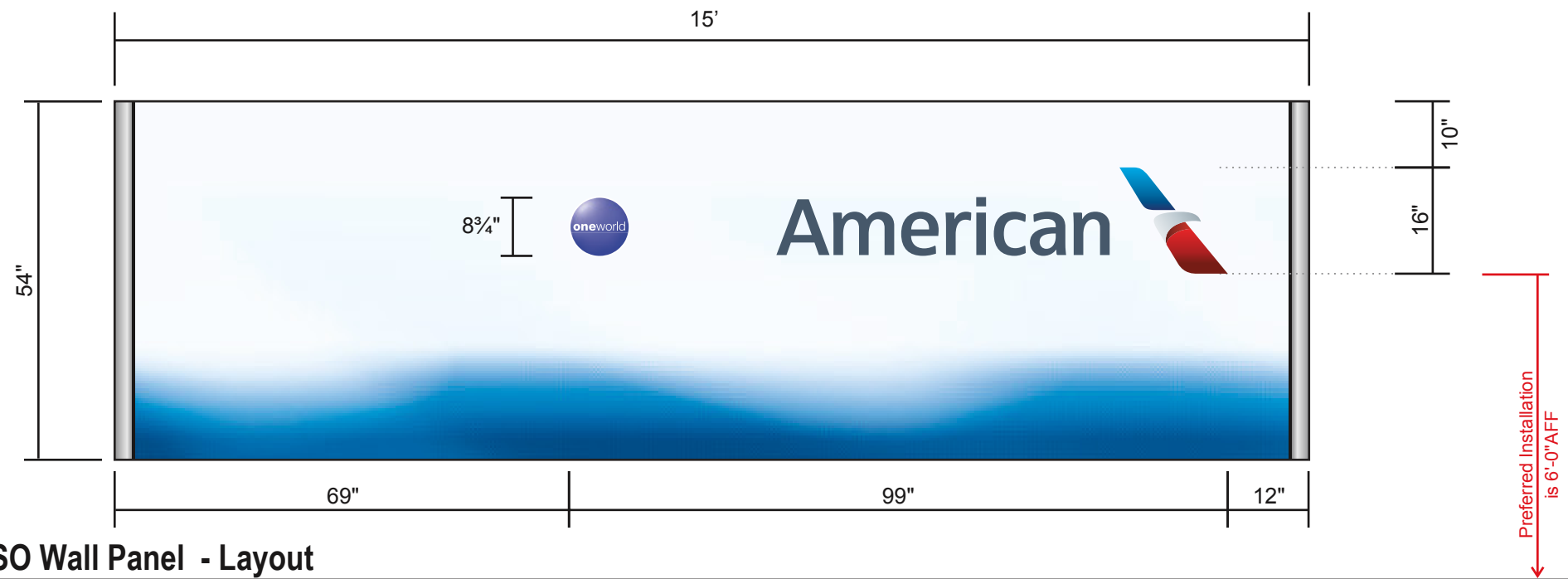
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Existing BSO (LAA) back wall panel (Before)



BSO American back wall panel (After)



BSO Wall Panel - Layout

Scale 1/2" = 1'-0"

Remove existing LAA or LUS backwall sign elements. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project BSO (LUS) next to conveyor #5

File
7013943_AA_ORD Chicago IL 07 23 15.ai

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

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SIGN RECOMMENDATION



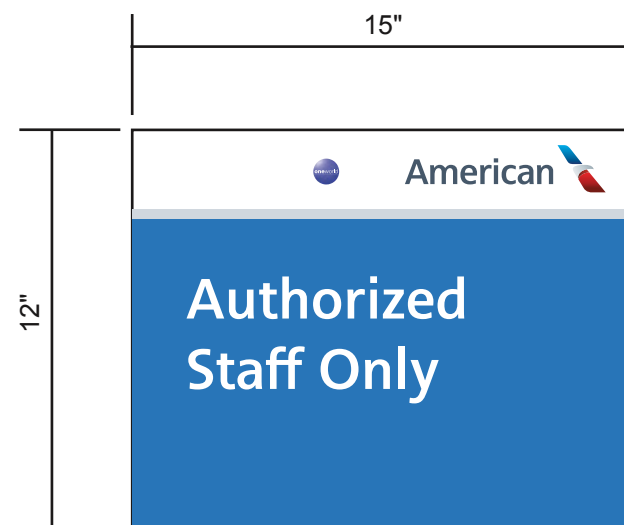
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Replace existing LAA and LUS door signs.



ALUMINUM SIGN with Digitally Printed Vinyl Decal

Scale N.T.S.
Qty: (2) Required
 Remove existing LAA or LUS sign elements. Clean sign area prior to installation.
 Install digitally produced vinyl decal to .040 aluminum sign area (as shown)
 Attach to wall using VHB tape

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project BSO (LUS) next to conveyor #5

File
7013943_AA_ORD Chicago IL 07 23 15.ai



BSO (LUS), GC to debrand, OOS

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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BSO (LAA) next to conveyor #6 (Before)

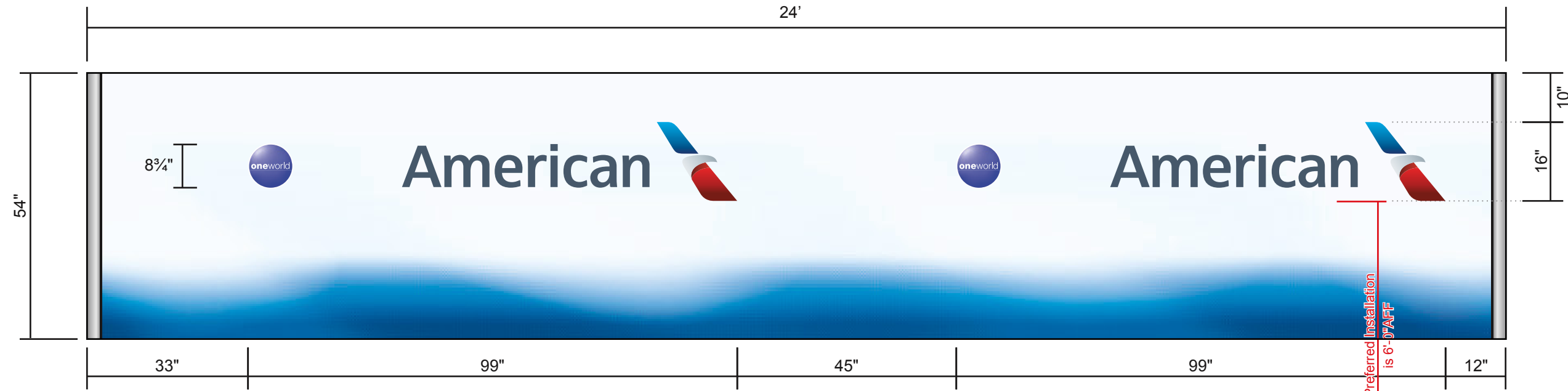


BSO next to conveyor #6 (After)

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

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BSO Wall Panel - Layout

Scale 1/2" = 1'-0"
 Remove existing LAA or LUS backwall sign elements. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws.
 Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown)
 (2) 3"wide x 54"h brushed silver end caps.

