



— BUREAU OF —
RECLAMATION

Sign Guidelines

for Planning, Designing, Fabricating, Procuring,
Installing, and Maintaining Signs for
Outdoor Public Use Areas



Mission Statements

The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities.

The mission of the Bureau of Reclamation is to manage, develop, and protect water and related resources in an environmentally and economically sound manner in the interest of the American public.

Sign Guidelines

for Planning, Designing, Fabricating, Procuring,
Installing, and Maintaining Signs for
Outdoor Public Use Areas

Supersedes October 2006 Edition

Preface

Signs are an effective way to communicate with visitors on Bureau of Reclamation (Reclamation) lands and facilities. A sign is a “silent employee” that provides a first and lasting impression. They are important for branding our identity, providing a welcoming experience, educating visitors, ensuring public safety, and minimizing or avoiding wildlife and habitat disturbance. A comprehensive sign program should foster all of this while facilitating the management of an area (e.g., Reclamation properties, water districts, state parks, etc.).

The Guidelines contained herein are mandatory (except under certain circumstances) and must be used by Reclamation. Managing partners are encouraged to use these Guidelines if they do not have any signage standards of their own. However, signs installed on Reclamation lands must comply with certain accessibility laws and regulations and with the common elements of Reclamation’s Visual Identity Program. In addition, the Federal Highway Administration’s Manual on Uniform Traffic Control Devices (MUTCD) must be followed when placing traffic control signs on Reclamation roads.

(This page intentionally blank)

Acronyms/Abbreviations

2010 Standards	2010 Americans with Disabilities Act Standards for Accessible Design
ABA	Architectural Barriers Act
ABAAS	Architectural Barriers Act Accessibility Standards
ADA	Americans with Disabilities Act
ADAAG	Americans with Disabilities Act Accessibility Guidelines
ANSI	American National Standards Institute
ATONS	United States Aids to Navigation System
BLM	Bureau of Land Management
CMYK	Cyan, magenta, yellow, and black
GPO	Government Printing Office
GSA	General Services Administration
Guidelines	Sign Guidelines
HDO	High Density Overlay
Interior	United States Department of the Interior
MDF	Medium Density Fiberboard
MDO	Medium Density Overlay
mph	miles per hour
MUTCD	Manual on Uniform Traffic Control Devices
NPS	National Park Service
OHV	off-highway vehicle
PMS	Pantone Matching System
Reclamation	Bureau of Reclamation
RSHS	Reclamation Safety and Health Standards
SPA	Simplified Purchase Agreement
USFS	United States Forest Service
VI	Visual Identity
VIP	Visual Identity Program
WALROS	Water and Land Recreation Opportunity Spectrum

Table of Contents

Preface.....	iii
Acronyms/Abbreviations	v
Introduction.....	1
A. Purpose of Guidelines	1
B. Signing Guidelines Principles.....	2
C. Sign Administration	3
D. Sign Planning.....	4
E. Sign Funding, Review, and Maintenance	5
F. Sign Approval	6
G. Procurement Process.....	6
H. Database	6
Scope	9
Sign Classification	11
A. Identification Signs	11
B. Information Signs	11
C. Directional Signs	13
D. Regulatory/Warning/Security	13
E. Miscellaneous Signs	14
Interpretive Signs	21
A. Introduction	21
B. Definitions and Concepts	21
C. Interpretive Signs in Relation to Other Media	22
D. Planning.....	22
E. Construction Materials	27
F. Location and Placement	29
G. Special Considerations.....	30
H. Evaluating/Monitoring Effectiveness	32
General Design Guidelines.....	33
A. Purpose.....	33
B. Principles	33
C. Sign Objectives.....	33
D. Sign Design.....	34
E. Standard, General Purpose Reclamation Signs	34
F. Agency Name	36
G. Vendor ID	37
H. Reflectorization	37
J. Message Determination	41
K. Sign Size Determination	43
L. Symbols/Seals.....	44

M. Letter Styles	46
N. Signposts and Bases	46
O. Determination of Letter Size	49
P. Rules for Capitalization	50
Q. Spacing Guide	51
R. Sign Materials	56
Specific Design Guidelines	59
A. Design Type A-1a and A-1b – Identification Signs	59
B. Design Type A-2 – Identification Signs	62
C. Design Type A-3 – Identification Sign	65
D. Design Type B-1 and B-2 – Identification Sign	66
E. Design Type C-1 – Recreation Component Sign	69
F. Design Type D-1 – Information—Bulletin Board Sign	71
G. Design Type E-1 – Information—Instructional Sign	73
H. Design Type F-1 – Directional Signs	75
I. Design Type G – Regulatory/Warning/Security Signs	77
J. Design Type H – Miscellaneous Signs	84
Variance Procedure	86
A. How to Obtain a Variance	86
Procurement	87
A. Primary Ordering Method	87
B. Alternative Ordering Methods	87
Resource Sites	89
Sign Funding and Inventory	91
A. General	91
B. Funding	91
C. Sign Inventory and Review	91
D. Inventory	92
E. Evaluation	93
F. Action Plan	93
G. Planning Period	93
H. Documentation	94
Sign Maintenance	95
References	101
Attachments	103
Attachment 1 – Interpretive Services	103
Attachment 2 – Interpretive Project Planning Guide	105
Attachment 3 – Table of Letter Widths and Spacing Guide	111
Attachment 4 – International Symbols	115
Attachment 5 – Examples of Sign Inventory Worksheets	123
Attachment 6 – Standard Sign Sizes, Corner Radius, and Hole Placements	129

(This page intentionally blank)

Introduction

Our goal is to provide professional and attractive signage in order to establish cohesive and distinctive sign Guidelines consistently throughout the organization. Our signs are one of our most effective tools to enhance our public image and identity and help provide a welcoming experience when the public visits our recreation use areas. The signs need to share clear messaging and information, be simple and understandable to visitors, and respond to visitors' needs and interests to provide an enhanced experience to the public.

In 2010, the Department of Justice issued the 2010 ADA Standards for Accessible Design (2010 Standards). These standards are required for all new construction and alteration of facilities.

In 2020, Reclamation signage underwent a redesign intended to promote a more recognizable and consistent branding to the public and help reinforce the distinction of property managed by Reclamation and those managed by other agencies or public entities.

A. Purpose of Guidelines

The purpose of these Guidelines is to set forth guidance for planning, developing, and managing signs for outdoor public use areas at Reclamation projects. These Guidelines will:

- Increase brand recognition and identity.
- Establish a uniform and consistent appearance and format for signs.
- Promote consistency in sign shape, materials, message, and appearance.
- Develop a sustainable and environmentally sound sign program.
- Describe the different types of signs and the locations where they are used.
- Facilitate effective sign program management.
- Provide specific design standards that apply to certain types of signs, including material and specification requirements.
- Identify procurement procedures.
- Provide guidance for planning, ordering, inventorying, installing, inspecting, and maintaining signs. Provide reference material and other resources.
- Meet required standards of ADA and ABA.

Compliance with these Guidelines will result in a consistent, effective, and economic signing program that meets Reclamation's objectives and conveys to the public a favorable image of Reclamation. The sign principles used in formulating these Guidelines should be followed to successfully administer a comprehensive sign program.

B. Signing Guidelines Principles

The following principles were used in formulating the Guidelines and should be used in administering a sign program:

- Signs should deliver understandable messages to visitors.
- The established Reclamation logo shall be used, where appropriate.
- Signs should convey either Reclamation's or a managing partner's primary mission, general information, or project data to the public.
- Interpretive signs should educate and inform the public about the variety of natural and cultural resources managed by Reclamation or in cooperation with other entities.
- Signs shall comply with accessibility standards (Architectural Barriers Act Accessibility Standards (ABAAS) and the Americans with Disabilities Act Standards for Accessible Design (2010 Standards)), and, where appropriate, accommodate individuals with bilingual needs.
- Accessible interpretive signs should follow the Smithsonian Guidelines for Accessible Exhibition Design or the National Park Service's Harper Ferry Accessible Media Guidelines.
- Signs provided by a managing partner may follow their own guidelines, if such guidelines exist, or these Guidelines at the option of the managing partner.
- Guidelines should use international symbols and established signing industry standards for design, fabrication, installation, and maintenance.
- Guidelines should complement Reclamation's Crime Witness Protection Program and should assist in informing the public of prohibitions for entry into Reclamation facilities and areas.
- Guidelines must comply with pertinent Federal, state, and local laws in administering signs at outdoor public use areas, as appropriate.
- Consistent application of sign Guidelines will help make areas safer for visitors at Reclamation projects, while reducing liabilities.
- Signs must comply with Reclamation's Visual Identity Program.
- Safety signs will be installed to warn the public of non-obvious safety hazards or to direct safe behavior after risks have been identified, eliminated, or minimized and appropriate safeguarding technology applied.
- Safety, waterway, and traffic signs adopt standard colors for maximum recognition.
- Signs shall be manufactured and/or fabricated to eliminate sharp corners, slivers of wood or metal, and placed so as not to produce a tripping hazard or danger from contact with the sign.
- Metal signs on metal supports shall be properly grounded around switchyards, powerplants, and overhead power lines.

C. Sign Administration

Purpose

The purpose of signs is to:

- Help protect the safety of visitors to Reclamation lands and facilities.
- Provide direction and guidance for the use of project lands and facilities.
- Inform and educate the public about the natural and cultural resources of the project.
- Provide a positive image and identity for Reclamation and/or a managing partner.

Scope

When used, these Guidelines should apply only to outdoor signs located on Reclamation lands, waterways, and at recreation facilities or structures where they can be reasonably expected to have public interface. Where facilities are operated by other entities, other guidelines may apply pursuant to prior arrangements and language in the management agreement. Sign standards of managing partners may be used, if appropriate. These Guidelines should be complied with at the time of renovation or replacement.

Responsibility

Responsibility for the administration of signs resides with the area or field office having administration over Reclamation's real property for the areas under their jurisdiction (see ADM 05-03 and LND 01-03, paragraph 35).

Office Sign Coordinator. Each area office will designate an office sign coordinator, which will be a collateral duty assignment. The office sign coordinator will have the skills and capabilities to coordinate all signage needs with the local and regional Public Affairs Officers, accessibility coordinator, occupational health and safety officer, design engineer, landscape architect, and other office personnel, as appropriate, and submit signs to the regional sign coordinator for review.

Regional Sign Coordinator. Each regional director will designate a regional sign coordinator to coordinate the planning, designing, fabricating, procuring, and installing of signs on Reclamation lands to ensure compliance with the Guidelines and the visual identity online manual. The regional sign coordinator will:

- a. Review proposed drawings or plans during the sign planning and designing stages to ensure compliance with the Guidelines and the VIP online manual.
- b. Maintain a list of vendors that can fabricate or manufacture the required signs in conformance with the Guidelines and VIP online manual.
- c. Assist Reclamation offices with the acquisition and procurement process, when needed.

Asset Management Division: Will provide technical assistance to regional and area offices upon request and, as necessary, revise and update the Guidelines.

Enterprise End User Management – Printing: Will provide management, oversight, and support of the procurement method of signs through the Government Printing Office.

D. Sign Planning

Sign Plan

A sign plan for all new and existing recreation use areas should be completed by Reclamation and/or in cooperation with its managing partner(s). If sign plans and individual signs are developed, they should be subject to internal review, including compliance for accessibility standards for persons with low or no vision. During the preparation of a sign plan, the following questions should be addressed:

- a. Does the sign meet the public's or Reclamation's need, or would some other medium (e.g., brochure, factsheet, or map) be more effective?
- b. Does the sign convey a positive message?
- c. What type of message is needed (e.g., identification, information, direction, interpretation, or regulatory/warning message)?
- d. What should the message be, and is it brief enough to adapt to a sign?
- e. Where should the sign be located for optimal effect?
- f. Is the message needed for individuals:
 - Traveling in automobiles or boats?
 - Traveling on snowmobiles?
 - Hiking, bicycling, horseback riding, or watching wildlife?
 - Hunting, trapping, and fishing?
 - With a disability?
- g. Have the funding sources for fabrication, installation, and future maintenance been identified?
- h. How many signs of each type should be purchased, taking into consideration replacement needs?
- i. Has proper coordination been accomplished with managing partners, including coordination of name recognition, identity, and symbol/seal placement?

Sign Plan Formulation

Elements to consider in formulating a sign plan include:

- a. An overall area design theme that considers the environment of the area, including dominant landscape, colors, forms and textures, cultural aspects, existing or planned architectural elements, and the diversity of the area visitors. In addition, the sign base and mounting technique should accommodate the theme.
- b. The selection of sign substrate, methods of fabrication, post style selection, and mounting and installation specifications to complete the chosen theme.

- c. Consideration of regulatory color, size, shape, materials, and conformance to safety standards.

Sign Plan Format

The sign plan should use the following format and include the indicated information:

- a. **Justification:** Describes why signs are needed.
- b. **Sign Locations:** Identifies, on a map, the area and location of proposed signs.
- c. **General Signing Concepts:** Discusses the “design theme” proposed for the area.
- d. **Sign Types:** Describes each type of sign needed.
- e. **Sign Design Fabrication:** Specifies how signs are to be designed, including color, substrate, letter size and style, construction details, and mounting base fabrication.
- f. **Sign Installation:** Specifies exactly how signs are to be installed, including base setting and installation hardware.
- g. **Sign Program Administration:** Identifies who is responsible for implementing these Guidelines.
- h. **Sign Catalog:** Establishes a numbering system for each sign on a location map (except for standard traffic signs) and includes detailed location information to facilitate easier replacement of signs.
- i. **Sign Order Forms:** Includes appropriate design and specification information to facilitate the fabrication of needed signs.

E. Sign Funding, Review, and Maintenance

Each operating office should prepare a sign inventory, conduct periodic reviews, prepare maintenance schedules, and prepare annual work plans requesting funds to repair or replace damaged signs or install new signs. It may not be the responsibility of Reclamation to fund the administration of signs; however, in most instances, it is Reclamation’s stewardship responsibility to ensure that proper signs are installed and maintained. The office sign coordinator should be responsible for coordinating the funding, review, and maintenance of all signs.

Funding

Reclamation will have different levels of funding obligations for the planning, designing, fabricating, installing, and maintaining of signs at its projects. Funding requirements and level of involvement depend on the management entity and arrangements negotiated between Reclamation and its managing partner(s).

- a. **Reclamation-Managed Area:** All funding needs for conducting inventories and reviews and preparing maintenance schedules, as well as for the cost of planning, designing, fabricating, installing, and maintaining, are the responsibility of the designated area or field office.
- b. **Areas Managed by Other Federal or Non-Federal Entities:** All funding needs for

administering signs for outdoor public use areas (e.g., lands, reservoirs, and facilities) on Reclamation lands managed by another entity are the responsibility of the managing partner, unless otherwise agreed to in a management agreement.

- c. **Jointly Managed Area:** All funding needs for public recreation use areas managed by Reclamation, in cooperation with another entity, should be determined through negotiation and a subsequent management agreement. Joint management may be with either a Federal or non-Federal entity.

Sign Review

A periodic review should be performed by Reclamation's area or field office with the office sign coordinator, or in cooperation with the managing partner, to address adequacy, wording, maintenance needs, and design standards.

Sign Maintenance

A maintenance schedule should be prepared, reviewed, and updated annually to address damage, visibility, legibility, and appearance by the office sign coordinator.

F. Sign Approval

A sign plan and resulting designs and specifications should be approved by the area office manager or a designated official prior to fabrication and installation and provided to the regional sign coordinator.

Prior to approval, the Reclamation authorized official should also consider the potential for the sign to create negative effects to important natural and cultural resources. Prior to placement, please contact Reclamation environmental staff to see if compliance with the National Environmental Policy Act (NEPA) may be required.

G. Procurement Process

We standardized sign ordering procedures and sources through the Government Publishing Office to simplify the ordering process, promote greater uniformity in signs at field offices, and reduce overall program costs by leveraging our consolidated buying power in quantities and standardizing repeatable quality outcomes with a five-year warranty. Field offices must not order signage from other sources unless prior approval from their regional sign coordinator or sign program manager. The purchase of "standardized" signs, that do not require the Reclamation branding or logo such as warning, traffic, snowmobile, boating, and General Services Administration signs, may be obtained by normal field or area office procedures. However, the regional sign coordinator should be consulted prior to any purchase.

H. Database

Reclamation's regional offices, in cooperation with area and field offices, are encouraged to develop a sign database, which would facilitate consistent application of these Guidelines.

(This page intentionally blank)

Scope

The primary scope of these Guidelines is for outdoor public visitor signing on both land and water areas. These Guidelines do not include guidance on interior signage for office buildings, powerplants, and dams, and other Reclamation employee workplaces. If signs relate directly to the public's use and enjoyment of Reclamation facilities, lands, and waters, these Guidelines should be used in the planning, fabricating, installing, maintaining, and replacing of such signs. These Guidelines are intended to supplement, and not supersede or conflict with, existing guidance provided by Reclamation's Safety Office, Public Affairs Office, and Security Office. Implementation of these Guidelines is subject to the requirements of General Services Administration (GSA) for leased buildings of which Reclamation may be the sole tenant or one of many. GSA requirements for signage vary across states and regions and will take precedence over these Guidelines.

These Guidelines shall comply with all accessibility laws, rules, regulations, and Guidelines. Signing situations not covered in these Guidelines should follow the specifications set forth in the Manual on Uniform Traffic Control Devices (MUTCD), Reclamation's Visual Identity Guidelines, American National Standards Institute (ANSI), Reclamation Safety and Health Standards (RSHS), United States Aids to Navigation System (ATONS), and other pertinent laws, rules, and regulations. These Guidelines apply to the signage of lands and facilities under the jurisdiction and management of Reclamation and those managed by other entities. Three distinct management situations occur with regard to such facilities and lands, each requiring different guidance and direction. These include: (1) management by Reclamation; (2) management by a non-Federal entity, such as a water users' organization, city, county, state, or another Federal entity, such as the United States Forest Service (USFS) or the National Park Service (NPS); and (3) joint occupancy or management of a facility or lands with either a non-Federal or another Federal entity or entities. These are described in greater detail below:

- Management by Reclamation means that Reclamation has sole jurisdiction over the lands and, therefore, complete management responsibility for all recreation-related facilities, programs, and services. Signing for Reclamation-managed facilities and lands should follow the Guidelines described herein. In this management situation, Reclamation has sole responsibility for the funding, planning, designing, fabricating, maintaining, and replacing of all signs.
- Lands managed by a non-Federal entity will usually be signed according to that entity's sign standards, if they exist. However, a written reference to Reclamation should always be part of the main entry sign to an area or facility (see Design Type A, Chapter 6). Such signs shall also display Reclamation's logo alongside the managing partner's logo. This should not be an add-on signboard below or to the side of the entry sign but will be part of the main body of the sign. A description of Reclamation's ownership and involvement should also be displayed at other convenient places, such as visitor overlooks, visitor contact stations, visitor centers, orientation areas, interpretative areas/facilities, and administrative areas.