- "One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape
- "American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape
- "Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:
 All dimensions are approximate - Field verification will be required prior to fabrication.
 Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

SIGN RECOMMENDATION



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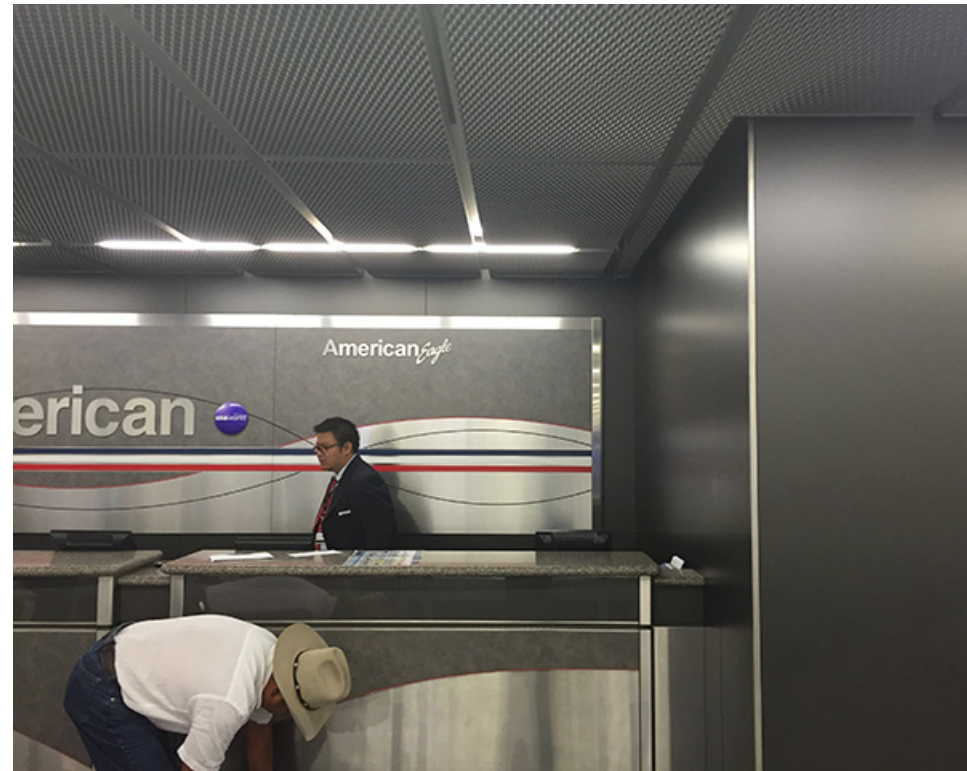
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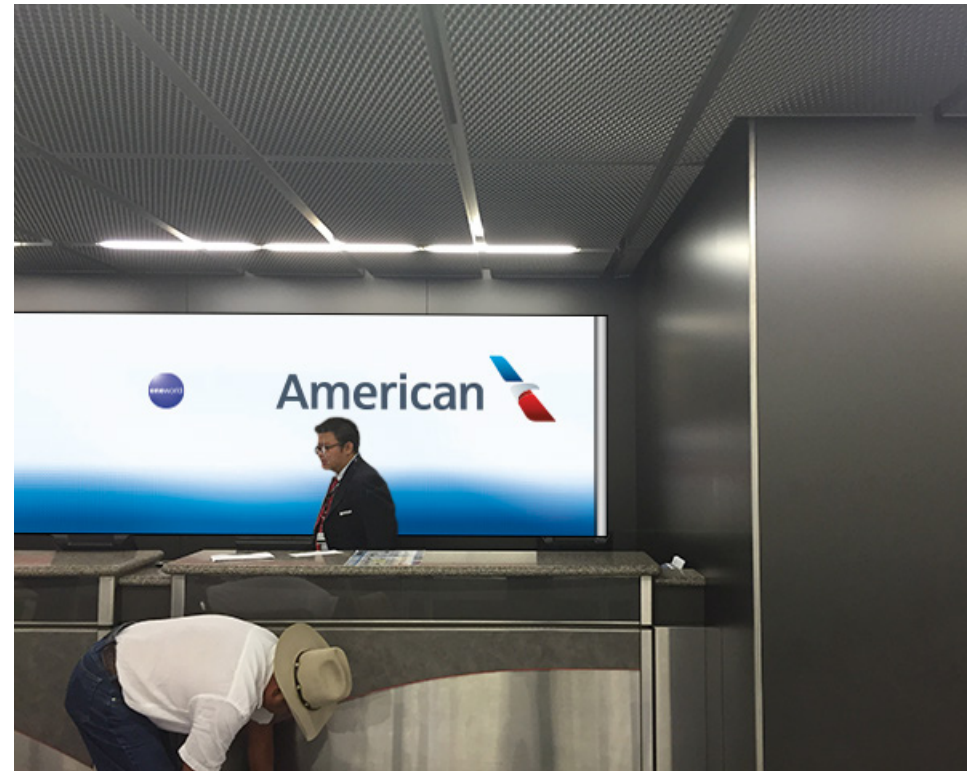
BSO (LAA) next to conveyor #6 (Before)



BSO next to conveyor #6 (After)



BSO (LAA) next to conveyor #6 (Before)



BSO next to conveyor #6 (After)

Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project BSO (LAA) next to conveyor #6

File
7013943_AA_ORD Chicago IL 07 23 15.ai

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
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-  One World Blue - Pantone 2735c

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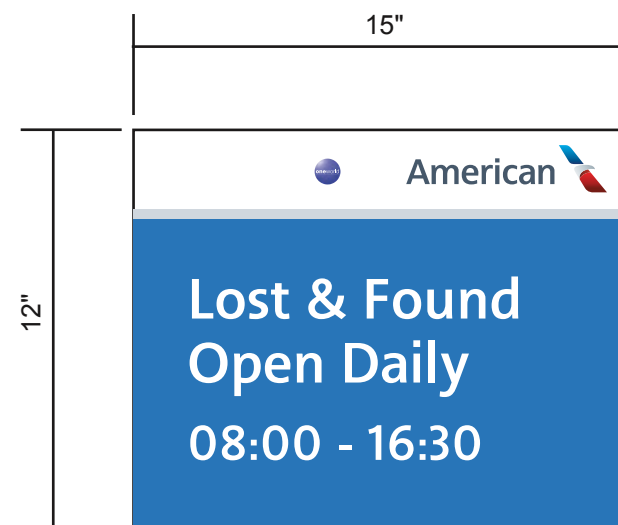
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Replace lost & found sign, BSO (LAA), next to conveyor #6.



ALUMINUM SIGN with Digitally Printed Vinyl Decal

Scale N.T.S.

Qty: (1) Required

Remove existing LAA or LUS sign elements. Clean sign area prior to installation.

Install digitally produced vinyl decal to .040 aluminum sign area (as shown)

Attach to wall using VHB tape

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
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BSO wayfinding signs, Airport to remove or replace LUS, OOS

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
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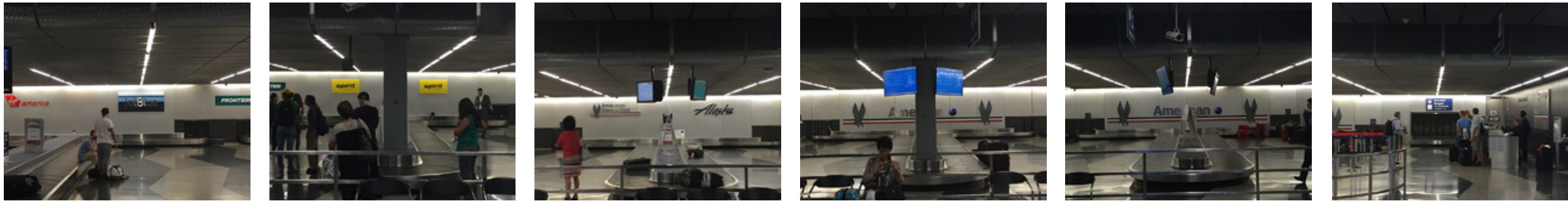
DECAL Digitally Printed Vinyl Decal

Scale: NTS - *Field Verify*

Qty: *Field Verify*

Airport to remove existing LAA or LUS wayfinding sign elements. Clean sign area prior to installation.
Install digitally produced vinyl decal to sign area (as shown).

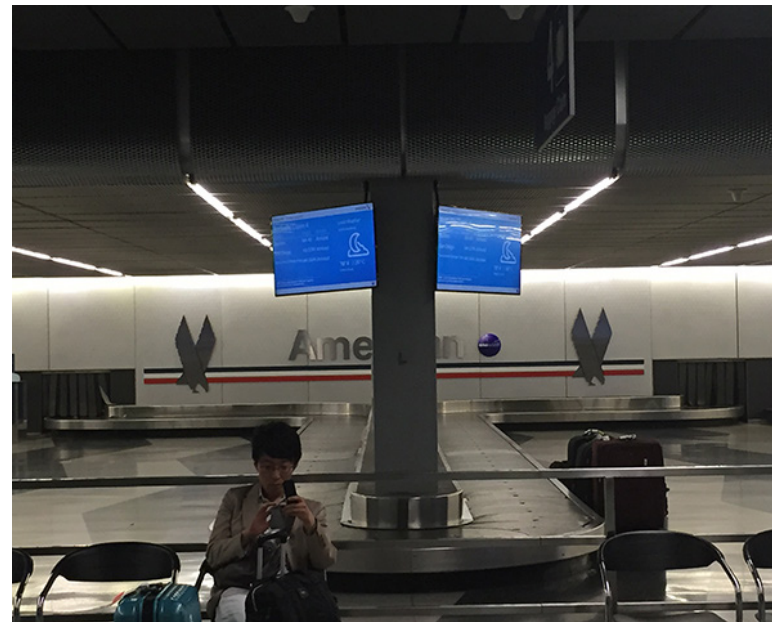
SOUTHWATER TO COORDINATE WITH
AIRPORT AUTHORITY AND STATION GM'S
FOR SIGN CHANGES TO ENSURE
COMPLETION OF WORK BY OCTOBER 15TH.