- Lands and facilities managed by other Federal entities are either: (1) those areas leased for management purposes, or (2) those areas where the lands and facilities have been jurisdictionally transferred by legislation to another Federal agency. Two examples that fall under the latter description would be Reclamation lands and associated recreation facilities that have been transferred to the USFS under Public Law 89–72, as amended, or lands and facilities that are within National Recreation Areas that have been jurisdictionally transferred to the NPS or, in some instances, the USFS. The lands and facilities will be managed under USFS or NPS rules and regulations; however, Reclamation continues to manage the Federal water project that was originally authorized by Congress (see Design Type A, Chapter 6).
- When there is a temporary managing entity or where a change in management is pending, temporary signboards may be appropriate.
- In cases where the participating Federal or non-Federal entity has no established sign Guidelines, that entity should be encouraged to adopt Reclamation’s Guidelines. The funding, design, installation, maintenance, and replacement of such signs shall ultimately be the responsibility of the managing entity unless otherwise agreed to in a management agreement. Some managing partners already have quality sign standards. In these instances, existing standards may be used, when appropriate.
- Sign needs within areas that have been reserved for Reclamation’s administration and use (i.e., areas immediately adjacent to dams and along canals) will be the responsibility of Reclamation. Reclamation must follow its own sign Guidelines within these restricted areas.
- Joint management means those related lands and facilities that are jointly managed pursuant to existing laws and subsequent management agreements. Reclamation may or may not hold title to all lands and facilities described in the management agreement. Each entity’s responsibilities concerning funding, planning, fabricating, placing, and maintaining of signs for areas under joint management or occupancy will be resolved by negotiations with the entity or entities involved. If Reclamation has the dominant role, its Guidelines should be used. In situations where Reclamation has minor involvement in the funding, fabrication, and installation of such signs, it may be prudent to follow the lead entity’s design guidelines. If the lead entity lacks adequate guidelines, Reclamation’s Guidelines should apply.

Sign Classification

The purpose of this section is to group and define all the types of signs used on lands directly under the jurisdiction of Reclamation and open to the public use. As stated earlier, a managing partner's guidelines take precedence over Reclamation Guidelines. These groups are represented in the following categories: identification signs; informational signs; directional signs; regulatory, warning, and security signs; and a miscellaneous group that includes temporary, boating, snowmobile, concessionaire, and special event signs.

A. Identification Signs

These signs help to orient the visitor and identify important areas and facilities. They are grouped into three subcategories:

Administrative Signs

These signs are used to identify office buildings, construction offices, laboratories, field stations, housing compounds, visitor centers, etc. When an administrative structure is in an urban setting, signing may require deviation from the instructions set forth in these Guidelines. Signs in urban areas may be subject to local planning and zoning laws, sign ordinances, protective covenants, and terms and conditions of a lease. When such needs occur, the respective office sign coordinator should be responsible for developing a sign plan for that facility.

Feature Signs

These signs are used to identify structures built or areas managed by Reclamation, such as dams, outlet works, canals, tunnels, and powerplants. These types of signs would also be located at or near reservoirs or wildlife management areas to identify such features.

Area Signs

These signs designate a land area, facility, or group of facilities not covered in the above subcategories. Area signs should be located along primary access routes serving each area. Typical areas that should be signed are reservoir recreation areas, entrances to recreation complexes, recreation components, associated campgrounds, and day-use areas.

Within each identification sign subcategory, a major and minor distinction is made depending on the public exposure a facility or area will receive (see Table 1). This distinction can assist personnel in prioritizing the fabrication, installation, maintenance, and replacement of such signs. The operating office, in conjunction with the regional office, must have the flexibility to apply evaluation criteria, in addition to the criteria listed in Table 1, to determine the significance of an identification sign and if it is to be considered an administrative, feature, or area sign.

B. Information Signs

These are signs located in key areas throughout the site that provide important information for the visitor. The message should be conveyed in a brief, clear manner and be located to provide information

Table 1—Major and Minor Identification Signs

Subcategory	Major (Design Type A)	Minor (Design Type B and C)
Administrative Signs	Project offices, construction offices, visitor centers, field division offices, etc.	Field stations, field laboratories, housing compounds, etc.
Feature Signs	Dams, reservoirs, and wildlife areas with moderate to heavy public visitation. ¹	Small dams, reservoirs, and wildlife areas with little or no public visitation. ¹ Canals, tunnels, powerplants, treatment plants, pumping plants, etc.
Area Signs	Associated recreation development: reservoir recreation area, recreation complex. Unassociated recreation development: campgrounds (greater than 10 units), day-use (greater than 50-vehicle capacity).	Associated recreation development: recreation component. Unassociated recreation development: campgrounds (10 units or less), day-use (50-vehicle or less capacity).

¹ The operating office, in cooperation with the regional sign coordinator and the public affairs officer, will evaluate public visitation and make the major/minor determination. See Table 2 for types of signs used for each area.

to the visitor as it is needed. The design of these signs should reflect characteristics of the site or object they are interpreting, while maintaining harmony with the overall design of the project area. Information signs consist of the following subcategories:

Bulletin Board/Kiosk Sign Medium

This sign should be large enough to post rules, regulations, and other information pertinent to a particular site, and it will allow space for the posting of messages by users. It is also important to provide the public with adequate direction to the nearest emergency medical facility.

Instructional Signs

These signs should provide instructions for the use or operation of specific facilities such as trailer dump stations, boat ramps, and fish cleaning stations. They should also be used, in association with other signs, facilities, or other media, to provide supplemental information as required (e.g., seasonal information, office hours, restrooms, showers, and campground unit number posts).

Interpretive Signs

These are signs or exhibits that are placed in specific locations around the project to provide interpretation of the site. They may take on many forms including textual messages, plaques, markers,

panels, and demonstrations. Because signs need to relate directly to the interpretive needs of a site, no specific Guidelines have been established for their format. However, interpretive signs should be concise and an integral part of an overall area sign plan. Because of their unique characteristics and the fact that there are so many design variables, interpretive signs are discussed in greater detail in Chapter 4, Interpretive Signs.

Accessibility Signs

These are signs that depict access to persons with disabilities. The signs could designate certain sites for persons with disabilities or notify individuals or groups that certain programs and facilities are accessible to persons with disabilities (e.g., restrooms, trails, campgrounds).

C. Directional Signs

These are signs that show the location of specific project features or facilities. International symbols must be used, when possible, to provide the necessary information in a simple, concise manner. The international symbol for accessibility should be used, whenever possible, to direct visitors to accessible facilities and programs. Directional signs should be located to provide the visitor adequate time to make a decision.

D. Regulatory/Warning/Security

These signs should be used when necessary for the protection of visitors and the environment. These types of signs are also needed to address the security needs of Reclamation facilities and facilities managed by other entities. The Crime Witness Protection Program types of signs are an integral part of this classification of signs. Signs should be concise and straightforward and should use international symbols wherever possible to facilitate understanding at a glance and to aid in maintaining design continuity throughout the project. They should be plainly displayed and legible from any approach to a facility or feature, whether the visitor is on foot, in a wheelchair, or in a vehicle. When appropriate, signs should not only be erected to control existing authorized uses but also to deter unauthorized entry and use, and to preclude accidental entry. The size and coloring of such signs, lettering, and the interval of posting must be appropriate for each situation. Regulatory/warning signs consist of the following subcategories:

Vehicular Signs

Vehicular signs will be of the standard metal highway type in conformance with all MUTCD standards to facilitate safety. Vehicular signs will be placed at entrances and exits to project areas and features and along the travel routes within a project to regulate motor vehicle traffic.

Signs designating a prohibited area, and the conditions of entry to a facility or area, should be plainly posted at all principal entrances and should be legible at a distance not less than 50 feet from the point of entry. Such signs should inform the entrant of the necessity of a search of the person, vehicle, packages, etc., or prohibitions against such items as cameras or backpacks or against entry for reasons other than official business, as may be prescribed by the facility manager.

Pedestrian Signs

Pedestrian signs regulate foot traffic within the recreation and wildlife area and adjacent to areas where the public is restricted and warn of latent hazards. Care should be taken to ensure that the signs are placed in the best location to be seen by the public. Signs should be erected according to the degree of safety or security desired. The sign should grab the attention of the viewer, clearly and effectively convey the nature and magnitude of the level of risk to the visitor, give adequate time for proper response, or warn that an area is restricted and trespassing is prohibited. Warning signs should be installed along the area's physical barriers, such as fences, and at each entry point, so they can be readily seen and understood by anyone approaching the perimeter. Signs should be posted on or outside the physical perimeter barriers and must be at intervals of not more than 100 feet. Signs should not be mounted on fences equipped with electronic security sensors because nuisance alarms could be caused by incidental movement of the signs. Safety warning signs used by Reclamation are standardized by ANSI Z535.2, Environmental and Facility Safety Signs; ANSI Z53.1, Safety Color Code; ANSI Z535.3, Criteria for Safety Symbols; and RSHS Section 9 to facilitate effective communication and recognition.

Each sign will be of either two- or three-panel design with the uppermost panel being a signal word. "DANGER" is used to indicate immediate and Grave Danger capable of producing death. "WARNING" is used to warn against a potential hazard that, if not avoided, may cause serious injury or death. "CAUTION" is used to warn against a potential hazard that, if not avoided, may result in minor or moderate injury or property damage. The second panel (if used) is for a symbol or pictorial panel to convey a specific alternating message. Only symbols validated for recognition or adopted by the United States or international standards should be used (see ANSI Z535.3, Annex B). The third panel uses a legend and/or succinct words to identify the hazards and/or give required actions to avoid injury. Avoid using technical terms or jargon. Colors of the sign legends and backgrounds will be in accordance with ANSI Z535.2, ANSI Z535.1, and RSHS Section 9.

Examples of pedestrian signs that inform the public of regulations, restrictions, pertinent laws, etc., are shown on opposite page (page 13).

See the following websites for additional examples:

Danger Sign: <<https://www.ferc.gov/media/safety-signage>>

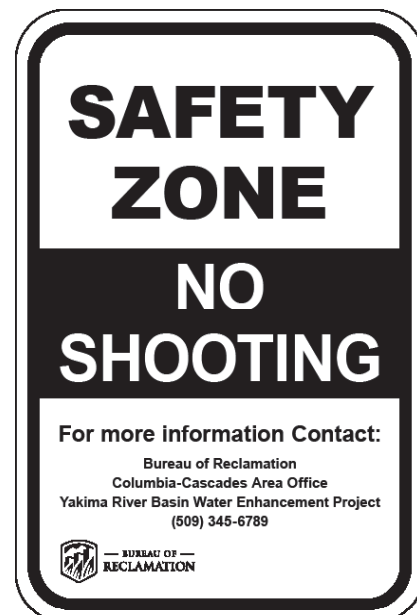
Typical Sign/label manufacturer:

<<https://www.mavericklabel.com/products/warning-labels.html>>

E. Miscellaneous Signs

Temporary Signs

Temporary signs are necessary at construction sites and at other areas and/or sites. They can be divided into two groups. First, vehicular or pedestrian Regulatory/Warning/Security signs used for traffic control will follow MUTCD standards and have black letters on an orange background with no Reclamation logo. Second, all other signs, if not being used for traffic control on public roadways, will follow the rules for directional signs as outlined in these Guidelines, except the lettering will be black on white background. Where practical, Reclamation's logo may be included.



Concessionaire Signs

As is practical, outdoor signs within a concessionaire's area will follow the same design format as signs throughout the reservoir area. All concessionaire signs must be reviewed and approved by the responsible office sign coordinator.

The sign coordinator has the flexibility to grant deviations from established Guidelines when local conditions, such as topography and vegetation, dictate otherwise. Neon or flashing signs are not recommended outdoors. However, backlighting or indirect lighting is permissible. Signs that exceed the height of concession buildings should not be permitted under normal circumstances.

Permanent outdoor signs that advertise products by brand name, or by use of logos or symbols in the colors or designs used by manufacturers, are prohibited. The local office sign coordinator may allow temporary use of company banners and signage when such a company is sponsoring a special public event that has received the prior approval of Reclamation. Concessionaire's gasoline pumps may be painted in the recognizable standard colors normally used by the oil company that supplies the gasoline and may include the oil company's name or logo, which shall not extend beyond the normal pump dimensions.

Boating Signs

All signs must conform to the ATONS. Signs used for the identification of land-based facilities for boaters should conform to the standards for area signs. Land-based directional signs for boaters will conform to the same standards as vehicular directional signs.

Snowmobile Signs

Snowmobile users may be exposed to various hazard conditions. These hazards, coupled with the speed of snowmobilers, require effective route marking. The office sign plan should identify snowmobile trails as needing effective signing that emphasizes user safety and provides adequate warnings of hazards. Snowmobile signs must conform to the National Snowmobile Association Standards. Trails should be marked with black, 12-inch snowmobiling symbols on an orange background. If desired, signs may be affixed in such a manner as to be easily removed during the off-season. Typically, the following four types of signs are used in conjunction with snowmobile trails:

- **Snowmobile Trail Identification Symbol.** This graphic symbol sign should be provided in two sizes. The larger of the two signs is intended for posting at the trailhead. The smaller size is intended for use at major intersections and at the end of trails. The signs should be manufactured in 18 by 24 inch and 13 by 17 inch sizes, respectively. The signs should be black on orange and reflectorized.
- **Directional Markers and Blazers.** The directional markers are used at intersections, sharp curves, across meadows and large lakes, and at other key locations. Blazers delineate the trail and furnish reassurance to the users. Blazers are usually located at intervals of 250 to 300 feet on a line of sight. In densely wooded areas, shorter intervals may be necessary.
- **Warning, Caution, and Regulatory Signs.** These signs retain the same shape and color as

road signs and must be reflectorized. The minimum size is 18 by 24 inches. Larger sizes may be warranted when dealing with critical hazards, such as avalanches, thin ice on lakes, etc.

- **Information Signs.** These contain and include trail rules and regulations, diagrammatic trail maps, and other pertinent information, as necessary.

Special Event Signs

The temporary use of banners and signs designating a special, one-time public event on Reclamation lands should be allowed. Signage will be required to meet ABAAS and 2010/ADA standards. However, temporary banners or signs should not be present or displayed more than 30 days prior to a special event and should be removed the day after the event. If there is a Reclamation event, there are Guidelines for Reclamation items in the Reclamation Visual Identity Program.

Off-Highway Vehicle Signs

These signs inform visitors of the status of Reclamation lands with respect to their use by visitors using off-highway vehicles (OHVs). Reclamation lands are closed to OHVs unless the lands have been officially designated as open. If Reclamation lands are open to OHVs, signs should provide the visitor an appropriate level of information as they enter, use, and leave Reclamation-administered lands. Signs should provide positive explanations for specific use restrictions and, where appropriate, include “Tread Lightly” and “Leave No Trace” concepts in the signing program.

Use standard symbols, colors, sign shapes, and sign sizes that follow established highway signing principles and practices that are easily recognized and understood by visitors. Where feasible, signing should be consistent with that of the state in which the Reclamation lands are located. Uniform signing methods should be used within areas of land that are perceived and identified by the public as a single unit. In addition, specific strategies for the use of OHV signs should be consistent with state and Federal regulations when there is a possibility that certain roads or trails may be used by both OHVs and standard highway vehicles.

Hiking and/or Horse Trails

There are two types of signs associated with hiking and/or horse trails. They are:

- a. **Trail Head Signs:** These types of signs should use graphic symbols to identify trails. The choice of symbol or symbol combinations depends on the intended trail use. A trailhead sign may also have the trail name and not more than three destinations. When destinations are listed, the distance to the destinations should also be listed. These signs should be rectangular in shape and reflectorized with white letters on a brown background. Sign size should be 18 by 24 inches. The signage will be required to meet ABAAS and 2010 Standards. The signs must include length of trail, surface type, typical and minimum tread width, typical and maximum running slope, and typical and maximum cross-slope as required by Chapter 10.17.10.
- b. **Guide Signs:**
 - **Destination Signs.** These signs are posted at intersections to show changes in

direction and to provide reassurance to the trail users. The distance should be shown in miles and, if fractions are used, they should be to the nearest 1/4 or 1/2 mile. These signs should be in the shape of a truncated triangle and made with reflectorized sheeting.

- Trail Blazers. These signs are used at key locations to delineate the trail and to provide reassurance to the users. Placement and erection of trail signs should be considered during the planning phase of development. Signs should be located:
 - Far enough off a trail so they will not be damaged by users.
 - Away from obvious hazards.
 - So that they do not compete with the view of the surrounding landscape.
 - So that the height of the sign is in scale with the intended viewer. For foot traffic, the suggested mounting height is approximately 4 feet, measured from the lower edge of the sign. When the trail is intended to be accessible to people with disabilities, the mounting height should meet all accessibility standards and Guidelines (Section 703). The height of the sign should increase approximately 2 feet for horse trails.
 - With sign supports in scale to the size of the sign. Two posts should be used for signs of 37 inches in width or greater.

Waterway Markers

Signs prescribed by the United States Coast Guard and called the ATONS are the standard waterway markers on large bodies of water requiring control of water traffic, water skiing, diving, and other similar uses. Coordination with state authorities is necessary to provide appropriate signing for these types of recreation use. When signing is necessary on small bodies of water entirely under Reclamation's jurisdiction, the United States Coast Guard-approved standards must also be adhered to.

Determining signing needs is the responsibility of each operating office but may be done in conjunction with the regional sign coordinator. Signing needs for project features, land areas, recreation facilities, field offices, laboratories, etc., should be evaluated by the operating office having jurisdiction and shall be coordinated with the office sign coordinator. However, final approval of public signing rests with the designated office sign coordinator.

Once the signing need has been classified, the design type can be determined by using Table 2 below:

Table 2—Design Types

Sign Classification		Design Types*		
		Management arrangement**		
Identification Signs		1	2	3
Administrative Signs	Project offices, construction offices, visitor centers	A		A
	Field offices, field station, field laboratories, housing, etc.	B		B
Feature Signs	Dams, reservoirs, and wildlife areas	A	A	A
	Canals, tunnels, powerplants, etc.	B	B	B
Area Signs	Associated recreation development:			
	Reservoir recreation area	A	A	
	Recreation complex	A		
	Recreation component	C		
	Unassociated recreation development			
	Campground, visual overlooks	A/B		
	Picnic area, fisherman access area, marina and boat ramp facilities	C		
Other Signs				
Information Signs	Bulletin Board Signs	D		
	Instructional Signs	E		
Directional Signs		F		
Regulatory/warning/security signs	MUTCD or other standard signs	G		
Miscellaneous Signs	Concession, temporary, waterway markers, snowmobile signs, no trespassing	H		

*Design types are shown in Chapter VI — Specific Design Guidelines

**See Chapter II – Scope for more detailed description on the following management arrangements:

1. Bureau of Reclamation management
2. Other agency management of Reclamation lands and facilities
3. Joint occupancy or management of an area or facility

Note: Refer to Table 1 for major/minor identification sign differences. Major is Design Type A and minor is Design Types B and C.

(This page intentionally blank)

Interpretive Signs

A. Introduction

This chapter discusses interpretation in general and provides “how to” information about interpretive signs. It is not intended to be a comprehensive discussion of a very complex communication process. Rather, it provides some very basic guidance to non-interpreters faced with an interpretation project or task. This section may best serve to encourage a professionally trained resource specialist or a professionally trained public affairs specialist to seek the aid and counsel of a professionally trained interpretive specialist.

B. Definitions and Concepts

1. Interpretation is a communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public through firsthand involvement with facilities, objects, artifacts, landscapes, and sites. Interpretation does much more than just provide the facts. Interpretation tells a story and brings meaning and interest to a subject for the enjoyment of the visitor.
2. Interpretive signs communicate specific messages to visitors. These messages can be written to change behavior, educate, or evoke an emotion in the reader. They are most commonly used for self-guided trails and for wayside exhibits at points of interest, such as viewing areas and resource management areas. They can be constructed of many different materials and are mounted so they are visible to all viewers.
3. Interpretive signs provide communication services to visitors. Interpretive signs support management objectives, tell a story, and reveal meanings of and relationships among built, manipulated, natural, cultural, and other natural resource features. The program’s main components are orientation, information, and interpretation. The program functions as a customer service tool, a management tool, and a public awareness tool.
4. To be “interpretive,” the communication process should be based on the principles articulated by Freeman Tilden (see Attachment 1). Interpretation should:
 - (1) Provoke the attention or curiosity of the audience.
 - (2) Relate the message to the everyday life of the audience.
 - (3) Reveal the essence of the subject through a unique viewpoint.
 - (4) Address the whole. Show the logical significance of an object to a higher-level concept or storyline.

- (5) Strive for message utility. Use a sufficient but varied repetition of cues to create and accentuate a particular mood, theme, aura, or atmosphere.
5. Interpretive Signs:
 - (1) Use a combination of well-written text and professional graphics to convey a message.
 - (2) Increase visitor enjoyment through appreciation and understanding of features, concepts, themes, and stories of the natural, cultural, created, managed, and historic environments.
 - (3) Explain management of public land resources.
 - (4) Guide or modify visitor behavior to reduce visitor impacts to resources or facilities.

C. Interpretive Signs in Relation to Other Media

Advantages

- a. More visitor contacts than other types of media.
- b. Relatively inexpensive in terms of cost per visitor contact.
- c. Consistent message to many people at one time and can be viewed at the visitors' convenience.
- d. In place at all times and available to visitors 24 hours a day.
- e. Long-term value since visitors' photos tell the story long after the visit.

Disadvantages

- a. Impersonal – contacts by employees are much more effective.
- b. Communication is one-way and may become outdated.
- c. No tangible “take home” value except for the visitors' photographs of them.
- d. Draws attention to a fragile resource that, in turn, may be damaged or destroyed through inappropriate behavior of visitors.
- e. Vulnerable to damage by weathering, decay, wildlife, and vandalism.

D. Planning

Interpretive sign planning is a process that requires detailed interdisciplinary participation, including the use of interpretive specialists (see Attachment 2).

Need

Consider the following in determining the need for interpretive signs:

- a. Is there something visitors can see, smell, or hear at the area that needs explaining?
- b. Is there something interesting in the area that visitors will probably miss if it is not interpreted?
- c. Will visitors get more from their experience if appropriate interpretive signs are provided?
- d. Is interpretive signing appropriate or will some other method work better?
- e. Are there impacts or damage being caused by visitor use or behavior that can be alleviated by an interpretive sign?
- f. Will enough visitors see the sign to make it cost effective?
- g. Is interpretive signing consistent with the Water and Land Recreation Opportunity Spectrum (WALROS) class of the proposed area if WALROS is being used?
- h. Will people with disabilities be accommodated to the maximum extent possible?
Consult your local accessibility coordinator for guidance.

If the answers are “Yes,” plan for the minimum number of signs needed to convey the appropriate message(s) in a professional manner. Too many signs reduce effectiveness.

Objectives

State the objectives of the sign in writing. They should support the objectives and goals listed in the interpretive plan for the site or project area. When developing interpretive signs, consider agency and project objectives, as well as visitor expectations. For example, visitors to a particular site may want to learn something about an historic event that occurred there, or the agency may want them to be aware that sites are being preserved and studied through an ongoing cultural resources management program. Without satisfying both parties’ needs, an interpretive sign will be only partially effective. Clear objectives help to evaluate the effectiveness of the sign. Three levels of objectives should be addressed:

- a. **Educational:** What should the visitor **KNOW**?
- b. **Behavioral:** What should the visitor **DO**?
- c. **Emotional:** What should the visitor **FEEL**?

Example

An agency observes that visitors to a campground are causing damage to trees at the site. A visitor profile reveals that the campsite’s predominant users are families with young children and teenagers who camp two to three times a year. The families live in an urban area and don’t have much sensitivity to, or understanding of, the environment.

- a. The agency defines its objectives as follows:
 - (1) **KNOW:** The visitor will be able to identify three behaviors that cause injury to a tree.
 - (2) **DO:** The visitor will stop injuring trees in the campgrounds.
 - (3) **FEEL:** The visitor will respect trees as living organisms.
- b. The agency's staff decides an interpretative sign will be the most effective medium. They choose to place it near a tree that clearly shows signs of vandalism. They construct the sign message as follows:
 - (1) Artwork: First drawing – Anthropomorphized tree wincing as a person hammers a nail into it to hang a lantern. Tree has bandages and scars on it; several branches are broken. Tree is not robust and looks sickly. Second drawing – Healthy, happy tree, radiant with good health and vigor.
 - (2) Text: “Ouch!” “Like you, trees can get sick or be hurt. When bark is injured through such thoughtless acts as hammering nails, breaking branches, and carving, it allows easier entry for harmful insects and diseases, which may eventually kill the tree. Look at the oak tree behind this sign. Does it look healthy? What signs of injury do you see?”
 - (3) “Please help campground trees stay healthy by not hammering nails, carving bark, or breaking branches. You’ll help them stay around a lot longer to provide shade and scenery, improve air quality, give wildlife homes, and protect soil from erosion.”
- c. The agency's staff considers supplementing the sign with other interpretive activities (self-guided or ranger-led) for children and parents. The activities touch on outdoor skills and ethics to further emphasize the message and enhance the public's awareness of trees.

Visitor Profile and Marketing Research

Describe the characteristics of the visitors who will be reading the sign, what they like, what their expectations are, and determine what visitors need to be satisfied. In most cases, the visitors should be asked about these needs, rather than have the staff make assumptions. Seek assistance of someone who specializes in “service marketing.” This research should drive the entire interpretive planning process. Knowing who the visitors are and what they need allows staff to appropriately aim the messages at a particular target group for maximum effectiveness and customer satisfaction.

Visitor Use Estimates

Determine the expected or preferred volume of visitation. This will be a major consideration in determining locations for sign placement, the size of the sign, and the complexity of the message. It will also help in deciding whether or not a sign is, in fact, needed or justified.

Themes

A theme should be clearly stated and easily identifiable as the “thread” linking the various parts of the story to be told to the public. A major theme covers a related group of interpretive signs, such as a self-guided interpretive trail, route, or historic facility. Even a sign that will stand alone, such as the one described above, should have a theme.

Design

Design is the final link between the visitor and information. Designs for interpretive signs should take into account:

- a. Colors and images must be simple to attract target visitors.
- b. Keywords in headings and subheadings that will catch the visitors’ attention and provoke interest.
- c. Type sizes and styles that will ensure easy readability.
- d. Height and angle that will ensure comfortable head movement.
- e. Reading level appropriate to the visitors.
- f. Height, angle, and positioning that does not obscure the view of the subject being interpreted.
- g. To accommodate persons with low or no vision, refer to the National Park Service’s Harpers Ferry Center Media Accessibility Guidelines at <https://www.nps.gov/subjects/hfc/accessibility.htm>.
- h. Must incorporate the Reclamation logo on all major, outdoor interpretive panels.
- i. Recommend no text with low contrast background or image behind it. Must not be too busy for cognitive disabilities.

Text

Language is one of our basic forms of communication. However, written text should be kept to a minimum for an interpretive sign. Text writing is complex. Text must be researched, written, edited, and proofread. All text included on major interpretive panels must be approved by the Regional Public Affairs Officer and reviewed by your local or regional accessibility coordinator for compliance with standards and guidelines. Because accommodating disabilities in interpretive signage can be quite complicated and there are different ways to achieve messaging, space for text is limited. It occupies a surprisingly large space when properly sized and laid out. Adequate letter size and spacing must be maintained to ensure readability. In addition, text must be written at a level that is appropriate for visitors with a wide range of experience and education levels. Visitor interest in text is low. Research has shown that when text blocks exceed 50 to 75 words, visitor interest and attention decline rapidly. Text writing tips:

- a. Use vivid language and active verbs.
- b. To reach the widest range of people, write at a 7th- to 9th-grade level.
- c. Use short sentences and paragraphs.

- d. Be conversational.
- e. Avoid technical jargon and clichés.
- f. Avoid gender-specific language (e.g., for fisherman, use angler; for stockmen, use stock handlers).
- g. Use upper and lowercase lettering for text. Use capitalization only for headings or for emphasis of a word or two.
- h. Use hierarchical text layout (e.g., Heading, summary, detail) to help accommodate persons with learning impairments.

Examples

The following examples illustrate the difference between information text and interpretive text

- a. Information:
 - (1) Paintbrush (*Castilleja miniata*). The Indian Paintbrush (or painted cup) is a member of the Figwort family. The flower is an inch or more long, and the calyx tip is scarlet in color. Paintbrush usually grows in the mountains along streams and in wet places below 11,000 feet.
 - (2) Stalagmites, which rise from the floor when dripping water deposits minerals, are usually larger in diameter and more rounded on top than stalactites.
- b. Interpretive:
 - (1) There's no longer anything remaining of the old cookhouse, with its long table covered with a brightly colored tablecloth, where the miners ate three hearty meals a day. Imagine the breakfast-time aroma of fresh, hot coffee brewing and the sound of eggs and bacon sizzling on the grill. The miners were also served hot cakes, fried potatoes, and toast with homemade jam.
 - (2) Clark's nutcrackers have the habits of crows and the color of jays and are, in fact, cousins to both. The most forward of all birds, they will steal food off the picnic table from under your very nose.

Graphics

Illustrations, maps, drawings, photos, colors, type styles, and general aesthetics are all encompassed in the graphics development of an interpretive project. It is the combination of these elements that will attract and involve the visitor more than anything else. Use graphics to:

- a. Draw viewer attention.
- b. Complement the text.
- c. Enhance the understanding of the illustrated subject.
- d. Tell a significant story visually.

Organization Identification

The Reclamation logo should be displayed on all interpretive and information signs. The identification should be an integral part of the sign design, and it should usually be subtle. Cooperators' and other appropriate logos, such as a reservoir logo, may also be included, but they too should be subtle and an integral part of the sign design.

Sign Layout

Skillful layout and design will provide high-quality signs for effective interpretation. Pay particular attention to the following:

- a. **Make the sign the right size:** Consider the location and the distance from which the sign will be read. Letter size should provide easy legibility from planned viewing distances (see Chapter V – General Design Guidelines for size guidance). Text and graphics are also factors in determining sign size. Consider using standard sign sizes for cost effectiveness. Make the sign no larger than necessary.
- b. **Allow the right amount of space around the text:** The text should not be crowded. Leave enough space between blocks of text and headings and around the border for easy reading. Borders are also helpful to contain the graphics and copy.
- c. **Avoid diverting attention from the message:** Design the support structure to blend and harmonize with the sign and the environment. Low profile signs, for example, should be used on overlooks. Although there are exceptions, interpretive signs are usually rectangular. Unusual shapes compete with the text.
- d. **Avoid distractions:** Odd colors, awkward designs, unusual words, and overemphasis of symbols are examples of distractions.

E. Construction Materials

A variety of construction materials are available that, when properly used, have the potential to enhance sign effectiveness. Select sign materials based on appropriateness for the site, longevity, aesthetics, cost, required maintenance, etc. The following is a partial list of available materials to consider:

Anodized Aluminum

Also known as Duratone, Dura-Etch, and Novalloy. Very expensive, but its long life and low maintenance costs make the product cost effective. Very susceptible to scratching, but it is impervious to weather. Finish is in gold, bronze, or silver tones. Recommended locations would be in high visitor use areas. It is also the material of choice for recognition plaques. Can use photos in the process at extra cost.

Gator Foam

A Styrofoam board faced and backed with illustration board. Image and text are screened onto the paper face after it has been prepared with a coat of paint. Product is for temporary interior displays, presentations, and master plans. Light, durable, and attractive. If it is used outside, it should be enclosed in a moisture-proof case; however, other materials are better suited for exterior use. Will receive multiple colors but no photos unless they are glued to the panels.

High Impact Styrene

An extremely durable and attractive material best suited for interior use. Similar in quality to fiberglass, except the image and copy are screened on the opaque materials. Can be used for high traffic areas. Will withstand considerable abuse; however, surface of image and copy can be scratched if one works at it. Temperature and weather tolerant.

Embedded Fiberglass

Also known as Modulite and Fibrex, it is a process that produces a screen print substrate encapsulated into layers of fiberglass. Available in multiple colors. It is an attractive sign that is very resistant to shattering, weathering, fire, and graffiti and can be applied to virtually any surface. Comes in 1/16-inch and 1/8-inch thicknesses.

Masonite Silk Screen

Material comes in 1/4-inch Masonite that is silk screened in multicolor latex enamel. The material is inexpensive but limited in its applications. Best for interior use in displays or cabinets. Any use outdoors requires a non-permeable covering as well as a location out of direct sunlight.

Photometal

Photometal is an aluminum alloy that is electronically treated to produce a colored, corrosion-resistant surface. It is available in various shades of aluminum, bronze, and gold. Excellent longevity. Weather resistant and relatively vandal resistant.

Plexiglas

Common Plexiglas with the screened image on the reverse side. Fairly scratch resistant, but does become brittle with age and will shatter by point impact. Best suited for interior use.

Polycarbonate

Also known as Lexan and Tuffak, polycarbonate is a clear material with impact strength about 250 times stronger than glass. It is ultraviolet stabilized and available in a full range of colors. Comes in 10-, 50-, 75-, and 125-mil thicknesses. Similar to Plexiglas, but it is softer and will not shatter on point impact. A matte velvet finish must be ordered because the gloss finish is very susceptible to scratching. Suitable for either interior or exterior use. The thinner mil (10–23 mil) can be used on Masonite, metal, fiberglass, or other materials and is relatively inexpensive. Image is reverse silk screened. Resolution of the graphics and text suffers slightly in comparison with fiberglass-embedment process, but it is still considered a good product.

Polyethylene

“Poly-Print” comes in 1/16-inch and 1/8-inch thicknesses. Durable and applicable to interior use. The low cost of this material makes it attractive for large multiple orders. Polyethylene does not do well outside and loses its image in direct sun.

Porcelain Enamel

Also known as Dura-enamel and Enarneltec. The process is a fired-on, opaque, glassy coating on metal. Infinite colors, gloss, semigloss, pebble, or mottled finish are available. It has interior or exterior

applications, especially in high visitation areas. It is very weather resistant and vandal proof, except it is easily shattered by bullets and excessive impact. One of the most attractive sign materials on the market, though more expensive than other options. There is little or no maintenance, and it stands up to cleaning via pressure-washer to remove bugs, bird droppings, etc., in outdoor applications.

Rigid Vinyl

Material comes in 10-, 20-, and 30-mil thicknesses. Durable, but best used inside because exposure to the elements and ultraviolet rays tends to crack and warp it. Costs are low. Multiple colors can be used.

Screened Sign Board

Direct screen printing on medium density overlay (MDO) sign board. Sheet size is 1/2 inch by 4 feet by 8 feet, which will make six 22-inch by 32-inch signs per sheet at a very moderate cost. Signs need to be primed and finish-coated with exterior enamel, then sent to a screen printer along with camera-ready artwork. Sign is ready to mount on uprights without having to attach it to a board.

NOTE: See Chapter 5 – General Design Guidelines for additional substrates used in the fabrication of Reclamation signs.

F. Location and Placement

Location and placement of interpretive signs are critical to their effectiveness. Signs should be installed at locations with sufficient visitor traffic to warrant a sign, placed in view of the feature being interpreted, and accessible to persons with disabilities.

Consider the following when selecting sign sites

- a. Suitability of the view and environment and how it may be retained during construction, installation, and thereafter.
- b. Relationship of the sign to the point of interest. The point of interest should be obvious.
- c. Locate sign to enhance photographic value of the setting.
- d. Suitable parking.
- e. Availability of restrooms, water, and power.
- f. Locate where vandalism will not be encouraged.
- g. Aesthetics of the location.
- h. Barrier-free accessibility. Consult your local or regional accessibility coordinator for requirements.

Probable locations

- a. Active management and research projects.
- b. Overlooks and viewpoints.
- c. Recreation facilities.

- d. Administrative sites.
- e. Unique natural features.
- f. Cultural sites (archaeological sites, historic areas, and facilities).
- g. Areas where impacts are being caused by visitors.

Consider the following when determining proper sign placement

- a. Sun and glare.
- b. Shadows.
- c. Orientation.
- d. Protective shelter needs.
- e. Traffic hazards (vehicle or foot).
- f. Visitor safety, including barrier-free access.
- g. Mounting height and angle will vary, depending on a number of factors. Trail signs should be placed low at about hand level. This is convenient for both wheelchair users and visually impaired visitors. Tilt sign at about a 45-degree angle for ease in reading and rain runoff. Other signs, like those designed to be read from a car, for example, may be more easily read at a 90-degree angle.
- h. Adverse effects of wind, insects, cold, heat, dust, bright sunlight, and other distracting elements to the visitor.
- i. Avoid danger or discomfort to the visitors as they approach or stand at the sign. For example, overhanging or dead limbs, dangerous walks, rolling rock, cactus near the trail edge, or rough stones in the trail.

G. Special Considerations

Consider the use of “curbside” information booths, cassette recordings, map brochure dispensers, two-way communications systems (vehicle to information counters), or other information devices, as feasible. Consult with the area specialist on how best to provide these services. If interpretive signs are provided, they must comply with accessibility standards and guidelines. Refer to ABAAS and the 2010 Standards as well as the National Park Service’s Harpers Ferry Center Media Accessibility Guidelines at <https://www.nps.gov/subjects/hfc/accessibility.htm>

Visitors with Disabilities

Most people who have vision impairments have some vision, even if they are legally blind. It is important to remember that fewer than 10 percent of the people with visual impairments read Braille. Many people choose to receive information by large or raised print or through oral presentations. Do not set up signs or trails just for one certain group of people. This assumes that people with disabilities need the protection of the special features, that there is nothing else in the site they would find interesting, and that nothing in the selected area is of value to the general public. Another problem

with this type of developed site is that it requires visitors to identify themselves as being different from the rest of the visitor population.

Do not make assumptions about what visitors would like or are capable of doing. Many people with vision impairments are denied opportunities for experiences, such as scenic overlooks, merely because someone assumed they would not get much from the experience. With appropriate description, visually impaired people could enjoy a scenic overlook just as much as a sighted person.

Finally, it is most likely that a person with a disability, like other visitors, will be traveling as part of a group. Like any visiting group, couple, family unit, or tour party, some of the visitors' experience will be illuminated and enhanced by the discussion that goes on among the group members about what they are observing. The interpretive task, therefore, may not be to simply translate the common interpretive message for the disabled member of the party, but to provide a unique message, keyed to individuals with disabilities and to senses other than sight, that will allow the person with a disability to bring their own insights to that dialogue. Access information can be found in the Smithsonian Guidelines for Accessible Exhibition Design at <https://www.sifacilities.si.edu/sites/default/files/Files/Accessibility/accessible-exhibition-design1.pdf> and in the National Park Service's Harpers Ferry Center Media Accessibility Guidelines at <https://www.nps.gov/subjects/hfc/accessibility.htm>.

For more information please consult your accessibility coordinator.

Tips

- a. For individuals with low vision, essential interpretive or orientation information that is provided in print should also be available through spoken word, audiotapes, large or raised print (at least 1/4 inch), and, perhaps, Braille.
- b. Important text and graphics should be accessible to all visitors.
- c. For greatest readability, characters and symbols should contrast with their backgrounds, either light characters on a dark background or vice versa.
- d. Self-guided trails must have trailhead signs that comply with ABAAS F216.13 and ABAAS 1017.10. Interpretation should be as sensory as possible (e.g., "Feel the soil in a shady area and compare it to soil in a sunny area.").
- e. Where appropriate, non-visual cues should be used to inform and direct vision-impaired people to signs. Tactile guide strips or contrasting colors on a boardwalk or other hardened trail may be located to assist in travel.
- f. All pathways, ramps, aisles, and clearances should be accessible.
- g. Railings and other barriers should be positioned to provide an unobstructed view to persons in wheelchairs.