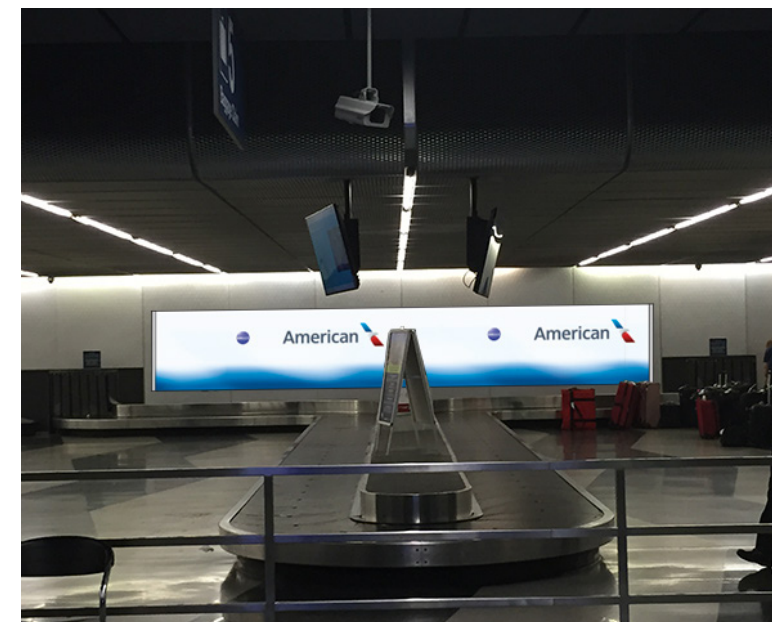
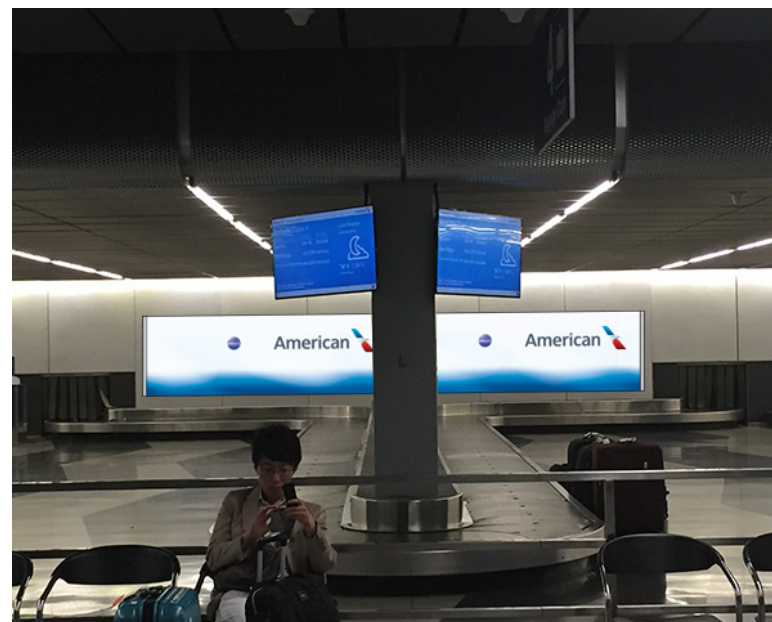
Baggage claim wall panels behind conveyors 3, 4 & 5



Baggage claim wall panels (LAA) behind conveyors 3, 4 & 5 (Before)



Baggage claim wall panels behind conveyors 3, 4 & 5 (After)



Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project Baggage claim area

Conveyors 1-5

File

7013943_AA_ORD Chicago IL 07 23 15.ai

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

08/16/15 SKB

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Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project Baggage claim area

Conveyor 3

File

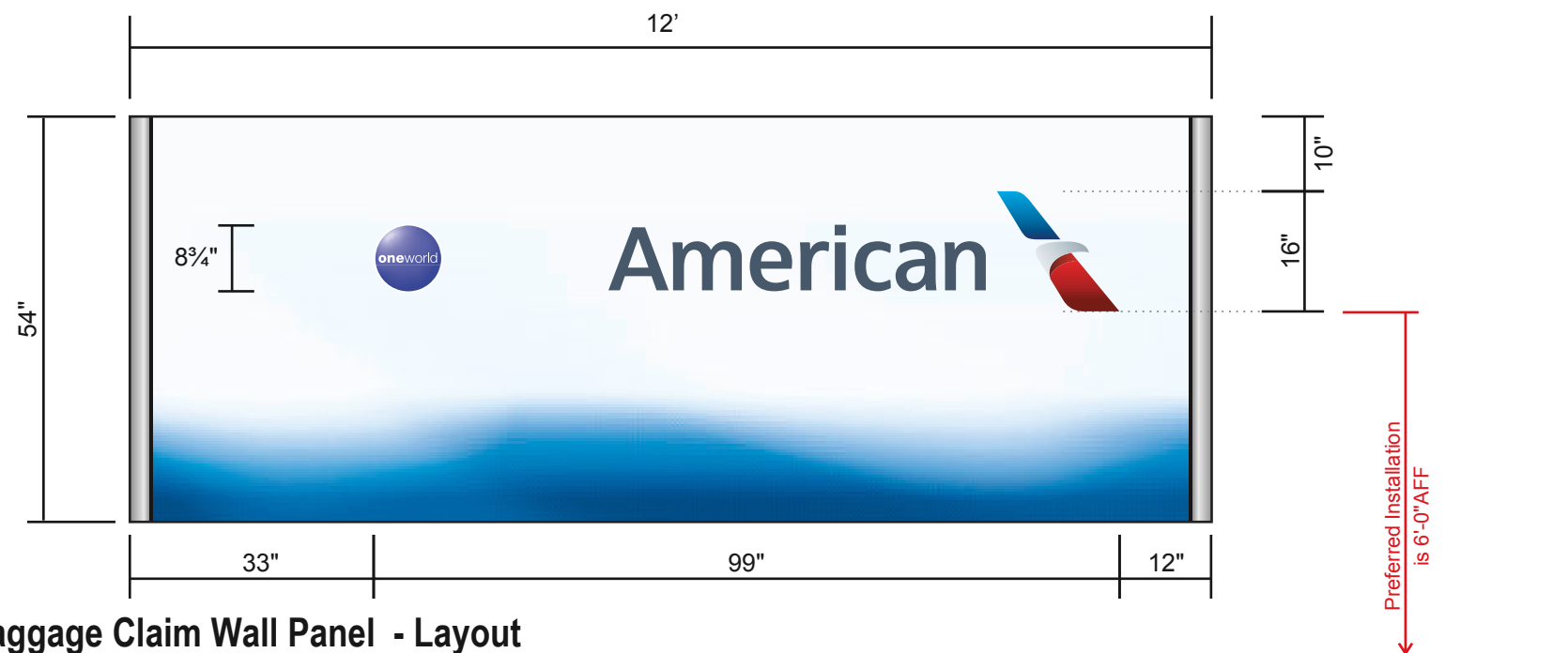
7013943_AA_ORD Chicago IL 07 23 15.ai



Baggage claim wall panel (LAA) behind conveyor 3 (Before)



Baggage claim wall panel behind conveyor 3 (After)



Baggage Claim Wall Panel - Layout

Scale 1/2" = 1'-0"

Remove existing LAA or LUS backwall sign elements. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

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ORD
Chicago O'Hare International Airport
Chicago, IL

Project Baggage claim area

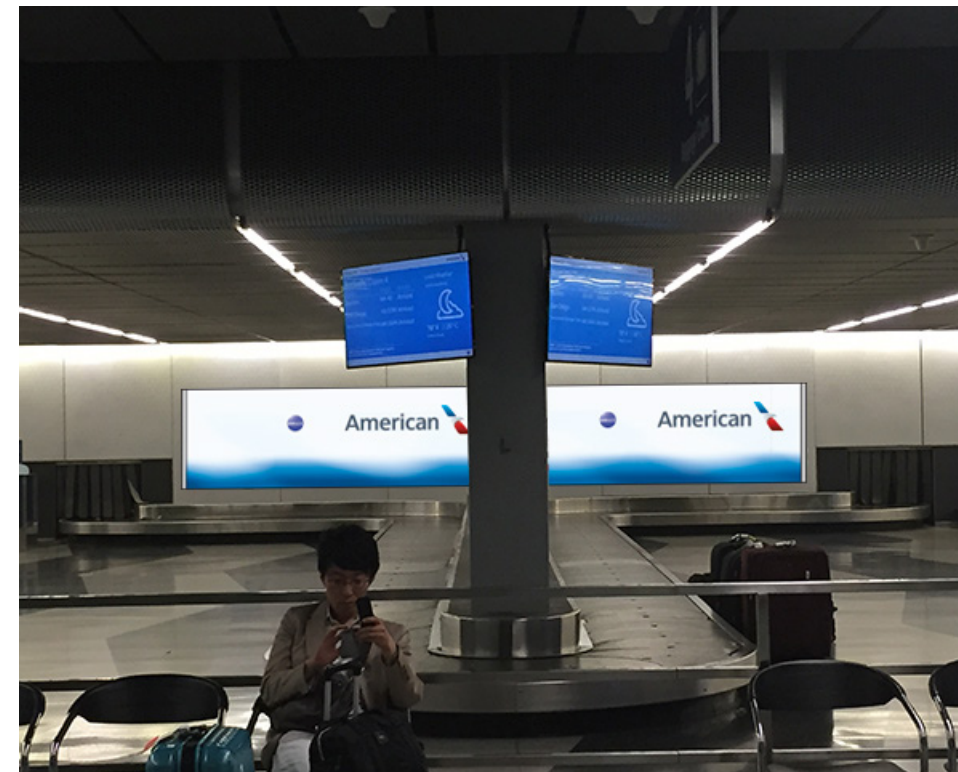
Conveyor 4

File

7013943_AA_ORD Chicago IL 07 23 15.ai



Baggage claim wall panel (LAA) behind conveyor 4 (Before)



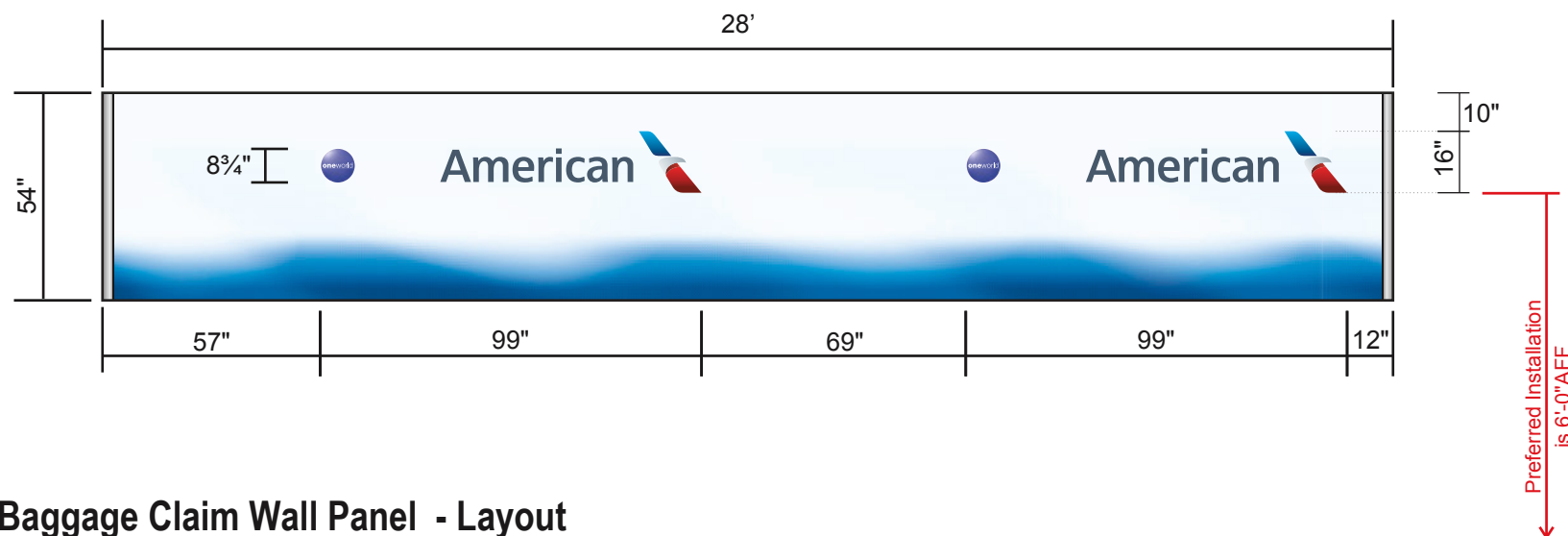
Baggage claim wall panel behind conveyor 4 (After)

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

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Baggage Claim Wall Panel - Layout

Scale 1/4" = 1'-0"

Remove existing LAA or LUS backwall sign elements. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3"wide x 54"h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

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Rebranding Project 2015

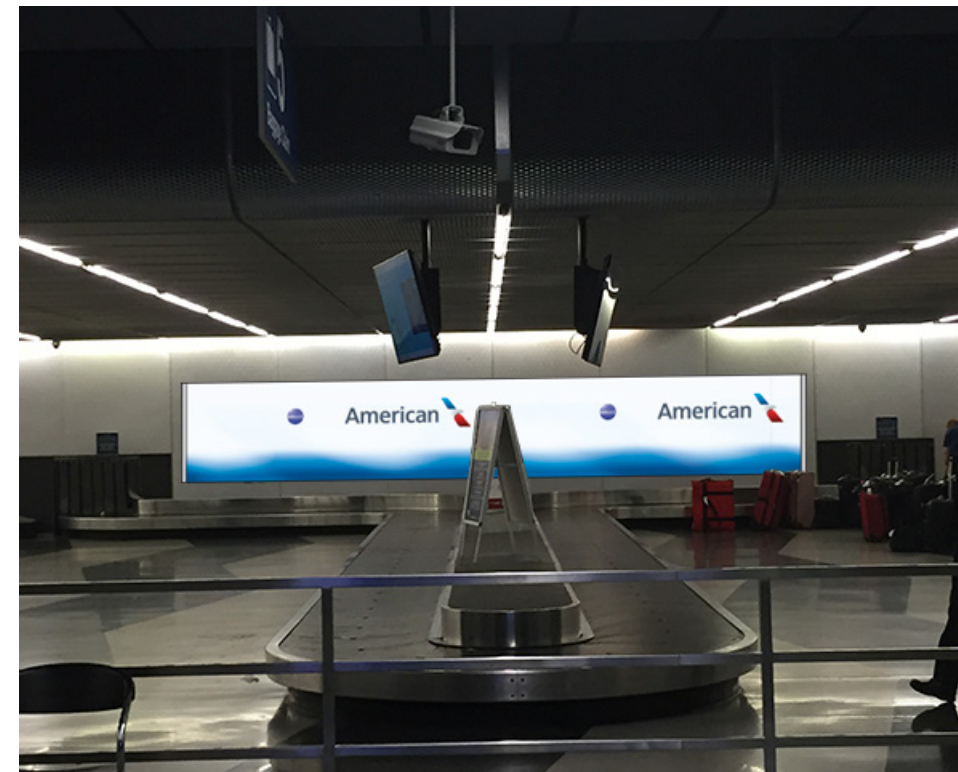
ORD
Chicago O'Hare International Airport
Chicago, IL

Project Baggage claim area
Conveyor 5

File
7013943_AA_ORD Chicago IL 07 23 15.ai



Baggage claim wall panel (LAA) behind conveyor 5 (Before)