Bilingual Signing

Areas often visited by people whose predominant language is not English may need to include bilingual signing. If duplicate interpretive signs, one in English and one in non-English, are too costly and

visually impacting, consider other alternatives, such as developing an interpretive brochure in the second or third languages. Text and graphics from the interpretive signs should be translated in the brochure.

H. Evaluating/Monitoring Effectiveness

Once a sign project is completed and installed, it must be monitored and evaluated as to its success in conveying the message to the intended audience and satisfying their needs. Whether the project involves one sign for a historic lookout, or a series of signs for an interpretive trail, the total effectiveness of the signs(s) must be evaluated (e.g., text, graphics, total communication presentation).

To evaluate interpretive signs, some marketing research techniques include in-house review, review by visitors, or review by experts. Area managers/specialists can consult with a marketer if they are unfamiliar with these techniques.

It is preferable to do test evaluations with signs prior to the fabrication stage. Time for the pre-installation evaluation should be built into the project development. Serious flaws discovered after fabrication and installation can require substantial funds, as well as time to repair. Pre-installation corrections will still take time, but are usually less costly. To evaluate an interpretive sign's effectiveness, consider the following five criteria:

Intrigue

Does it excite interest and curiosity? Does it capture the visitor's attention?

Imagination

Does it communicate in innovative ways, and does it stimulate new and different ideas and concepts about the resource? Does it encourage the visitor to look at familiar things in different ways?

Involvement

Does it invite or encourage visitor participation? Does it draw the visitor into intimate personal contact with things, so that they are more than a spectator?

Information

Does it convey meaningful information or new knowledge about resources, their management, and the interplay of natural and cultural processes? Is it information the visitor needs to feel satisfied about the visit?

Influence

Will it affect significant changes in visitor attitudes or generate new ones?

Accessibility

Is the information being communicated to the public available to persons with disabilities? Consult with your local or regional accessibility coordinator for guidance and applicable standards.

General Design Guidelines

Design should be completed before the procurement process begins unless design preparation is to be completed under a scope of work as part of the procurement process. After selecting the general sign message, use the following guidance to determine the size and layout of all signs. Several sign components are similar and will be discussed together as they apply to all sign classifications outlined in Chapter 3. Some flexibility exists for regional diversity when designing signs that are compatible with the surrounding landscape and area themes. Use of native materials is encouraged when specifying particular design types. When deviating from these discretionary Guidelines, coordination with the regional sign coordinator is recommended.

Though the materials specified in these Guidelines are adequate for sign construction, there may be other superior materials and technologies that could be used. As funding permits, superior materials are recommended.

A. Purpose

This chapter provides a general overview of basic principles, standards, and Guidelines that govern design and installation of signs. It also includes information on estimating sign sizes.

B. Principles

This chapter contains standards for sign design, shape, color, size, placement, and reflectivity and to comply with laws and requirements of agreements and contracts with Federal, state, and local agencies. Specialists developing or using signs should follow these standards to portray a neat, organized appearance; to provide uniformity; to project a professional agency image; and to comply with laws and requirements of agreements and contracts with Federal, state, and local agencies.

Specialists should consider use of symbols and/or non-English word messages to supplement English word messages on signs in areas that are frequented by non-English speaking visitors.

C. Sign Objectives

Design, locate, and maintain signs to:

- Fulfill an important need.
- Command attention.
- Convey a clear, positive, friendly, simple message.
- Generate respect.
- Give adequate time for viewer response.

- Identify Reclamation lands.

D. Sign Design

Design of signs should ensure that:

- Such features as size, contrast, color, shape, composition, and lighting or reflectorization are combined to draw attention to the sign.
- Shape, size, colors, and simplicity of the message combine to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for viewing and response.

E. Standard, General Purpose Reclamation Signs

Standard, general purpose signs used on Reclamation lands should be either square or rectangular. Elongated rectangular signs, usually decals on posts, are acceptable. However, reading elongated text is difficult. Messages must be clear and concise. Except for elongated signs, where corners are square, all corners will be slightly rounded.

Traffic Control Sign Shapes

The Federal Highway Administration and each State Department of Highways have standardized certain shapes for specific purposes. These shapes should not be used for other purposes along highways where they would cause confusion. For additional information, see the MUTCD Manual.

- The DIAMOND is used for most warning signs.
- The RECTANGLE, with the longer dimension vertical, is used for most regulatory signs and some warning signs.
- The PENTAGON, with point up, is used for School, School Crossing, and County Route (M1-6) signs.
- The PENNANT, with the longer dimension horizontal, is used only for No Passing Zone warning signs.
- The OCTAGON is used only for STOP signs.
- The EQUILATERAL TRIANGLE, with the point down, is used only for YIELD signs.
- The ROUND shape is used only for Grade Crossing Advance Warning (Railroad) signs.

Colors

Two different color definitions are used in various portions of these Guidelines. These systems are based on the two most common color reproduction systems used in the printing industry, which are centered on the ubiquitous Pantone Matching System (PMS) of colors. **If signs are used for traffic control purposes on streets, highways, or bicycle trails open to public travel, they have specific requirements under the MUTCD Manual.**

The first of the two systems would be used for signs that utilize only a few individual colors in their design. This system is based on Pantone spot color definitions, where several thousand different colors have a specific and unique number assigned to them. In this system, every color in the palette can be described and ordered by using this number. Different colors are achieved by mixing a limited number of standard colors that when combined form the desired color. This color is then applied in a solid coat. This is the technique generally employed to produce the thousands of colors available at retail paint stores. If a color is defined in these Guidelines by a PMS number, that definition is based on this palette and the color would be achieved by mixing base colors at a paint supplier.

The second of the two systems would be used for signs that utilize many different colors in their design. This system is based on the Pantone system of process colors, where every color in the design is made up of a mixture of four process colors, all of which are applied in different percentages at the same time to the design. The four process colors are: cyan, magenta, yellow, and black, and this method of reproduction is often referred to in shorthand form as the CMYK. With the exception of silk screening, this is the system used when mechanical or electronic production methods are used to produce signs. Generally, it is not intended for signs designed to be hand colored using individual colors of paint. If a color is defined in the Guidelines using CMYK percentages, then the definition is based on this palette, and the color would normally be achieved by using mechanical or electronic reproduction instead of mixing colors at a paint supplier.

The two palettes are related, and colors can normally be translated from one system to the other, usually with good results. All of the colors in the Pantone spot color book can be mixed fairly accurately using combinations of cyan, magenta, yellow, and black, plus white (this system was originally developed by the printing industry where white paper is generally used). Conversely, colors that are described with CMYK values can often be matched closely with solid colors from the Pantone spot color palette.

- a. Stains for sign posts typically do not have Pantone color equivalents; therefore, use Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain, or their equivalent.
- b. Special purpose posters that rely heavily on illustrations rather than words to send the message (e.g., fire prevention posters) will likely use a variety of process colors.
- c. Colors have been standardized by the Federal Highway Administration for traffic control purposes on streets, highways, or bicycle trails open to public travel. The chromaticity coordinates for each color used on these signs must meet requirements of the MUTCD Manual as identified in 23 CFR 655 Subpart F.
- d. The following colors should not be used on other signs along roadways or close to traffic control signs in ways that would cause the viewer to confuse the non-traffic control signs with the traffic control signs. The principal colors and their uses are:
 - RED—Stop or prohibition
 - BLACK—Regulation

- WHITE — Regulation
 - ORANGE — Construction and maintenance warning
 - YELLOW — General warnings
 - BROWN — Recreational and cultural interest guidance
 - GREEN — Indicated movements permitted, direction guidance
 - BLUE — Motorist services
- e. Pedestrian warning signs have standard colors as prescribed in RSHS Section 9; ANSI Z535.2, Environmental and Facility Safety Signs; and ANSI Z535.1, Safety Color Code. “DANGER” signs are white letters on a red background, “WARNING” signs are black letters on an orange background, and “CAUTION” signs are black letters on a yellow background (or reversed in the signal word).
 - f. Colors used in administrative signs are Reclamation Slate Blue and white font – Arial.
 - g. Colors used in feature signs are Reclamation Slate Blue and white font – Arial.
 - h. Colors used in area signs are Reclamation Slate Blue and white font – Arial or recreation brown, PMS 4695 and white font – Arial.
 - i. Universal standardized signs such as snowmobile, boating, and waterway signs will be used when necessary and are exempt from using Reclamation VIP-approved colors.

F. Agency Name

Agency and bureau name should be centered at the bottom of the sign. Typeface must be Arial with upper- and lower-case letters. Both, the Bureau of Reclamation and the Department of the Interior will be the same font size. In other instances, such as office signs, Bureau of Reclamation may not be in larger typeface than Department of the Interior. Agency names should not be used on fire prevention regulatory signs, on elongated signs, or on special purpose posters. When used, the name will be set out in one of the forms shown below:

United States
Department of the Interior
Bureau of Reclamation
 or
United States Department of the Interior
Bureau of Reclamation
 or
U.S. Department of the Interior
Bureau of Reclamation

When appropriate, the name of the regional office, area office, or a cooperator may be used in

conjunction with agency and bureau names. When Interior's seal and Reclamation's logo are used together (Interior's seal is placed on the left and Reclamation's logo is placed on the right), text should be centered between the seal and logo. Refer to section L in this chapter for further guidance on the Interior seal and Reclamation logo.

G. Vendor ID

Vendor IDs should not be permitted on the face of any Reclamation signs.

H. Reflectorization

Road and motorized trail signs and other signs intended to be seen at night will be made to reflect the same shape and color both by day and night. Image and portal signs may also be reflectorized if night visibility is needed. There are three types of reflector film that most signs use: Type-I and Type-II Engineer Grade, and Type-IV High Intensity Prismatic. Type-I and Type-II are interchangeable.

Engineer Grade sheeting is based on glass-bead technology that has been around since the 1950s. It has a smooth appearance and is still widely used. An example of its continued use is for highway barriers.

Most Reclamation signs have smaller print that is intended for a pedestrian audience. This being the case, most Reclamation signs use Type-I & Type-II reflective sheeting because its smooth appearance aids the readability of smaller print.

As the name suggests, Type-IV High Intensity Prismatic (HIP) uses prism technology. It has higher reflectivity than Type-I, has a longer service life, and is more expensive. Due to its prism technology, Type-IV has a strong pattern that will impede the readability of smaller print that is found on the majority of Reclamation signage. Therefore, most reflective Reclamation signs do not use HIP sheeting.

However, Type-IV HIP sheeting must be used for all road signs and should also be considered in unique situations where atmospheric conditions and other factors indicate a need for additional reflection.

Note: You may hear the term “retro-reflective” when talking with sign-shop workers. All reflective signage sheeting options are “retro-reflective,” meaning they reflect 85% (Engineer Grade) to 98% (HIP) of shined light directly back to its source.

I. Message Formulation

In formulating the message, use standard (approved) word messages, where applicable. Word legends should be brief but clearly convey the intended message. The use of symbols on signs is encouraged, provided they clearly convey the intended message.

Under normal driving conditions, there is little time between being close enough to read the sign and passing the sign. Consequently, messages must be short. They should be confined to the essentials (for example, destination or direction).

When composing a message, consider the following Guidelines

- a. Use no more than four words per message, except where the proper name of a destination is more than four words long.
- b. Use a minimum number of word lines.
- c. Use no more than three lines per message, except where a proper name of a certain size requires more than three lines.
- d. Keep message short by using certain commonly recognized abbreviations (e.g., “Mt” for “Mount,” “Pt” for “Point,” “St” for “Street”). (Do not abbreviate historic proper names (e.g., “Fontenelle” to “Font,” “Vernal Drains” to “V.D.”))

Pedestrians and those on bicycles and horseback have time to pause and leisurely read sign messages unhurriedly. The rules given above, therefore, do not apply to trail signs. However, the wording of trail signs should be concise. Descriptive text should be relevant and contain only information of general interest.

Individual or Group Sign Development

- a. **Planning:** A sign is a communication tool. It is one of several in a resource specialist’s grab bag. Others are brochures, news releases, websites, direct discussions with a customer or client, radio ads, talks before interest groups, and flyers. These tools should only be used following a communication planning process that identifies both the messages and the intended audience.

- (1) **Audience and Message.** Decide on the audience and the information the audience needs at that particular location.

- (a) A visitor to a recreation site might wish to know:
 - Length of stay allowed
 - Fees, if any
 - Types of services offered
 - If reservations are needed
 - If pets are allowed
 - Location of trailer dump station
 - Open trails for hiking, horseback riding, or OHVs
 - Restrictions on trailer lengths or weight on access roads
 - How to get to the site
- (b) An agency may wish to inform visitors about:
 - Hazards

- Poisonous snakes
- Emergency phone numbers
- Fee amounts
- Restrictions on firearms
- Restrictions on fires
- Restrictions on pets
- Length of stay limitations
- Protection of the environment
- Historical or interpretive messages
- Traffic regulations

- (2) **Alternatives.** A sign is not always the best way to influence visitor behavior. For example, a sign at a campground entrance prohibiting pets is of little use to visitors who have traveled a long distance with their pet to that destination, if that information was not correctly available to them in some form before leaving home. Rather, it would be counterproductive to an agency's intention to provide high-quality service to its clients.

A brochure or map can often convey information more effectively. The information may be very general, or very broad, in geographical coverage and may help the visitor when making long-range plans to use a Reclamation facility.

Campground bulletin boards may be used to display information sheets. Information sheets are easily developed, inexpensive, 8.5- by 11-inch sheets of paper that contain important information about an area. This may be a small, site-specific map, a hiking trail map, a list of safety concerns, or a description of environmental cautions.

Brochures and recreation guides that include pictures as well as words are other effective communication tools that can be provided to public land users well in advance of departure for their Federal land destination.

A news release can reach a large urban audience with a desired message. However, the newspaper editor or radio/TV news director must decide if it is newsworthy. In addition, if used, the news release may be edited to such a degree that it no longer serves the agency's intended purpose.

Physical controls such as barriers and fences, used to warn visitors to stay on roads, may preclude the need for signs within a given area.

Signs that are part of an enforcement effort usually must be backed up by some administrative action. Thus, a sign giving notice of a restriction or closure does not, in itself, legally create an enforceable closure. The public must be given notice of such closures or restrictions through appropriate, established channels (e.g., posting in a district office or publication in the Federal Register). However, most closures or restrictions are not in effect until the area affected is signed or posted.

Reclamation's website <<https://www.usbr.gov>> and the Federal Government's recreation website <<https://www.recreation.gov>> can provide updated information and available phone numbers and e-mail addresses to obtain additional information.

NOTE: Website addresses were last verified November 23, 2020.

Physical contact by Reclamation employees, volunteers, rangers, and maintenance personnel can be one of the most effective tools for user information and control and may be more helpful than any of the alternatives.

- (3) **Information Zones.** This term refers to the area's initial point of use, where visitors need certain information before proceeding further. There are three zones:
 - (a) Exterior Zone. This zone may vary from 1 mile to 100 miles from the use area. Information disseminated here should allow visitors to prepare for their trip to the interior zone. It is in this zone, for example, that information about pet prohibition at a particular destination should be readily available.
 - (b) Entrance Zone. This is the entryway to the destination. Information in this zone should contain most of the warnings, controls, hazard identifications, specific use area maps, and fee information.
 - (c) Interior Zone. This is the actual destination or point of use. Information within the destination should be minimal and positive. It may include direction signs, restroom signs, campground signs, and other boundary signs. It should not include warning or behavior restriction signs.
- (4) **Message Development.** There are psychological behavior patterns that an agency must consider in developing messages for the public. Those who use the lands as part of their livelihood are driven by important economic considerations. However, most visitors use Federal lands during limited, valuable nonworking time. Since the visitor is in control of the use of time and space (and expects few or no restrictions over behavior), any restrictions should be reasonable and conveyed in a polite manner.

Within this framework, the user is not open to, or tolerant of, long delays or extensive control. Passive controls placed on visitor behavior must be positive, give assistance, and be supportive; otherwise, users are not receptive to them. Loss of passive control, or a rebellion against it, will likely require mandatory enforcement. That brings into play conflict and confrontation.

In determining message content on signs and other communication tools intended to control or direct visitor behavior, the resource specialist should answer the following questions:

- (a) What is the purpose of the sign or poster? What problem is it trying to solve?
- (b) Who is the intended audience? What do they know about this particular situation?
- (c) What do we want that audience to do, feel, think, or know after seeing the sign?
- (d) What traits of the audience should be considered in developing the sign? What language do they speak? Are there cultural considerations? Are there communication disabilities to be considered?
- (e) What is the message to be given to the target audience?

In developing messages on signs and other communications tools, resource specialists should strive to achieve the following:

- (i) Be positive in approach, uniform in application, and minimal in the quantities of signs produced.
- (ii) Review the message from the visitor's viewpoint: Does it answer the questions? Does the message provide a solution to the visitor's problem or dilemma? Is there sufficient interest for all the information? Is all the information necessary?
- (iii) Keep messages on signs to a single subject. Use two signs to avoid mixing unrelated messages.
- (iv) Keep the message simple, clear, and straightforward.
- (v) Threatening or shocking messages do not necessarily encourage compliance. Use them only in extreme situations, such as where life-threatening hazards exist.

J. Message Determination

Before a sign can be laid out, the length of the message and the sign size have to be determined. The MUTCD has standardized alphabets, fonts, and letter series for traffic control signs on roadways that are open to public travel. These requirements are found in Section 1A.05 (Standard Highway Signs)

and Section 2A.08 (Word Messages).

For other types of signage, including but, not limited to, signs open to boaters and hikers, the Table of Letter Widths and Spacing Guide in Attachment 3 provide the units for the width of every letter and the spacing between the letters. The sum of these units is to be multiplied by the letter size factor described in Attachment 3. The result represents the length of the word, in inches.

A simple example will illustrate the procedure: a component sign for a marina with a symbol is discussed below (see page 50 for reference).

First Step

Marina is a one-line component sign. The word “marina,” according to the rules of capitalization, is spelled in lowercase letters.

The table of letter widths (Attachment 3) gives the following values:

m – 39
a – 26
r – 22
i – 15
n – 27
a – 26
Total = 155

Second Step

The spacing guide provides the following distances:

between m and a – 3
a and r – 3
r and i – 3
i and n – 3
n and a – 3
Subtotal = 15
Total 155 + 15 = 170

Third Step

The sign location calls for a 4-inch-high letter.

The letter size factor is 0.1896.

First Partial Result

The word “marina” in 4-inch lowercase letters measures 32.232 (170 x 0.1896), which is approximately 32-1/4 inches long.

Fourth Step

The size for “anchor symbol” is 12 inches.

Fifth Step

The guide to horizontal spacing specifies a distance of one primary message lowercase letter height.

End Result

The total message measures:

$$\begin{array}{rccccccccc} 32\frac{1}{4} \text{ inches} & + & 4 \text{ inches} & + & 12 \text{ inches} & = & 48\frac{1}{4} \text{ inches} \\ \text{(word)} & + & \text{(space)} & + & \text{(symbol)} & & \end{array}$$

K. Sign Size Determination

The size of the message is now established. Vertical and horizontal margins and, in the case of multi-line messages, line spacing must be added. These are specified under the Spacing Guide (see page 55). Positioning of lines, arrows, and symbols is also found in the Spacing Guide.