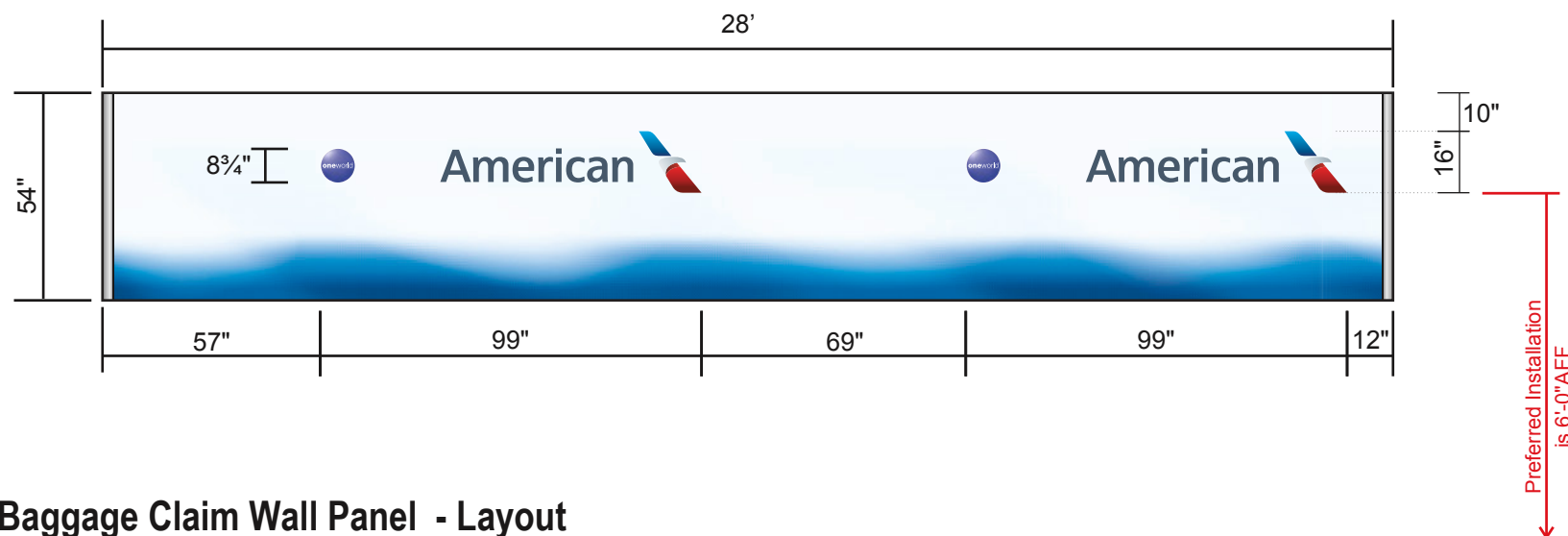


Baggage claim wall panel behind conveyor 5 (After)

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB
08/16/15 SKB



Baggage Claim Wall Panel - Layout

Scale 1/4" = 1'-0"

Remove existing LAA or LUS backwall sign elements. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3"wide x 54"h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will required being prepped, refinished and painted before new signage is installed.

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Rebranding Project 2015

ORD
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Chicago, IL

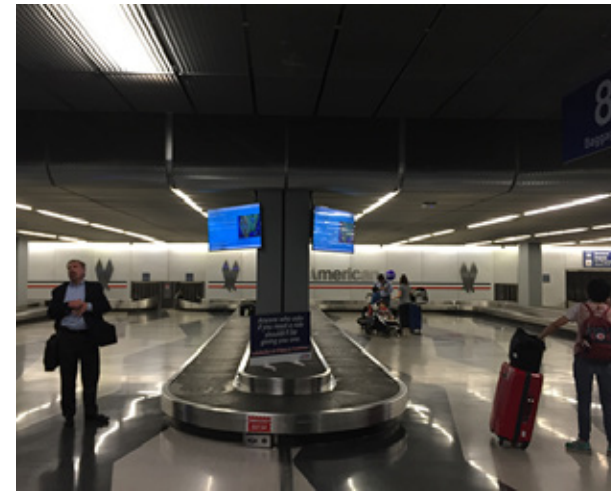
Project Baggage claim area

Conveyors 6-9

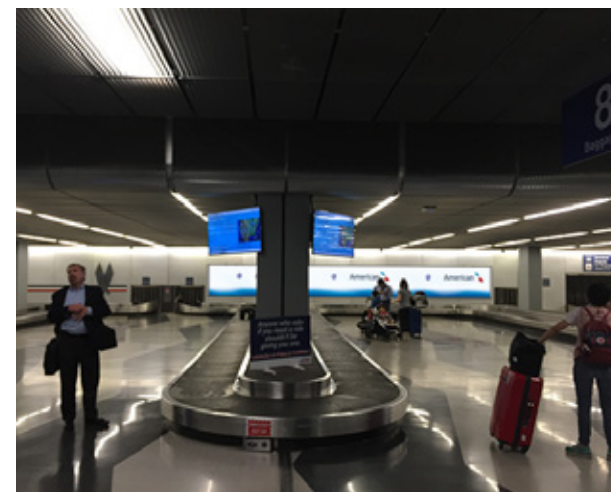
File

7013943_AA_ORD Chicago IL 07 23 15.ai

Page 25 of 31



Baggage claim wall panels (LAA) behind conveyors 6-9 (Before)



Baggage claim wall panels behind conveyors 6-9 (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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Baggage claim wall panel (LAA) behind conveyor 6 (Before)



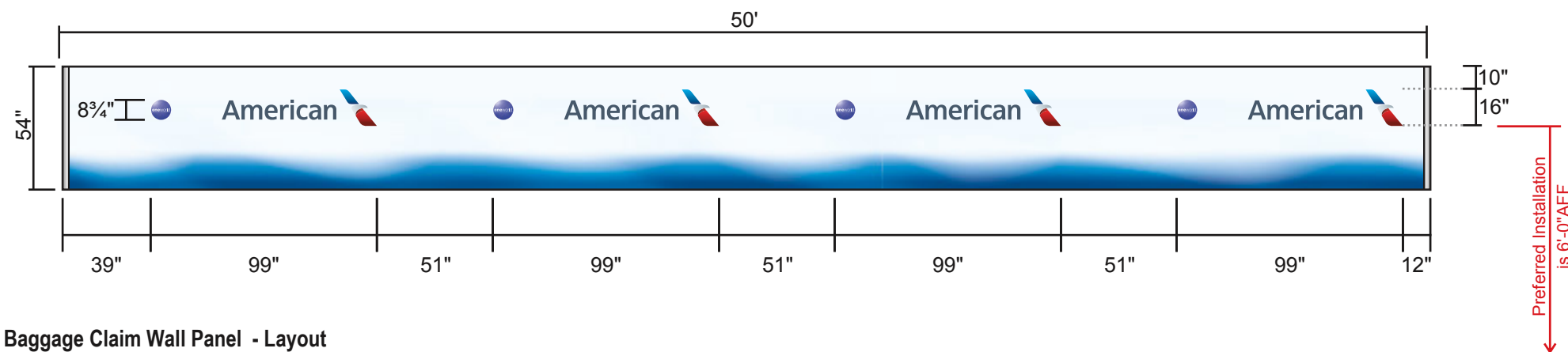
Baggage claim wall panel behind conveyor 6 (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

08/16/15 SKB



Baggage Claim Wall Panel - Layout

Scale **N.T.S.**

Remove existing LAA or LUS backwall sign elements. Patch and repair wall to a level 5 gypsum board finish and paint a Flat White. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. Notches will be cut in PVC panels to accommodate fire strobes. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match **PMS 2735c Blue** / **Full-color gradient vinyl** graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match **PMS 7545c Dark Grey** / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted **White** / **Full-color gradient vinyl** graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will require being prepped, refinished and painted before new signage is installed.