At this stage, a layout at scale of 1 inch to 1 foot will be drawn up with all elements, including minimum margins. In the earlier example of the “marina” sign, the Spacing Guide stipulates minimum horizontal margins of one lowercase primary message height, both left and right. The lowercase height of the example was 4 inches. Thus,

$$\begin{array}{rccccccccc} 4 \text{ inches} & + & 48\frac{1}{4} \text{ inches} & + & 4 \text{ inches} & = & 56\frac{1}{4} \text{ inches} \\ \text{(margin)} & + & \text{(message)} & + & \text{(margin)} & = & \text{the minimum width of the sign required} \end{array}$$

The Spacing Guide for vertical margins stipulates that a space be allowed between the top edge of a sign and a symbol or message. The space should be equal to 1-1/2 primary lowercase letter height above the message or 1/3 the symbol height above the symbol, whichever creates the greater total sign height. Thus, for vertical margins:

4-inch margin
12-inch symbol (4-inch letters with arrow)
4-inch margin
20 inches is the minimum height required for the sign

The approximate measurements of the sign are 4 feet, 8-1/4 inches wide by 1 foot, 8 inches high. The layout is now complete. Even though the above example refers to a simple situation, more complex ones follow the same pattern.

L. Symbols/Seals

Symbols

The Federal International Symbol System will be adopted by Reclamation to supplement its sign program (see Attachment 4). Attachment 4 does not include all the international symbols that are available. It will be the option of the operating office coordinator to determine whether to use symbols and worded messages together on the same signs. Interior's seal and Reclamation's logo are to be used where indicated in these Guidelines. Metal seals are recommended for outdoor use.

Seal and Logo

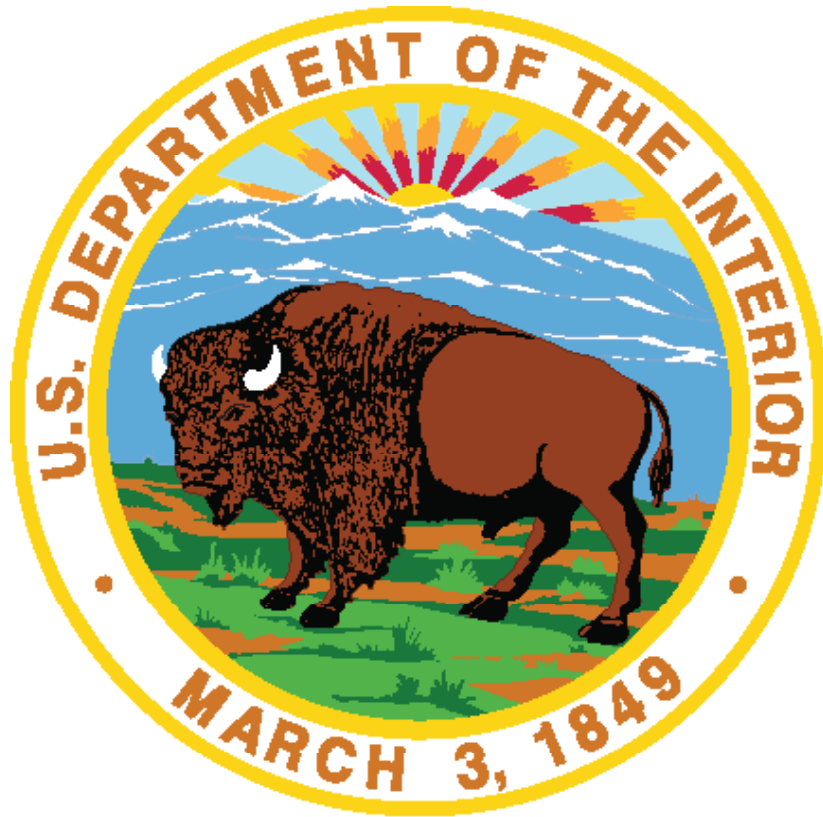
Signs and posters may carry the Interior seal. If used along with the Reclamation Logo, the seal and logo may be set independently on either side of the sign in a convenient location (Interior seal left, Reclamation logo right). Refer to Design Type A-2c in Chapter 6.

- a. On fire prevention regulatory signs, only the Reclamation logo should be used. It should be placed in the lower left.
- b. On special purpose posters, only the Reclamation logo should be used.
- c. On elongated signs, the Reclamation logo should be used alone in a boxed area at the top or the bottom of the sign.

The Reclamation logo will be used as indicated in these Guidelines. The usage and logo are available on the Visual Identity Program intranet site. In applications where the seal is unnecessary or undesirable, the words "U.S. Department of the Interior" should be substituted. In cases where only the Reclamation logo crest is used without the accompanying text, the sign should display the words, "U.S. Department of the Interior, Bureau of Reclamation" per examples on page 34 of this guide.

When used, the Interior seal shall be reproduced using the color guide shown on the opposite page (page 43). Placement will follow the guidance provided in this section. The Interior seal is optional.

Color Guide
U.S. Department of the Interior Seal
March 2002



Seal Element	Color	Cloth	Federal Standard	PMS	CMYK
Destination Band	White	67101	27886	White	0,0,0,0
inner/outer borders and bullets	Golden Yellow	67104	13655	116	0,15,94,0
letters and numbers	Gold Brown	67194	10115	471	0,56,100,18
Sky	Forget me-not Blue	67168	25526	304	30,0,6,0
Sun	Golden Yellow	67104	13655	116	0,15,94,0
rays (alternating from sun)					
inner	Scarlet	67111	11105	200	0,100,65,15
middle	Golden Orange	67100	mix to match	137	0,34,91,0
outer	Golden Yellow	67104	13655	116	0,15,94,0
Mountains	Old China Blue	67169	25177	345	56,15,0,6
snow caps	White	67101	27886	White	0,0,0,0
Grass Shaded	Green	67129	14110	364	72,0,100,43
Grass Shaded	Emerald Green	67128	14187	368	69,5,96,0
Dirt	Gold Brown	67194	10115	471	0,56,100,18
Bison	Brown	67136	10091	181	0,72,79,47
details	Black	67158	17038	Black	0,0,0,100
horns	White	67101	27886	White	0,0,0,0
outlines	Black	67158	17038	Black	0,0,0,100

**Color Guide
Bureau of Reclamation Logo
October 2019**



— BUREAU OF —
RECLAMATION

Color	CMYK	RGB	HEX
Slate Blue	97,67,48,38	0,62,81	#003E51
Light Blue	89,46,27,4	0,115,150	#007396
Mustard	21,43,100,2	202,145,23	#CA9117
Desert	13,17,38,0	221,203,164	#DDCBA4

M. Letter Styles

The letter style selected for Reclamation signs is Arial, uppercase and lowercase. The only exceptions are standard roadway signs that will conform to MUTCD standards and interpretive signs that will be established during the planning phase of development. In addition, the letters in Reclamation's logo will always be in uppercase. If signs are provided in conjunction with other agencies, their choice of letter styles should be taken into consideration.

Typeface

Arial typeface will be used for all signs.

Uppercase and Lowercase

Use of normal uppercase and lowercase letters throughout the sign is preferred. In all cases, body copy will follow normal uppercase and lowercase rules.

N. Signposts and Bases

Where applicable, signposts used on standard highway regulatory, warning, and directional signs should be made of treated, 4- by 6-inch Douglas fir or redwood. Post-mounted signs supports shall be crashworthy (breakaway-type mounting posts) if they are located within the clear zone on streets, roadways, highways that are open to public travel. A clear zone is defined as the total roadside border area, starting at the edge of the traveled way, that is available for an errant driver to stop or regain

control of a vehicle. A single post should be used for signs up to 3 feet in width and double posts for signs more than 3 feet in width. Signs should be attached to posts in a manner that does not interfere with message legibility, while remaining easily removable for maintenance. When signs are mounted on dams, buildings, or other structures, the need for posts will be eliminated. The signs should be bolted to the structure, allowing a space of several inches between the back of the sign and the wall face to give the sign a raised appearance.

For signs located within or immediately adjacent to campgrounds and day-use areas that have grills and fire pits, it may be practical to use metal steel or reinforced aluminum for sign supports. In these instances, all metal surfaces should be painted or galvanized.

Identification and interpretive signs should have bases that support the design character of the area. Standards for the base height have been established by the ABAAS and the 2010 Standards; for angling of signs, refer to the Smithsonian Guidelines for Accessible Exhibition Design at <https://www.sifacilities.si.edu/sites/default/files/Files/Accessibility/accessible-exhibition-design1.pdf> and in the National Park Service's Harpers Ferry Center Media Accessibility Guidelines at <https://www.nps.gov/subjects/hfc/accessibility.htm>. However, base designs should be approved by the area office sign coordinator in conjunction with the regional sign coordinator, the public affairs officer, and the regional or local accessibility coordinator.

The location of all signs along roadways should comply with MUTCD standards.

There are no standards for the location of pedestrian signs, but their physical surroundings play an important role. Pedestrian signs should be highly visible and not obstructed by vegetation or physical features of the area.

Care should be taken to ensure that signs directed to one activity do not interfere with another activity. Safety of the visitor should always be a consideration when determining both the message and location of signs.

Placement and Installation

Uniformity of placement and installation helps users to see the signs and determine where the directed action is to take place. Select locations that maximize the opportunity for the sign to convey its intended message.

- a. **Placement:** As a general rule, with the exception of the "No Passing" pennant, place signs on the right-hand side of the roadway, as close to the standard location as possible. Consider the following Guidelines when selecting sign installation locations:
 - (1) Place signs where they provide adequate time for viewer response, considering such things as approach speed, road conditions, etc.
 - (2) Select locations that minimize viewing obstructions. Some common placement locations to be avoided, if possible, include:

- (a) Dips in the roadway or trail.
 - (b) Just beyond the crest of a hill.
 - (c) Where the sign may interfere with the normal operation of the facility.
 - (d) Too close to trees or other foliage that could cover the face of the sign.
- (3) Place the sign within the viewer's "cone of vision."
- (a) As speed increases, driver concentration increases.
 - (b) As speed decreases, driver concentration wanes. At 25 mph, the natural eye focus point lies 600 feet ahead of the car. At 45 mph, it lies 1,200 feet ahead.
 - (c) As speed increases, the driver's peripheral vision decreases. On low-speed roads, the signs can be set farther back from the right-of-way and still be visible and effective. At 25 mph, a driver's "cone of vision" is 90 degrees. At 45 mph, it narrows to 65 degrees; and at 60 mph, it is only 40 degrees.
 - (d) As speed increases, the driver's ability to focus on foreground detail decreases. At 40 mph, the closest point of clear vision lies 80 feet ahead of the car. At 60 mph, the driver can see clearly only that detail within an area 110 to 1,400 feet in front of the car and within that 40-degree "cone of vision."
- (4) Guidelines for installation of Warning, Regulatory, and Guide signs on public roadways are as follows:
- (a) Height. There are multiple requirements regarding mounting heights. The bottom of the sign should be a minimum of 5-7 feet above the level of the roadway depending if area is rural, business, commercial, or residential. Signs should follow MUTCD standards, Section 2A.15, Mounting Height..
 - (b) Lateral Clearance. The distance from the edge of the roadway to the inner edge of the sign can range from 6 to 12 feet. The normal minimum is 6 feet. In cases where roadside topography precludes the 6-foot minimum, the inner edge of the sign shall be no closer than 2 feet from the edge of a roadway with no shoulder and no closer than 2 feet from the outer edge of a shoulder.
 - (c) Canting. Normally, signs should be mounted approximately 93 degrees to the direction of, and facing, those they are intended to serve. This canting helps reduce mirror reflectivity. Sign faces are normally vertical, but on up and down grades, it may be desirable to tilt from the vertical to improve readability.

- (5) Sign coordinators and road engineers should be aware of “sign clutter,” a situation in which new and different signs are added to a location over time, and the overall effect is to force the viewer to wade through a mass of uncoordinated information to obtain that information they need. “Sign clutter” situations should be reevaluated to combine, redesign, and eliminate signs to reduce the clutter.

b. Sign Mounts: Normally, signs should be individually erected on separate posts or mountings, except where one sign supplements another or where route markers and directional signs must be grouped. Signs should be located so they do not obscure each other and are not hidden by other objects.

(1) Posts.

- (a) Posts are used to hold signs in a proper and permanent position and to resist swaying in the wind. Generally, wood or metal posts are used. In areas where sign supports cannot be sufficiently offset from the clear zone, must use a suitable breakaway or yielding design to be crashworthy. Wood posts with less than 24 inches of cross section do not require breakaway design, if not located in the clear zone.
- (b) Metal posts should be unpainted galvanized metal. All hardware used to affix signs to either wood or metal posts should be either aluminum, galvanized steel, or stainless steel.
- (c) After a sign is installed, the ends of the bolts should be snipped off and the threads upset or fractured to prevent removal of the nuts by vandals or thieves.
- (d) The number and size of posts per sign should be proportional to the size of the sign. For signs up to 36 inches wide, use one post. For signs ranging from 37 to 72 inches wide, use two posts. From 72 inches to 96 inches wide, use three posts.

(2) Massive Bases. Reclamation’s large administrative/portal/entry signs should be mounted on bases that match the size and mass of the sign, as well as complement the surrounding landscape. These bases should be located outside the roadside recovery area, at least 30 feet away from the edge of the roadway travel surface or off the highway right-of-way. Three basic kinds of bases are:

- (a) Rock base.
- (b) Brick base.
- (c) Wood skirt base.

O. Determination of Letter Size

The letter size for signs is determined by the maximum allowable vehicle speed at that point of the road system. The letter size for pedestrian signs is determined by location, volume, and type of visitors using the area, rather than by speed. If people with disabilities are using the sign message, letter point size should comply with accessibility standards. To be easily read, the sign should have sufficient color contrast between letters and background.

The following speed rules pertain to the sign's primary message only. Letter size for a sign's secondary message will be two-thirds the height of the primary message. (Refer to design procedure for each sign category for primary/secondary identification.)

Roads

- a. MUTCD Table 2D-2 identifies all recommended minimum letter and numeral sizes for conventional road guide signs according to speed for both post-mounted and overhead signs.
- a.

Pedestrian and Trail Signs

- a. Short messages to be read from some distance: lowercase height and thickness of arrow shaft, 2-1/2 inches.
- b. Direction, distance, instructions, listings in moderate visitor use areas where pedestrian traffic is channeled by walks, etc.: lowercase height and thickness of arrow shaft, 2 inches.
- c. Plaques, markers, and object identification: capital height, 1-1/2 inches; lowercase height and thickness of arrow shaft, 1 inch; 8-inch recreation symbol.
- d. Description sign texts: capital height, 1 inch; lowercase height and thickness of arrow shaft, 5/8 inch; 8-inch recreation symbol.
- e. The Guidelines for letter and space size may be adjusted to meet special conditions, such as composition, emphasis, and so forth. Never should sizes be less than those indicated in the charts for particular uses or speeds. As a rule, 1 inch of letter height can be read from a distance of 50 feet, 2 inches from 100 feet, and so on.

P. Rules for Capitalization

1. Signs should use both uppercase and lowercase letters. The first letter of all proper nouns should be capitalized.
2. Identification signs should use uppercase and lowercase letters (example: "Aspen Grove Campground, Upper Colorado Region").
3. Informational signs should use uppercase and lowercase letters.
4. Directional signs should use uppercase and lowercase letters.

5. Regulatory/warning signs should follow MUTCD standards.
6. Temporary signs should follow the rules set forth in the category to which they belong.
7. Concessionaire signs should follow all applicable rules set forth above.
8. Boating signs and snowmobile signs should follow the rules set forth in the ATONS and the Guidelines for Snowmobile Trail Signing and Placement published by the International Association of Snowmobile Administrators.
9. No specific Guidelines have been established for interpretive signs. However, the format should conform to the overall interpretive program.
10. Pedestrian warning signs should conform to RSHS Section 9 and ANSI Z535.1.

Q. Spacing Guide

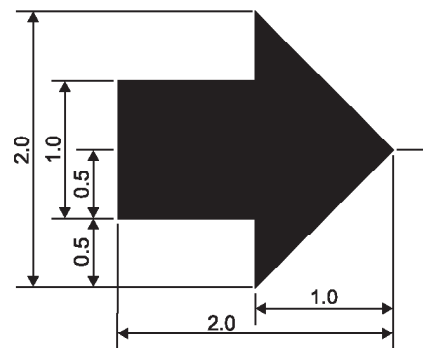
Arrows

Arrows can be used to point in four directions: straight up, straight down, straight left (90 degrees), and straight right (90 degrees).

Arrows are to be positioned either to the right or left of the message or symbol so that the arrow is pointing away from the message or symbol, rather than to it. On trail signs for pedestrians, which contain long lists of directions, the arrow may be placed above or below the message for greater clarity. If, at certain locations, a narrow sign is preferred, and the position of an arrow to the right or left of the message requires an excessively wide sign, the arrow may be placed below the message.

Arrows used for traffic control on public roadways will conform to MUTCD Section 2D.08 and the detailed proportions shown in the Standard Highway Signs publication Appendix B7 (Standard Arrows Dimension Descriptions).

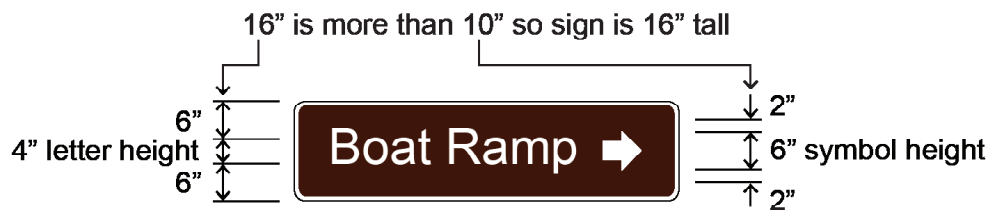
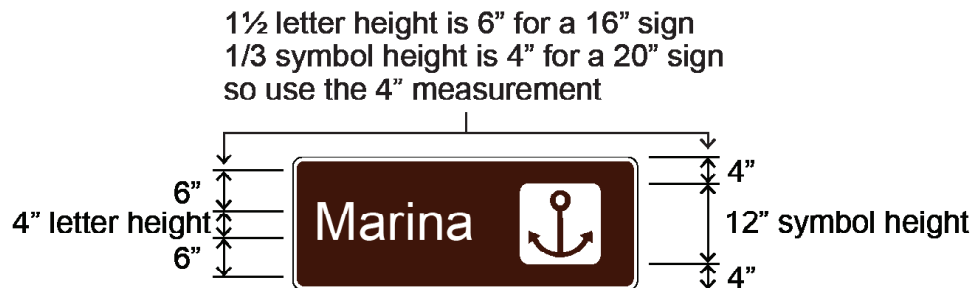
An example of proportions of an arrow not used for traffic control is shown below:



Vertical Spacing

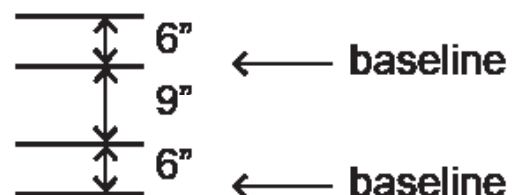
These proportions apply to all signs except Design Types A and B.

- Between the top edge of a sign and a symbol, arrow, or message, allow space equal to 1-1/2 primary lowercase letter height above the message or 1/3 the symbol height above the symbol, whichever creates the greater total sign height. Use the top of lowercase letters for measuring purposes.
- Between baseline of first line and top of a lower case letter in the second line of primary message, allow space equal to 1-1/2 primary lowercase letter height.

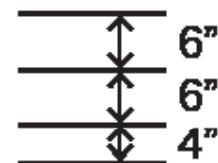


- Between baseline of primary message and top of a lowercase letter in the top line of a secondary message, allow space equal to one primary lowercase letter height.

Strawberry
Bay



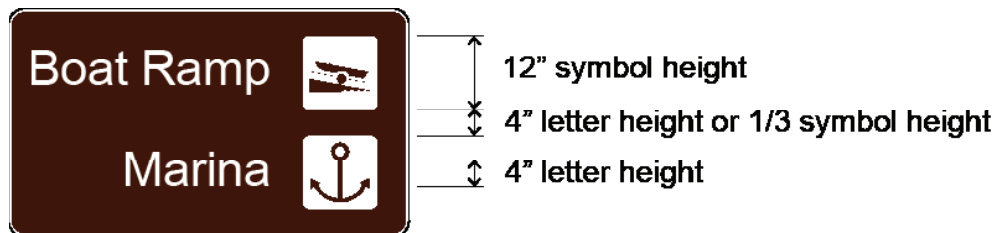
Sage Knoll
Day Use Area



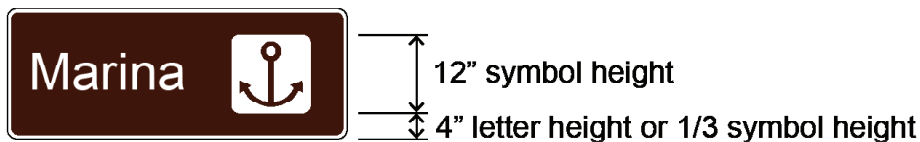
- d. Between baseline of a secondary message and top of a lowercase letter in the top line of the second line and each succeeding line of a secondary message, allow space equal to one secondary lowercase letter height.



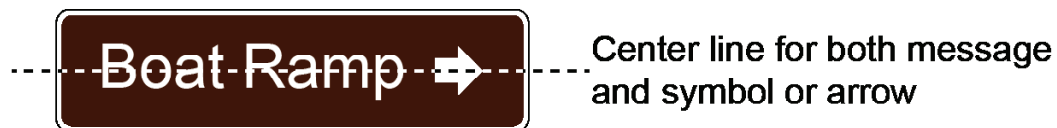
- e. Between the bottom edge of the top symbol and top edge of lower symbol:



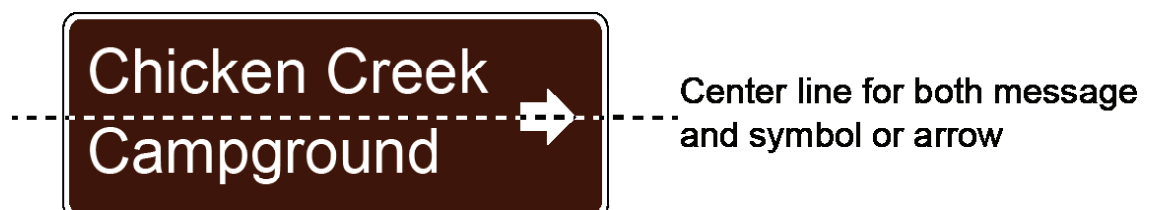
- f. Between the bottom edge of the lowest symbol or message, allow space equal to 1-1/2 primary lowercase letter height below the message or 1/3 the symbol height below the symbol, whichever creates the greater total sign height.



- g. Signs with a symbol or arrow to the left or right of the message will have the message centered vertically on the symbol or arrow.



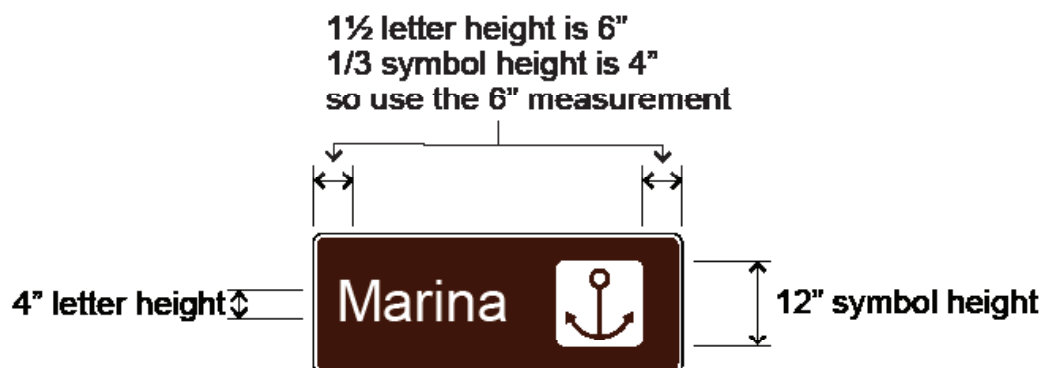
- h. In a two-line message, the arrow or symbol should be vertically centered between the two.



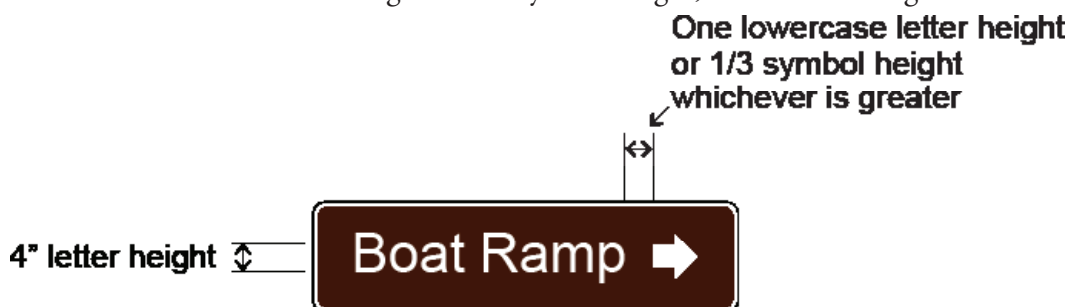
Horizontal Spacing

These proportions apply to all signs except Design Types A and B.

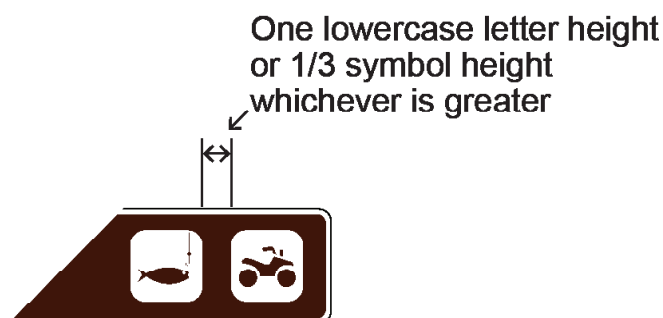
- a. Between the left and right edge of the sign and the message, arrow, or symbol, allow space equal to 1-1/2 lowercase letter height or 1/3 symbol height, or whichever is greater.



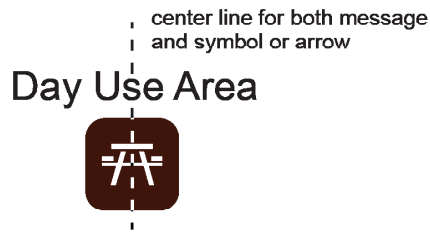
- b. Between the first and last letter of a message and an arrow or symbol, allow space equal to one lowercase letter height or 1/3 symbol height, or whichever is greater.



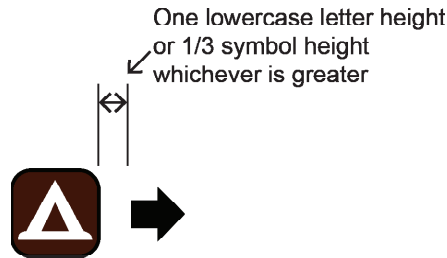
- c. Between symbols, allow space equal to one lowercase letter height or 1/3 symbol height, or whichever is greater.
- d. Symbols placed beneath or above a message will be centered on the message.
- e. Between symbols and arrows on signs with no written message, allow a space equal to



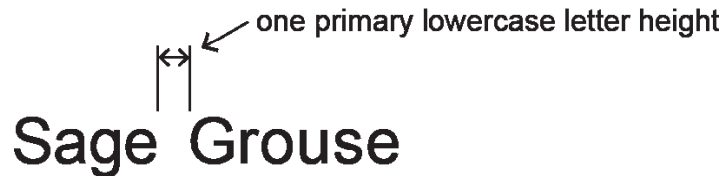
1/3 symbol height between them and center the arrow vertically on the symbol.



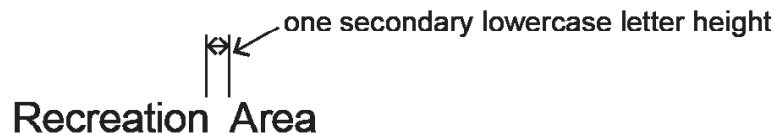
- f. Between words in a primary message, allow space equal to one primary lowercase letter height.



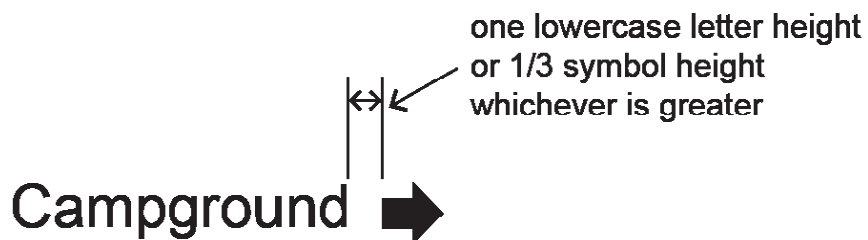
- g. Between words in a secondary message, allow space equal to one secondary lowercase letter height.



- h. Between words in a secondary message and a symbol or arrow, allow space of one lowercase letter height or 1/3 symbol height, whichever is greater.



- i. All margins are measured from the outside of the sign face.
- j. Signs used for traffic control shall have a border of the same color as the legend in



order to outline their distinctive shape and thereby give them easy recognition and a finished appearance. The corners on the sign borders shall be rounded, except for STOP signs. Borders on all other signs are optional. Line weight should be appropriate to the size and overall design of the sign. Corners should be slightly rounded to match the sign.

The width of the border should be determined by the width of the sign. The border width should be 3/16 inch for each foot of sign width. Corner radius for the border should be 1 inch per foot of sign width. In no case should the border be less than 3/8 inch wide.

R. Sign Materials

Reclamation signs and posters can be manufactured from a variety of materials, including wood, metal, plastic, fiberglass, and cardboard. These materials are called “substrates.” The “message” is either painted or printed (usually by silk screening) onto the substrate. Other materials commonly used in the manufacturing process include reflective sheeting, paint, and vinyl edge film.

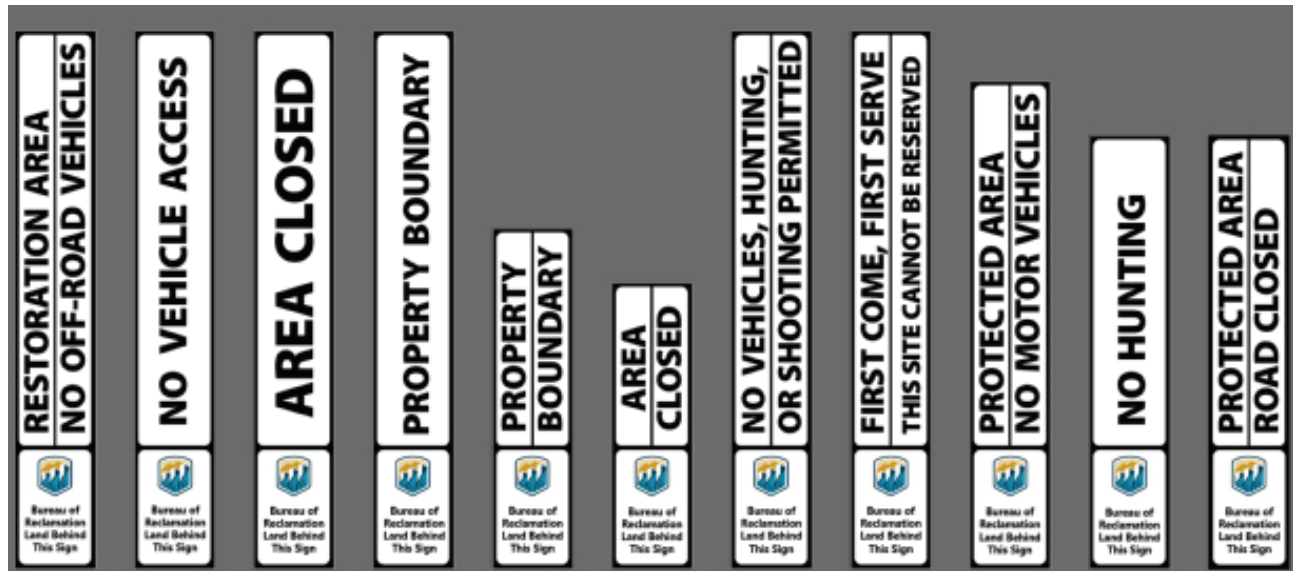
As a general rule, the softer or more porous a substrate material is, the better paints will penetrate the surface and create a solid bond. The harder or slicker the material, the more likely the paint is to dry on the surface. The softer substrates are more easily damaged from deep gouging by vandals. The harder substrates are more likely to resist gouging and destruction of the substrate, but the paint is more easily chipped away.

The harder and less porous the surface, the better decals and pressed-on vinyls will adhere.

Some commonly used substrates for Reclamation signs are:

- **High-Density Overlay (HDO) Plywood**
Marine-quality, 3/4-inch plywood with one side covered with a high density, slick material (the overlay) to which adhesives cling quite strongly. Commonly used as the substrate for pressed-on materials such as reflective vinyl. This substrate should be used extensively for the larger signs. It weathers well, and holes in the vinyl can be easily repaired.
- **Medium-Density Overlay Plywood**
Marine-quality, 3/4-inch plywood, with one side covered with a smooth but more porous overlay than HDO. This substrate accepts paint much better than HDO. The porosity of the overlay allows the paint to bond with the substrate better.
- **Medium-Density Fiberboard (MDF)**
A pressed-particle board product that accepts paint (silk screening) very well and weathers well. MDF is gaining adherents among transportation departments for large highway signs (green, blue, and brown).
- **Plastics**
Sign making can involve a variety of plastics:
 - Acrylic, or Plexiglas, is a hard, rigid material that withstands abrasion well but breaks easily. It is often used as a clear protective covering over another sign.

- Polycarbonate, or Lexan, is similar to the acrylic panel but is softer with a greater flex. Its softness makes it more likely to be marred by dust and blowing sand.
- Polyethylene and polypropylene are fairly common materials suitable for most routine sign applications. They are soft materials that have sufficient rigidity to stand up as small signs but are not so rigid that they are easily broken. They come in basic colors and accept paint (silk screening) well. Generally, they weather well; however, their softness makes them easy prey to vandals wielding sharp or pointed instruments. Initial and replacement costs are low.
- **Carsonite**
Carsonite is a patented material that combines fiberglass and epoxy resins to make a strong but flexible substrate. Used most often in a thin, vertical format, it is also used for small routine signs. Its hard, impervious surface is best used as a substrate for decals, although silk screening is possible. It is very resistant to impact and weather. Initial and replacement costs are low.



- **Aluminum**
A long-used, common substrate for signage. Conversion coated—e.g., Alodine coated—aluminum is preferred. Message is usually silk screened onto substrate. Easily and significantly damaged by bullets and other forms of vandalism. It has good weather resistance. Medium initial and replacement costs.
- **Aluminum-clad plastic**
Similar in character to aluminum signs. The plastic core adds strength; this substrate is highly durable and lightweight, making it ideal for kiosk panels or other signs mounted with a backing. The cost of this product is moderate. Panels with a corrugated or honeycomb plastic core should NOT be used for outdoor signage, as water can penetrate, freeze, expand, and thereby damage the sign.

- **Aluminum-clad plywood**
Similar in character to aluminum signs. Plywood backing adds support to the aluminum to provide stability/rigidity for larger size signs. Initial and replacement costs are moderate to high.
- **Synthetic Textiles**
A fibrous, paper-like material that has good short-term resistance to inclement weather and animal damage. It is flexible and lightweight. This substrate is a good choice for temporary signs.
- **Tyvek**
A fibrous, paper-like material that has good short-term resistance to inclement weather and to animal damage. Very flexible, light, and highly resistant to tearing. Easily stapled to wood and takes grommets well for banner applications.
- **Cardboard**
A paper product that degrades quickly in inclement weather. Accepts paint (silk screening) well, depending on the slickness of the surface. Easily nailed or stapled. Used primarily for seasonal posters.
- **Porcelain Enamel on Steel**
This material is highly resistant to scratches, impacts, and weathering. Most often used on interpretive signs, it offers a very appealing appearance, but at a high initial and replacement cost. It lends itself well to the use of graphics. Extremely resistant to fading. While expensive, it has a lifetime of 20 years or more. Will stand up to cleaning via pressure-washer to remove bugs, bird droppings, etc.
- **Fiberglass Embedment**
In this process, a paper image is embedded in a fiberglass/epoxy-resin panel. Preparation of the first paper image is initially a high cost. Second, third, and subsequent copies can be quickly and cheaply made at the time of the original and put aside for later embedment at relatively low cost to replace a damaged or stolen original. The fiberglass resists scratching, impact, and weathering very well.
- **Metal**
Engraved or acid etched metals, aluminum, and stainless steel are often used for signs. Such signs have a long service life, are generally good or very good in their resistance to weather, and are fair or poor in their resistance to scratching or impact. Initial cost is generally medium to high, as is the replacement cost.
- **High-Density Foam Boards**
Three-dimensional signs made by cutting a matte and sandblasting to the desired depth. Sandblasting and mattes can also be used to make three-dimensional wood signs from 2-inch-thick material.
- **Manufactured Signs**
Specifications for pre-manufactured signs should be followed per manufacturer's instructions, regardless of the procurement source.

Specific Design Guidelines

A. Design Type A-1a and A-1b – Identification Signs

Shape

Extended oval (see example) rectangle or varies depending on management of area by others.

Sign Board Size

Varies according to length of message and speed of observer. The default size is 85 x 48.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistance equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue laminated joints are constructed, the joints should be doweled, and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Scotchcal, or equivalent, film or polysilicone base paint. The blue portion should be Reclamation Slate Blue. Borders and lettering should be white.

Sign Base

No standard designs. It is recommended that materials found naturally around the site be repeated in the base. If the sign is identifying a structure or office building, it should match those materials used in the construction, if suitable.

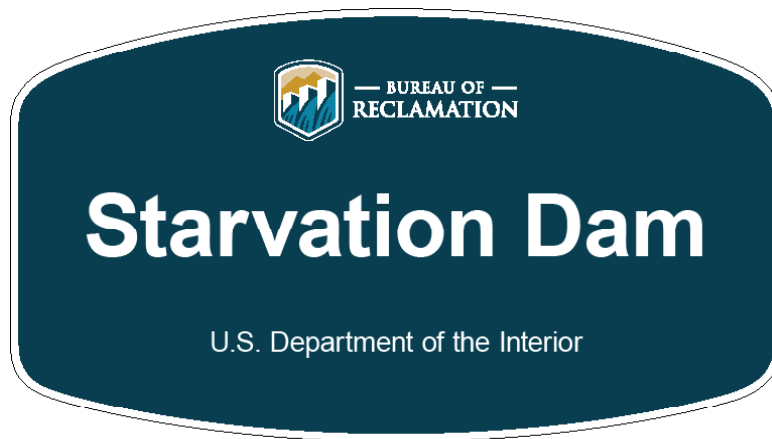
Method of Anchoring Sign

Wood or steel posts bolted, set in concrete, or buried in existing soil. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film or equivalent and painted or silk-screened. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign is preferred. Letter size should be determined from information contained in Chapter 5.