SIGN RECOMMENDATION



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Baggage claim wall panel (LAA) behind conveyor 7 (Before)



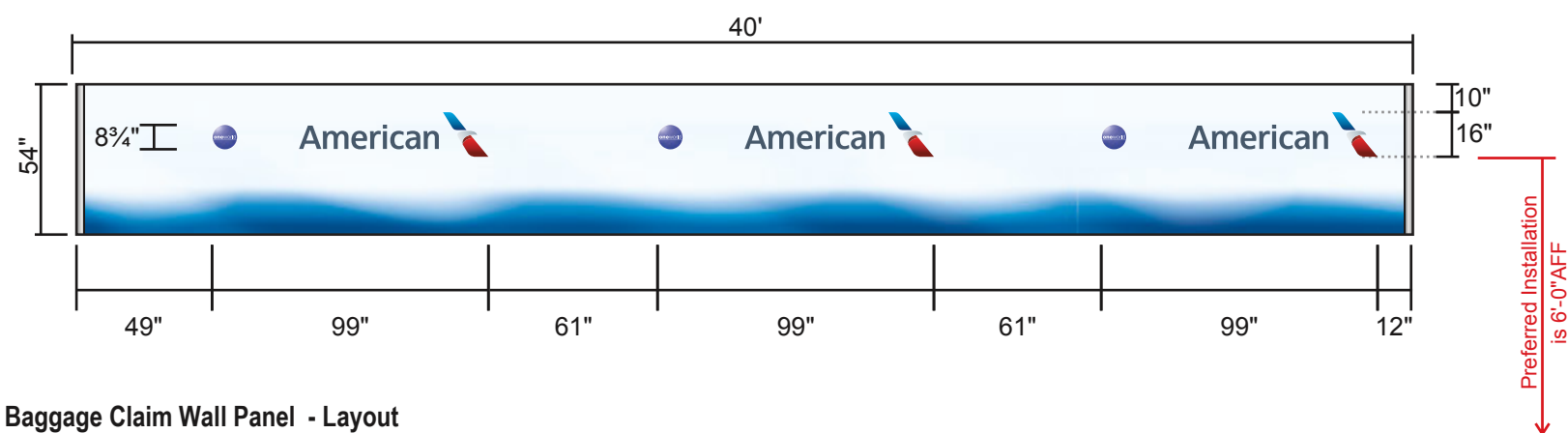
Baggage claim wall panel behind conveyor 7 (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

08/16/15 SKB



Baggage Claim Wall Panel - Layout

Scale **N.T.S.**

Remove existing LAA or LUS backwall sign elements. Patch and repair wall to a level 5 gypsum board finish and paint a Flat White. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. Notches will be cut in PVC panels to accommodate fire strobes. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will require being prepped, refinished and painted before new signage is installed.

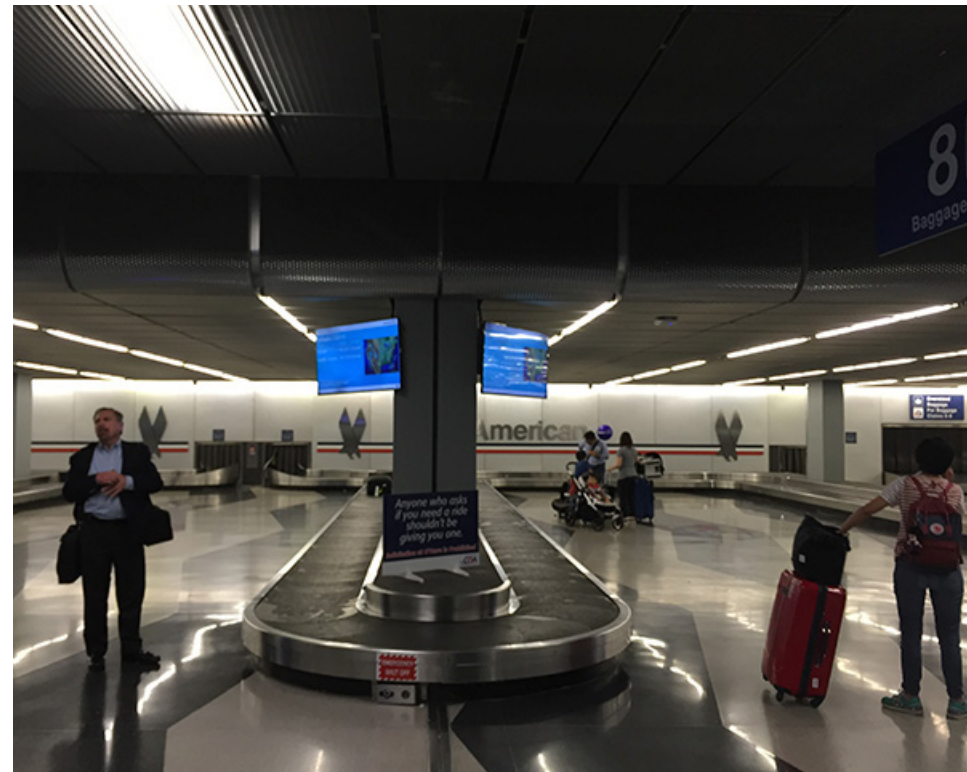
SIGN RECOMMENDATION



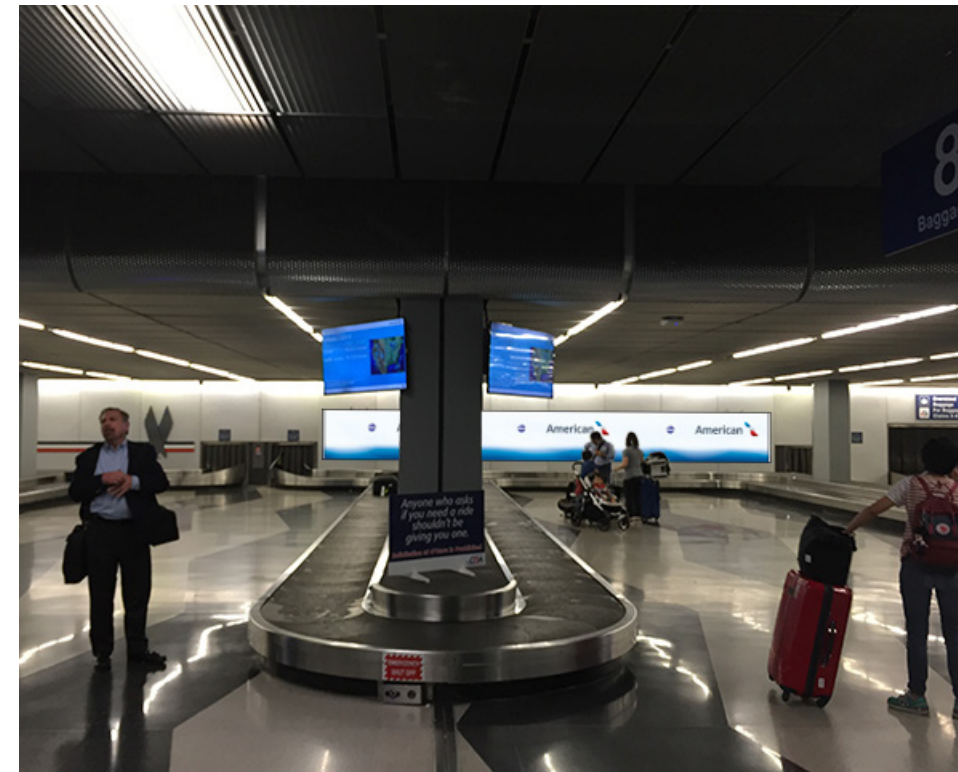
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Baggage claim wall panel (LAA) behind conveyor 8 (Before)



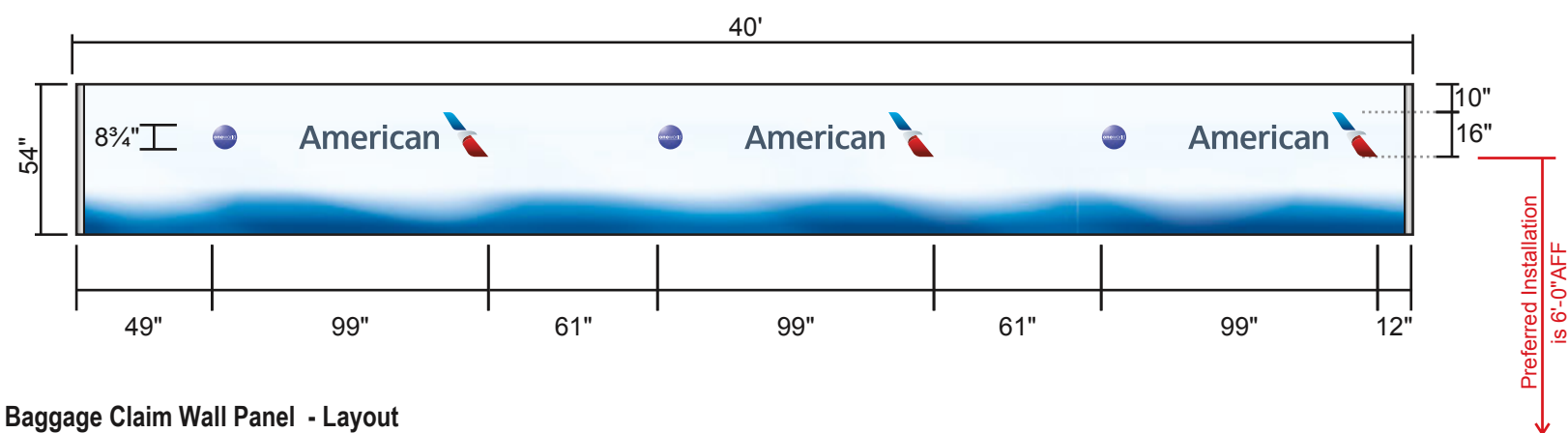
Baggage claim wall panel behind conveyor 8 (After)

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

08/16/15 SKB



Baggage Claim Wall Panel - Layout

Scale **N.T.S.**

Remove existing LAA or LUS backwall sign elements. Patch and repair wall to a level 5 gypsum board finish and paint a Flat White. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. Notches will be cut in PVC panels to accommodate fire strobes. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3" wide x 54" h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match **PMS 2735c Blue** / **Full-color gradient vinyl** graphic applied first surface / Attach to wall using VHB tape

"American" Logo: 1/2" Clear acrylic painted to match **PMS 7545c Dark Grey** / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted **White** / **Full-color gradient vinyl** graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.
Existing walls behind ticket counter will require being prepped, refinished and painted before new signage is installed.