NOTE: The graphic examples in this chapter use either Reclamation Slate Blue (aka. Slate Blue) or Recreation Brown (aka. Pantone 4695) for the background color. A Slate Blue background is required for all Design Type A and some Type B (minor Administrative and Feature design Type B) signs, but other signs can use either Slate Blue or Recreation Brown as is appropriate. In all cases, text and the border, if present, will be white for these sign types.



Design Type A-1a – Identification Sign (three examples)

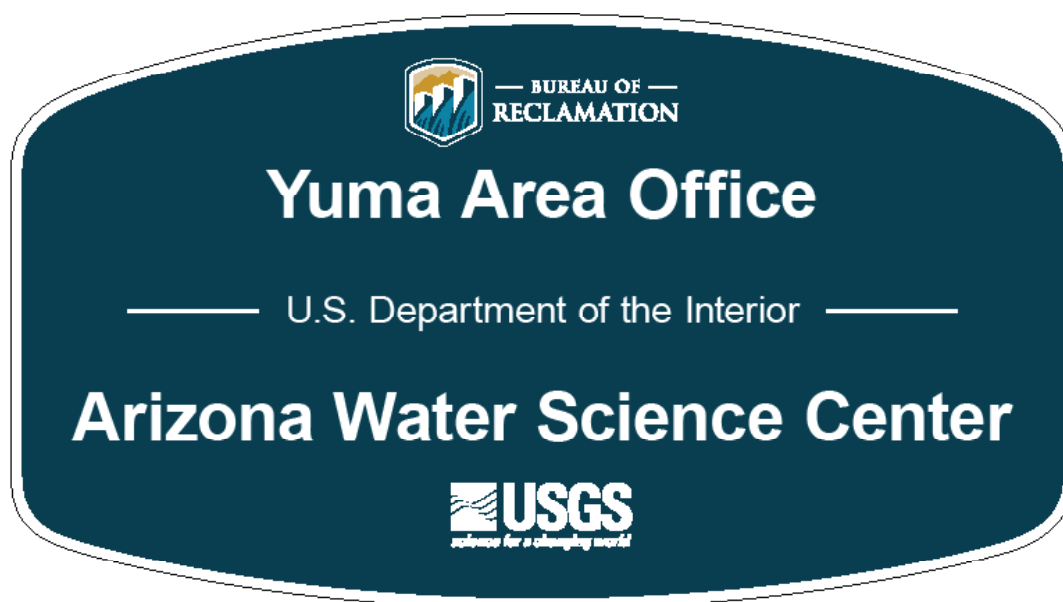
Used for Reclamation Facilities, features, and areas, such as campgrounds

Size: 85" x 48"

Note: All major administrative, feature, and area signs (Type A) must use the Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Font: Arial



Design Type A-1b – Identification Sign

**Used for Reclamation Facilities where a Reclamation office
is co-located with another agency**

Size: 85" x 48"

Note: All major administrative, feature, and area signs (Type A)
must use the Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Font: Arial

B. Design Type A-2 – Identification Signs

Examples for this type of sign are shown below. These signs will vary from agency to agency. Specific design requirements will be developed through discussions with each managing entity. The office sign coordinator should be responsible for establishing typical designs agreeable to all parties involved. It is recommended that signposts/supports, as shown on the second example of this design type, do not extend above the main face of the sign.

One fundamental requirement applies to all signs of this type. Each sign should have the Bureau of Reclamation designation lettered on the main body of the sign board, including Reclamation's logo.



Design Type A-2a – Identification Sign (two examples)

Used on Reclamation property that is managed by another agency

Size: 56.5" x 48"

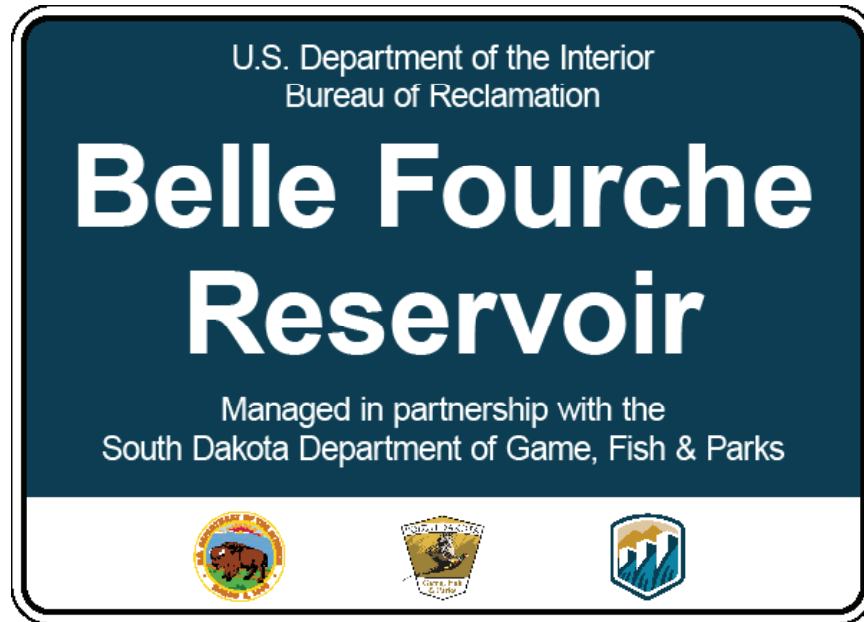
Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400



Design Type A-2b – Identification Sign

Used on Reclamation property that is managed by another agency

Size: 67" x 48"

Note: For use where another agency manages Reclamation's Lands or facilities and provides a logo to represent their agency. Negotiate a final design with the managing agency. The managing agency's standards and guidelines will take precedent.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51



Design Type A-2c – Identification Sign

Used on Reclamation property that is managed by another agency

Size: 67" x 48"

Note: For use where another agency manages Reclamation's Lands or facilities, but does not have, or cannot provide, a logo to represent their agency. Negotiate a final design with the managing agency. The managing agency's standards and guidelines will take precedent.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

C. Design Type A-3 – Identification Sign

An example for this type of sign is shown below. In signing situations where Reclamation is the dominant entity, sign designs should closely follow the Guidelines shown for Design Type A-1. On the other hand, when another agency has the dominant role in an office, they should be responsible for designing a sign that will adequately identify Reclamation. However, use of Reclamation sign designs should be encouraged.



Design Type A-3 – Identification Sign

Used on Reclamation property that is managed by another agency
that is not the dominant entity

Size: 85" x 48"

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

D. Design Type B-1 and B-2 – Identification Sign

Shape

Rectangular.

Sign Board Size

Varies according to length of message and speed of observer.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistant equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue-laminated joints are constructed, the joints should be doweled and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Plywood sign board should be treated with Scotchcal, or equivalent, film or painted surface. Color background should be Reclamation Slate Blue. Borders and lettering should be white.

Sign Supports

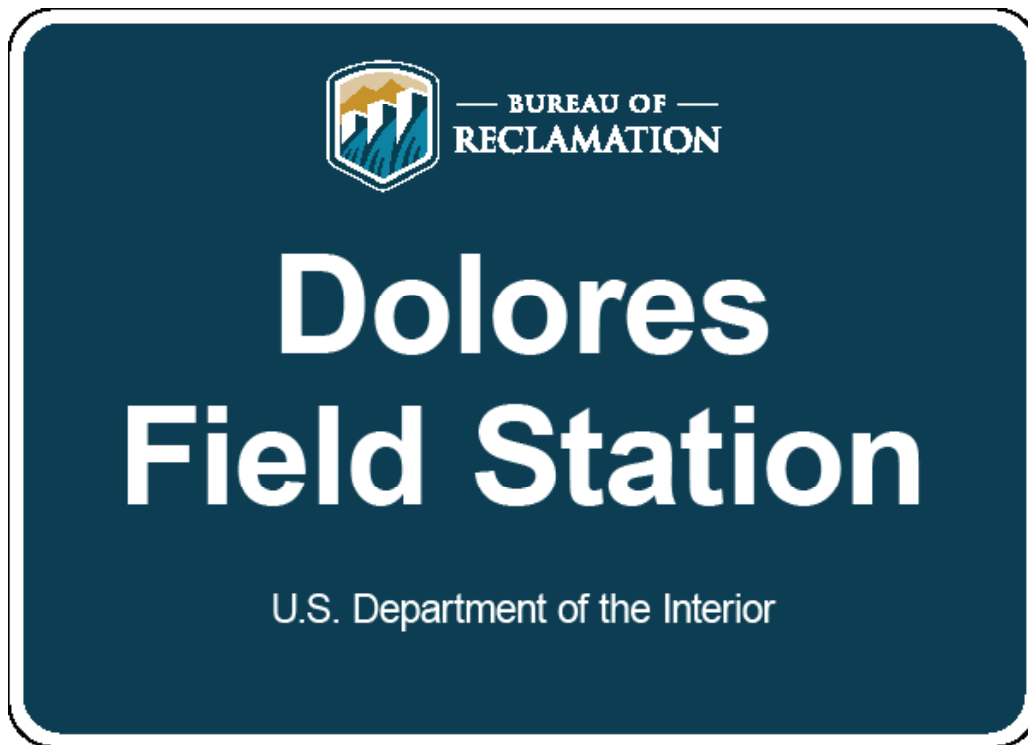
Stained redwood or treated Douglas fir posts, 4 by 6 inches. Posts should be buried and concrete encased or in compacted earth at least 36 inches below ground level. The stain color should be Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain or their equivalent. Signs may also be attached to buildings, bridges, dams, etc., where appropriate. Supports should be flush with the top of the sign.

Method of Anchoring Sign

One-half-inch-diameter carriage bolts long enough to extend from the sign face through the back of the posts. The bolts should not protrude more than 3/4 inch beyond the signpost. Large washers and nuts should be used to secure the bolts. The rounded bolt heads on the sign surface should be treated with a matching paint or stick-on film. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film, or equivalent, and painted or painted with a silk screen. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign preferred. Letter size should be determined from information contained in Chapter 5.



Design Type B-1 – Identification Sign

Used for minor administrative properties

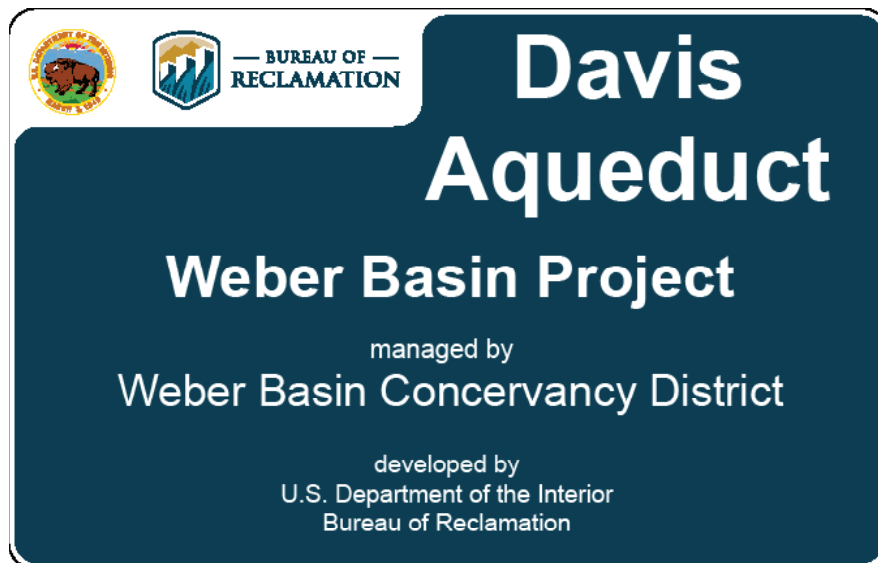
Size: 67" x 48"

Note: All minor administrative signs (Type B) must use the Slate Blue background color.

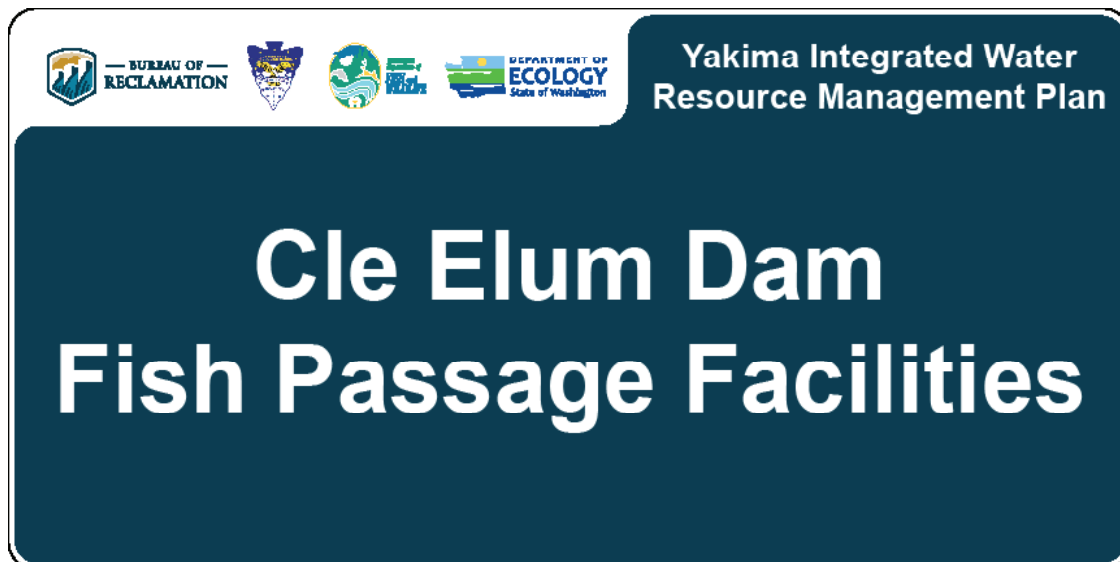
Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51



Size: 72.25" x 48"



Size: 96" x 48"

Design Type B-2 – Identification Sign

Used where another agency manages Reclamation's lands or facilities

Note: Negotiate final sign design with the managing agency. The managing agency's standards and guidelines will take precedent. As a result, the example signs do not strictly follow Reclamation standards.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

E. Design Type C-1 – Recreation Component Sign

Shape

Rectangular.

Sign Board Size

Varies according to length of message and speed of observer. The default size is 67 x 36 and may vary according to length of message and speed of observer as necessary.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistant equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue-laminated joints are constructed, the joints should be doweled and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Soctchal or equivalent, film or painted surface. Color of background will be Reclamation Slate Blue. International symbols for recreation use will be Recreation Brown. Borders and lettering will be white.

Sign Supports

Stained redwood or treated Douglas fir posts, 4 by 6 inches. Posts should be buried and concrete encased or in compacted earth at least 36 inches below ground level. The stain color should be Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain or their equivalent. Signs may also be attached to buildings, bridges, etc., where appropriate. Supports should be flush with the top of the sign.

Method of Anchoring Sign

One-half-inch-diameter carriage bolts long enough to extend from the sign face through the back of the posts. The bolts should not protrude more than 3/4 inch beyond the signpost. Large washers and nuts should be used to secure the bolts. The rounded bolt heads on the sign surface should be treated with matching paint or stick-on film. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film, or equivalent, and painted or painted with a silk screen. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign preferred. Letter size should be determined from information contained in Chapter 5.



Design Type C-1 – Identification Sign

Used on Reclamation property that is managed by another agency

Size: 67" x 36"

Note: Reclamation Slate Blue is permissible for backgrounds and symbols on signs that are type C.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51



Recreational and Cultural Interest Signs

The purpose of recreation and cultural interest area signs is to guide road users to a general area and then to specific facilities or activities within the area. The size 24" x 24" should be used. If signs are to be used on a freeway or expressway, the size should be 30" x 30". A smaller size of 18" x 18" may be used on low-speed, low-volume roadways and non-road applications. They will be separate from the identification sign, located below it. The color will be brown. - Chapter 2M MUTCD

F. Design Type D-1 – Information—Bulletin Board Sign

Shape

Rectangular.

Sign Board Size

The default size is 48 x 36.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistant equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue-laminated joints are constructed, the joints should be doweled and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Soctchal or equivalent, film or painted surface. Color of background will be Reclamation Slate Blue. Borders and lettering will be white.

Sign Supports

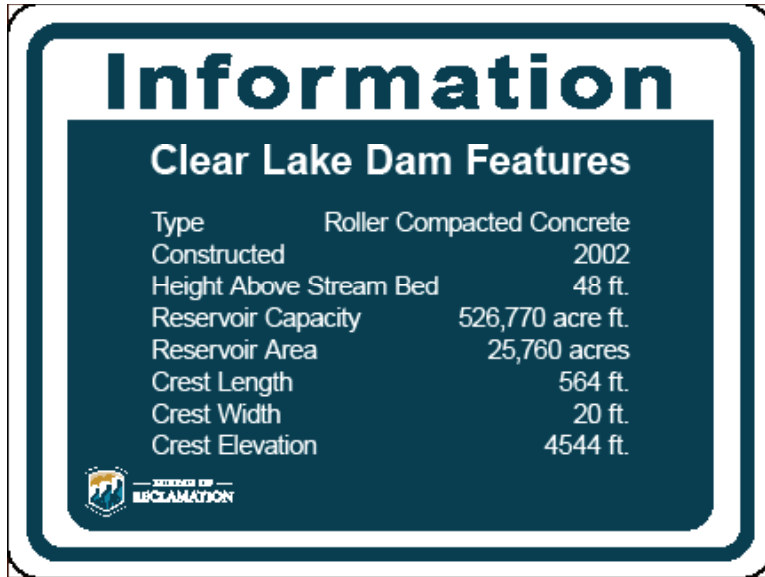
Stained redwood or treated Douglas fir posts, 4 by 6 inches. Posts should be buried and concrete encased or in compacted earth at least 36 inches below ground level. The stain color should be Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain or their equivalent. Signs may be attached to buildings, bridges, etc., where appropriate. Supports should be flush with the top of the sign.

Method of Anchoring Sign

One-half-inch-diameter carriage bolts long enough to extend from the sign face through the back of the posts. The bolts should not protrude more than 3/4 inch beyond the signpost. Large washers and nuts should be used to secure the bolts. The rounded bolt heads on the sign surface should be treated with a matching paint or stick-on film. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film, or equivalent, and painted or painted with a silk screen. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign preferred. Letter size should be determined from information contained in Chapter 5.



Design Type D-1 – Information Sign (two examples)

Size: 48" x 36"

Note: Reclamation Slate Blue is permissible for backgrounds and symbols on signs that are type D.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

G. Design Type E-1 – Information—Instructional Sign

Shape

Rectangular.

Sign Board Size

The default size is 67 x 48 and may vary according to length of message and speed of observer as necessary.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistant equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue-laminated joints are constructed, the joints should be doweled and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Soctchal or equivalent, film or painted surface. Color of background will be Reclamation Slate Blue. Borders and lettering will be white.