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Rebranding Project 2015

ORD
Chicago O'Hare International Airport
Chicago, IL

Project Baggage claim area

Conveyor 9

File

7013943_AA_ORD Chicago IL 07 23 15.ai

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

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SIGN RECOMMENDATION

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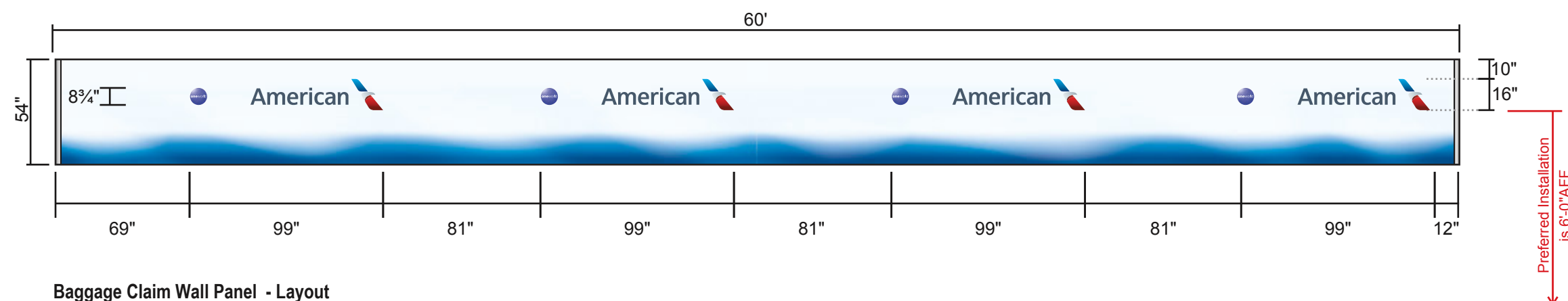
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Baggage claim wall panel (LAA) behind conveyor 9 (Before)



Baggage claim wall panel behind conveyor 9 (After)



Baggage Claim Wall Panel - Layout

Scale **N.T.S.**

Remove existing LAA or LUS backwall sign elements. Patch and repair wall to a level 5 gypsum board finish and paint a Flat White. Install 1/2" thick squared PVC panels (size varied per location) to wall substrate with anchors and screws. Butt-seam panels to no less than a 1/32" tolerance. Notches will be cut in PVC panels to accommodate fire strobes. After 24 hour of de-gassing period the vinyl Precision Cloud should be installed. Lastly, the FCO Letterset and Logos are to be installed (as shown) (2) 3"wide x 54"h brushed silver end caps.

"One World" Logo: 1/2" Clear acrylic painted to match PMS 2735c Blue / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

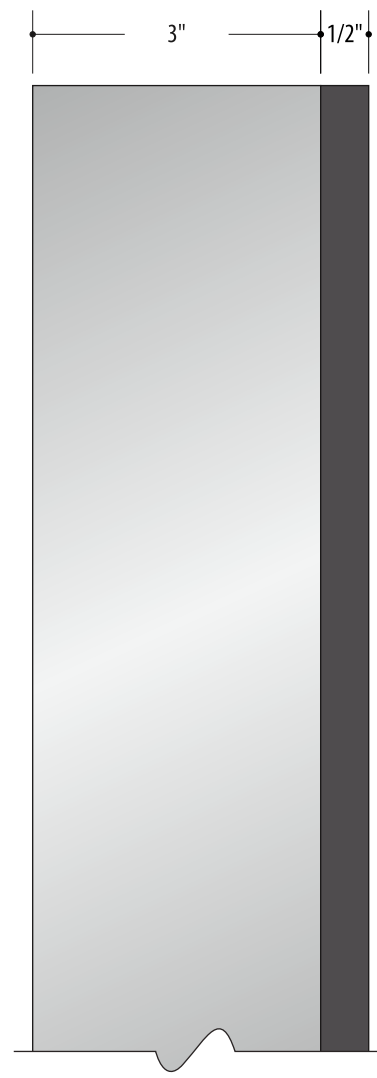
"American" Logo: 1/2" Clear acrylic painted to match PMS 7545c Dark Grey / Attach to wall using VHB tape

"Flight Symbol": 1/2" Clear acrylic painted White / Full-color gradient vinyl graphic applied first surface / Attach to wall using VHB tape

NOTE:

All dimensions are approximate - Field verification will be required prior to fabrication.

Existing walls behind ticket counter will require being prepped, refinished and painted before new signage is installed.



End Cap Detail - Front View

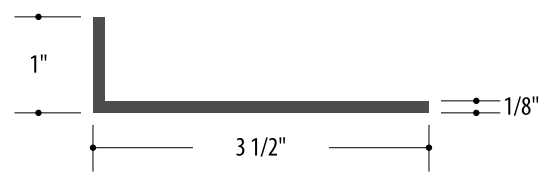
Scale 1:2

- "Wings" Detail
- 4 1/2" x 1/8" Black PVC
 - 3" Silver vinyl applied to face
 - Affixed to graphic wall with VHB Tape



Side View

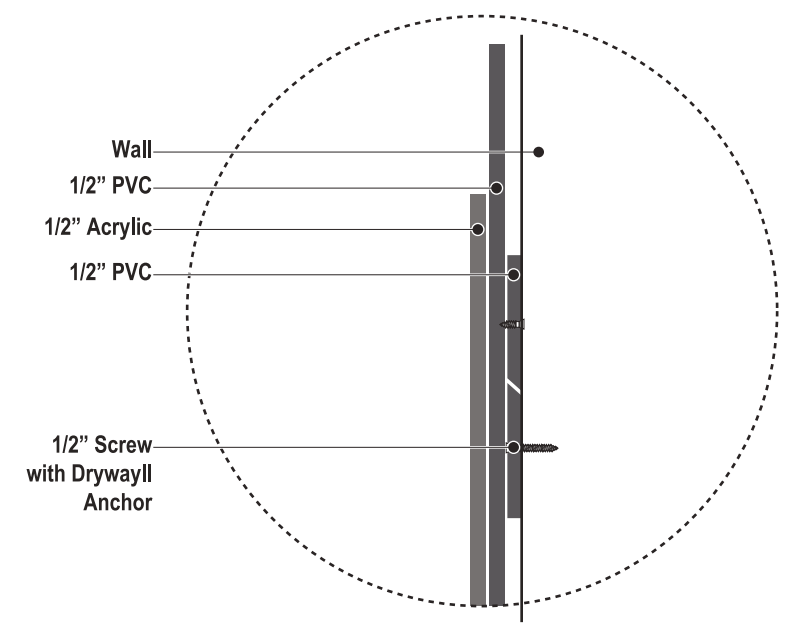
Scale 1:2



Plan View

Scale 1:2

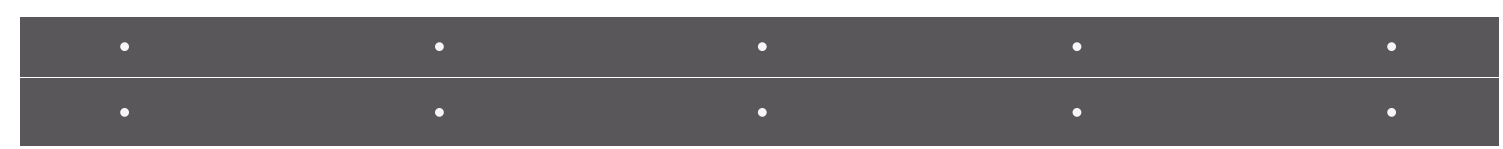
- 90° bend to form 1" side and 3 1/2" face



Method of Attachment

Scale N.T.S.

- 1/2" Black PVC "cleats"
- Attache to wall using screws and drywall anchors with shear strength reated at 50lbs per screw



Backwall Panel Detail - Method of Attachment

Scale: N.T.S.

- Screws every 18" - 24"
- Drywall Anchors - Shear Strength 50lbs per screw

Colors:

- AA Blue - RGB 0.120.210
- AA White - RGB 255.255.255
- AA Dark Gray - Pantone 7545C
RGB 54.73.90
- AA Light Gray - Pantone 538C
RGB 157.166.171
- AA Dark Red - Pantone 200C
RGB 195.0.25
- One World Blue - Pantone 2735c

DATE/REVISIONS 07/23/15 SKB

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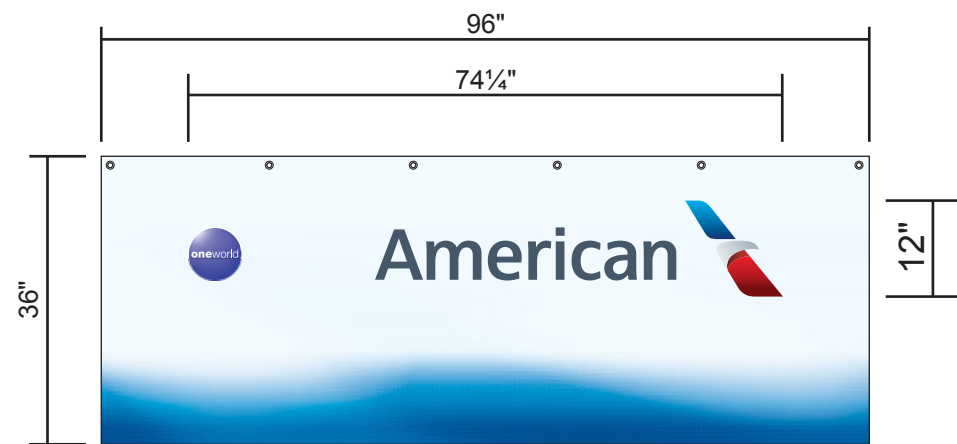
SIGN RECOMMENDATION



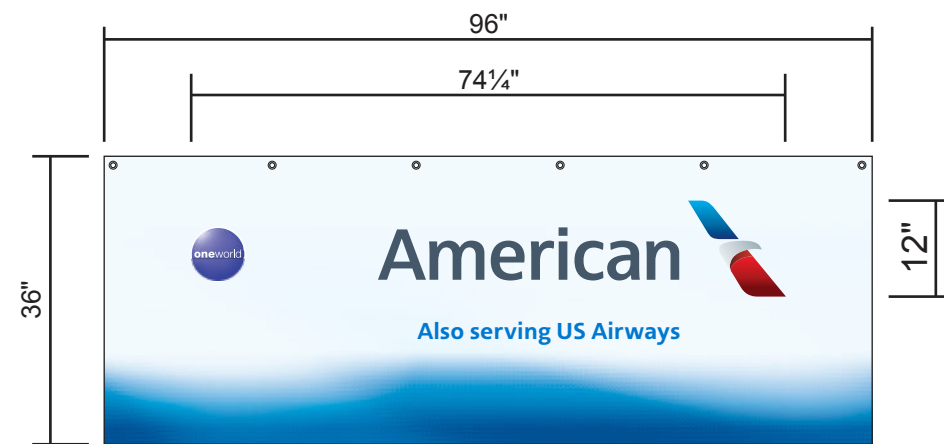
934 N. Church Road., Elmhurst, IL 60126



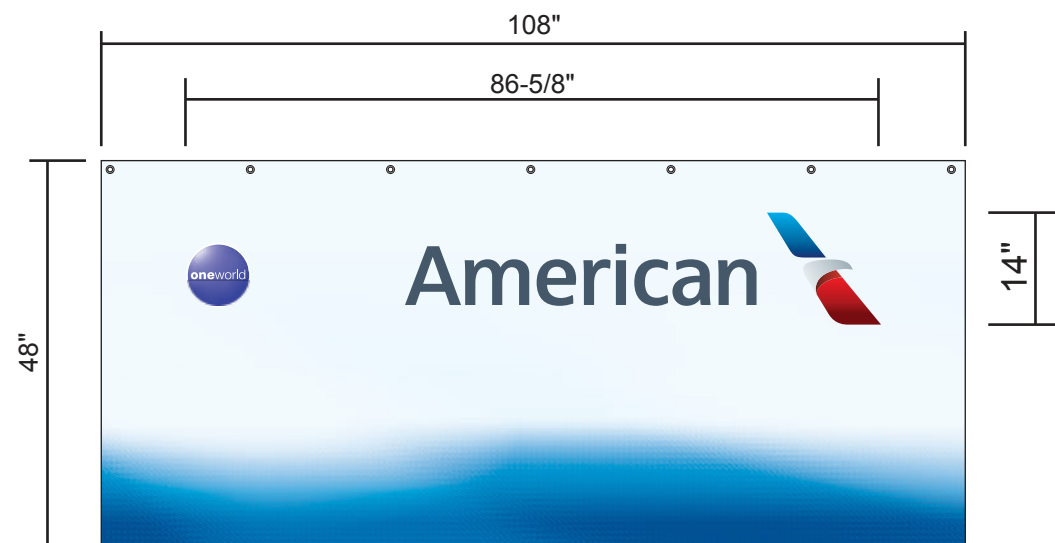
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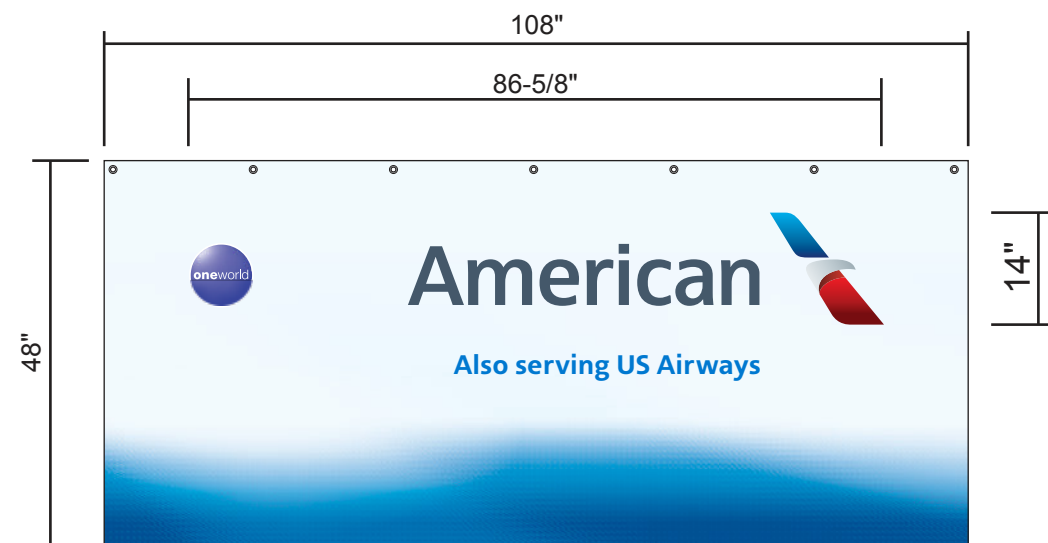
AA-Banner-24



AA-Banner-24-US



AA-Banner-36



AA-Banner-36-US

Colors:

-  AA Blue - RGB 0.120.210
-  AA White - RGB 255.255.255
-  AA Dark Gray - Pantone 7545C
RGB 54.73.90
-  AA Light Gray - Pantone 538C
RGB 157.166.171
-  AA Dark Red - Pantone 200C
RGB 195.0.25
-  One World Blue - Pantone 2735c

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Temporary Banners -

Scale 1/2" = 1'-0"
Digitally produced banners with grommets at top for sign hanging (as shown).

Banners are to be installed TEMPORARILY during construction of ATO site.

NOTE: A banner in one of the styles above will be used as Temporary Signage (if needed) to complete the transition of the old wall signage to the new wall signage. In areas where we are only removing the old sign and not installing a new one, the banner will not be needed.