Sign Supports

Stained redwood or treated Douglas fir posts, 4 by 6 inches. Posts should be buried and concrete encased or in compacted earth at least 36 inches below ground level. The stain color should be Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain or their equivalent. Signs may also be attached to buildings, bridges, etc., where appropriate. Supports should be flush with the top of the sign.

Method of Anchoring Sign

One-half-inch-diameter carriage bolts long enough to extend from the sign face through the back of the posts. The bolts should not protrude more than 3/4 inch beyond the signpost. Large washers and nuts should be used to secure the bolts. The rounded bolt heads on the sign surface should be treated with a matching paint or stick-on film. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film, or equivalent, and painted or painted with a silk screen. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign preferred. Letter size should be determined from information contained in Chapter 5.



Design Type E-1 – Information Sign (two examples)

Size: 67" x 48"

Note: Reclamation Slate Blue is permissible for backgrounds and symbols on signs that are type E.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

H. Design Type F-1 – Directional Signs

Shape

Rectangular.

Sign Board Size

The default size is 96 x 48 and may vary according to length of message and speed of observer as necessary.

Sign Board Material

Recommend ASTM Type I, 3M Advanced Flexible Engineer Grade Reflective Sheeting, 7310 on aluminum 5052-H38 conversion coating sheeting, or corrosion-resistant equivalent, 0.125 thick.

Sign Board Fabrication

Whenever signs with glue-laminated joints are constructed, the joints should be doweled and a marine type glue used. Signs that have two or more glue joints should be backed with an appropriate material to prevent cupping, warping, or other distortion.

Sign Color

Soctchal or equivalent, film or painted surface. Color of background will be Recreation Brown.

Borders and lettering will be white. Signs used for traffic control on public roadways must comply with MUTCD Section 2A.21 (Retroreflection and Illumination) and Section 2A.22 (Maintaining Minimum Retroreflectivity).

Sign Supports

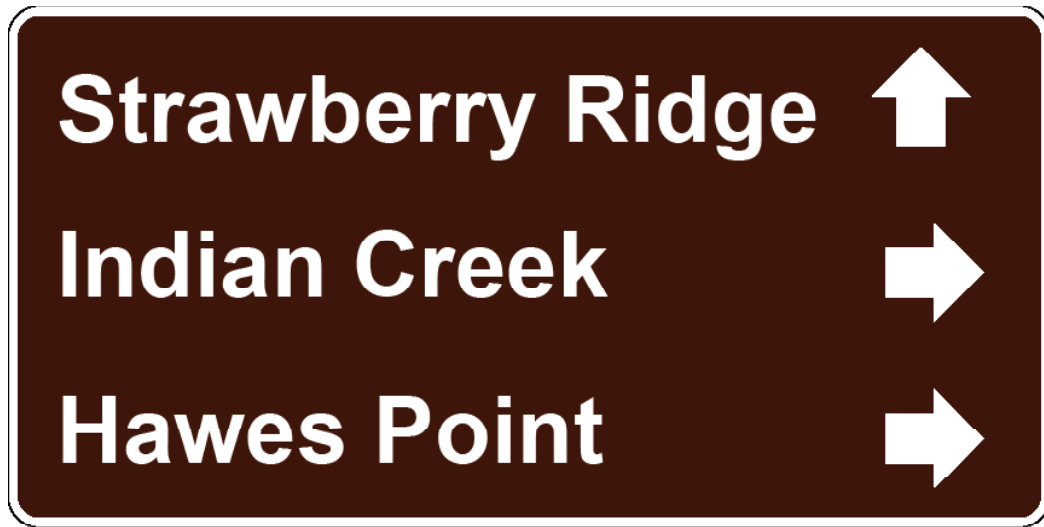
Stained redwood or treated Douglas fir posts, 4 by 6 inches. Posts should be buried and concrete encased or in compacted soil at least 36 inches below ground level. The stain color should be Olympic Stain Coffee Solid, or Sherwin Williams, SW 3021 Spicewood, solid stain or their equivalent. Signs may also be attached to buildings, bridges, etc., where appropriate. Supports should be flush with the top of the sign.

Method of Anchoring Sign

One-half-inch-diameter carriage bolts long enough to extend from the sign face through the back of the posts. The bolts should not protrude more than 3/4 inch beyond the signpost. Large washers and nuts should be used to secure the bolts. The rounded bolt heads on the sign surface should be treated with a matching paint or stick-on film. Use of stainless steel or anti-corrosive hardware and tamper-resistant hardware or concealed/vandal-proof fasteners is encouraged.

Lettering

Lettering can be of Scotchlite film, or equivalent, and painted or painted with a silk screen. Arial typeface will be used. Use of normal uppercase and lowercase letters throughout the sign preferred. Letter size should be determined from information contained in Chapter 5. Signs used for traffic control on public roadways must comply with MUTCD Section 2A.08 (Word Messages) and Section 1A.05 (Standard Highway Signs) standard alphabet. Lettering must also meet requirements in MUTCD Section 2A.21 (Retroreflection and Illumination) and Section 2A.22 (Maintaining Minimum Retroreflectivity).



Design Type F-1 – Directional Sign (two examples)

Size: 96" x 48"

Note: This sign is for recreational purposes and cannot be used for traffic control on public roadways. PMS 4695 Recreation Brown is permissible for backgrounds and symbols on signs that are type F.

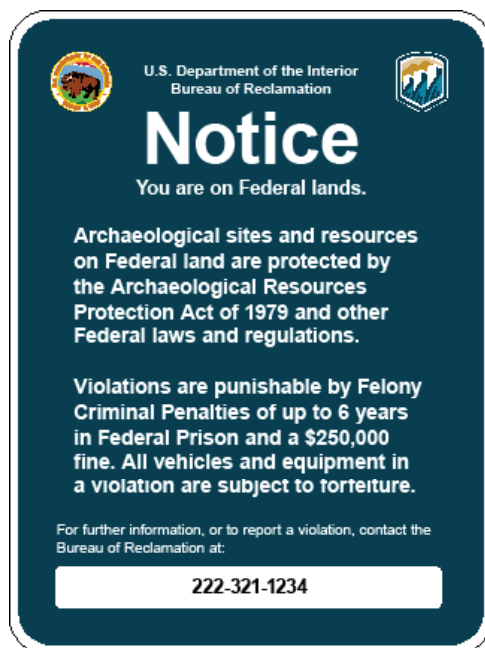
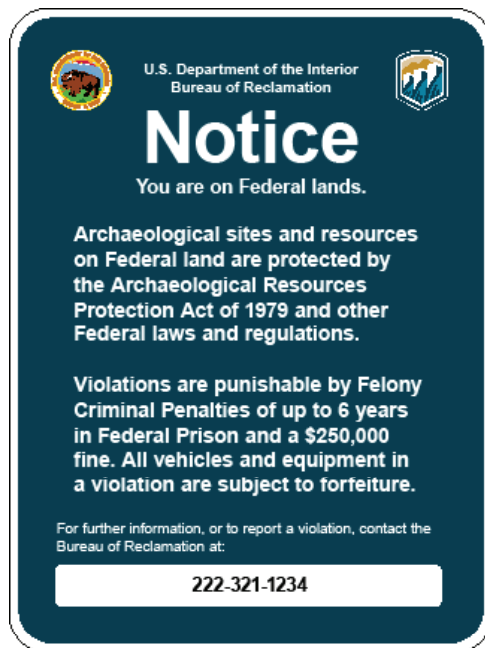
Font: Arial

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400

I. Design Type G – Regulatory/Warning/Security Signs

Examples of this type of sign are shown on the following pages. The size, color, construction material, and message of the sign will vary depending on whether it is a vehicular or pedestrian sign and what message is being conveyed to the public. If sign requires Reclamation Branding (Logo), sign must be in slate Blue, otherwise signs must be recreation brown. Vehicular and pedestrian signs must always follow MUTCD standards if used for traffic control on a public roadway. For pedestrian signs, not used for traffic control, the color, size, construction material, and message will vary depending on the existing situation in the area where public regulation or control is needed (e.g., wildlife area, recreation area, security zone around dams and canals). Pedestrian warning signs should conform to RSHS Section 9 and ANSI Z535.2. Standardized regulatory, warning, and security signs are not required to follow the Guidelines outlined in this guidebook.



Design Type G – Regulatory/Warning/Security Sign

Size: 18" x 24"

Note: Either Reclamation Slate Blue or PMS 4695 Recreation Brown is permissible for backgrounds and symbols on signs that are type G. Text and optional border, if used, are white.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400



Design Type G – Regulatory/Warning/Security Sign

Size: 18" x 24"

Note: Either Reclamation Slate Blue or PMS 4695 Recreation Brown is permissible for backgrounds and symbols on signs that are type G. Text and optional border, if used, are white.

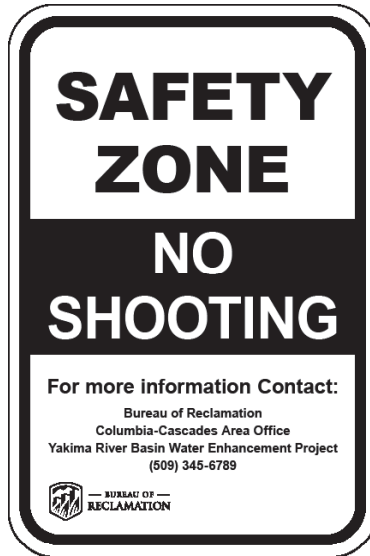
Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400

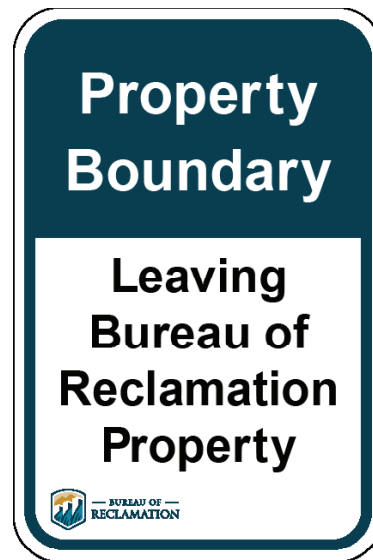
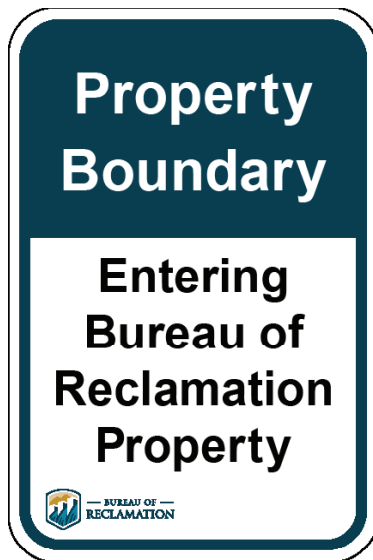


Font: Arial

This sign can be printed on low-cost white or yellow polyethylene substrates for economic marking of large properties requiring numerous posting sites.

Design Type G – Regulatory/Warning/Security Sign

Size: 12" x 18"



Design Type G – Regulatory/Warning/Security Sign

Size: 12" x 18"

Font: Arial

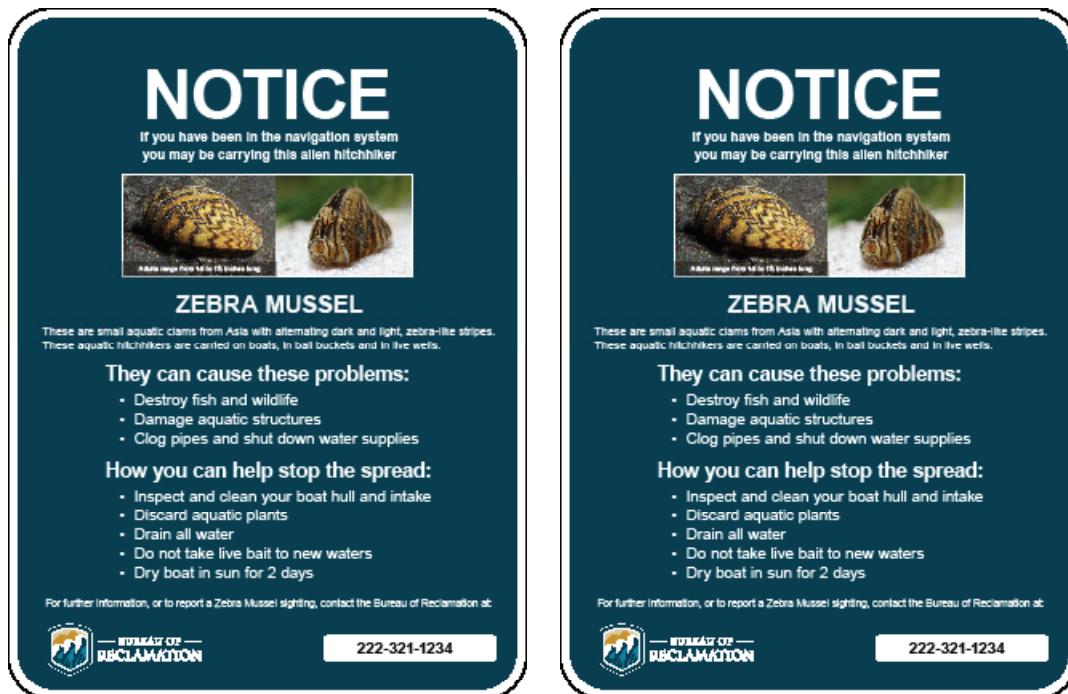
Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51



Design Type G – Regulatory/Warning/Security Sign

Size: 12" x 12"



Design Type G – Regulatory/Warning/Security Sign

Size: 18" x 24"

Note: Either Reclamation Slate Blue or PMS 4695 Recreation Brown is permissible for backgrounds and symbols on signs that are type G. Text and optional border, if used, are white.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400



Standard Safety warning signs are available in several formats and three levels of concern: danger, warning, and caution

If used, only approved standard symbols are permitted

Text should be succinct and avoid technical terms or jargon

When designing, consider location of holes on standard sign blanks

Design Type G – Regulatory/Warning/Security Sign

Size: 12" x 18"



Standard Safety warning signs are available in several formats and three levels of concern: danger, warning, and caution

If used, only approved standard symbols are permitted

Text should be succinct and avoid technical terms or jargon

Design Type G – Regulatory/Warning/Security Sign

Size: 18" x 12"



Standard Safety warning signs are available in several formats and three levels of concern: danger, warning, and caution

Text should be succinct and avoid technical terms or jargon

Note: This sign design can only be used in a parking area and not placed on a road open to public travel. See MUTCD requirements if used on a roadway.

Design Type G – Regulatory/Warning/Security Sign

Size: 24" x 18"



Design Type G – Regulatory/Warning/Security Sign

Size: 24" x 18"

Note: Either Reclamation Slate Blue or Recreation Brown is permissible for backgrounds and symbols on signs that are type G. Text and optional border, if used, are white.

Font: Arial

Formulation for the Reclamation Slate Blue background color:

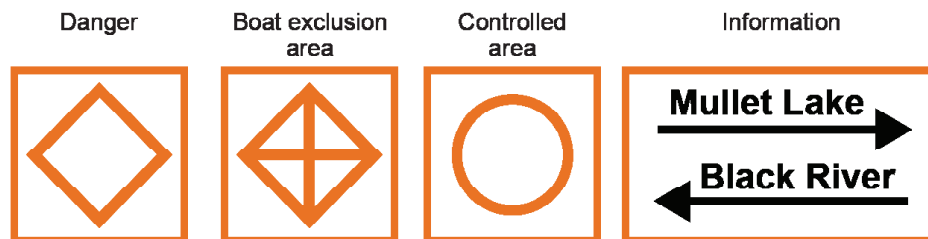
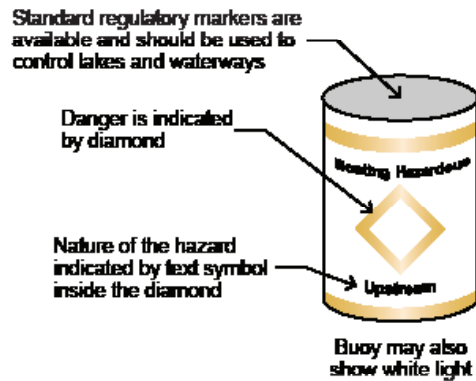
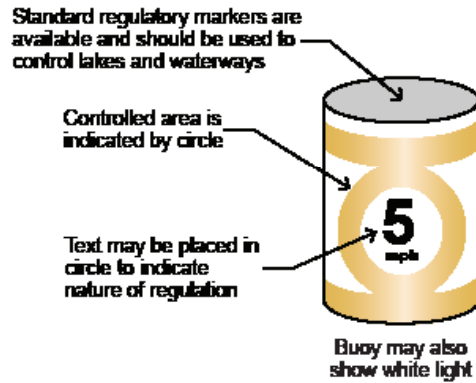
C: 97 M: 67 Y: 48 K: 38 • R: 0 G: 62 B: 81 • Hex# 003E51

Formulation for the Recreation Brown background color:

C: 45 M: 80 Y: 84 K: 71 • R: 66 G: 20 B: 0 • Hex# 421400

J. Design Type H – Miscellaneous Signs

Miscellaneous signs will vary in size and color depending on the source and message being conveyed. Many of the Design Type H signs will be a standardized sign and will not be required to be VIP compliant.



Standard regulatory or informational markers use one of these symbols mounted on buoys

Design Type H – Miscellaneous Signs (Waterway Marker)

Note: Could also be considered a Regulatory/Warning/Security Sign



Snowmobile trail marker sign

Size: 12" x 12"



Snowmobile speed limit sign

Size: 18" x 24"

Design Type H – Miscellaneous Signs

Variance Procedure

A sign variance is required if your sign does not conform to the adopted Reclamation Visual Identity (VI) standards identified in Directives and Standards ADM 05-03, Incorporation of Visual Identity into Outdoor Public Use Area Signage, and ADM 05-04, Incorporation of Visual Identity into Building Signage. The purpose of the variance is to provide a path to allow offices to formally request signs that may not follow the established VI Guidelines. The granting of the variance may not be contrary to Reclamation interest and needs to be in harmony with the intent and purpose of our mission.

A. How to Obtain a Variance

A sign variance request form 7-2691 will need to be completed for any sign that does not conform to the existing sign templates. It is not impossible to receive a variance; however, a request must describe the reason that constitutes good cause to grant the variance. Be prepared to cite what unique conditions at your location prohibit the use of existing standardized signs and describe the specific situation that requires a non-standard sign. A sample of the form is provided in this document for reference. The form is available on the [Sign Variance Guidelines site](#), and you must be on VPN for redirect to the forms site. The variance request shall be granted if your Regional Sign Coordinator, Regional Visual Identity Program Manager, and the Sign Program Manager determine that the variance will not adversely affect, directly or indirectly, the Visual Identity standards of Reclamation or the spirit of the program.

7-2691 (03-2021)
Bureau of Reclamation

SIGNAGE VARIANCE REQUEST

A sign variance is required if your planned signage will not conform to the adopted Reclamation Visual Identity standards identified Directives and Standards ADM 05-03, Incorporation of Visual Identity into Outdoor Public Use Area Signage and ADM 05-04, Incorporation of Visual Identity into Building Signage. Complete the form in its entirety, provide pictures or visuals as applicable, and submit to your local Regional Sign Coordinator to start the review process. Maintain this final approved variance as your record of authorization.

Requestor's Information					
Name: _____		Region: _____			
E-mail: _____		Site Location: _____			
Phone: _____					
Justification					
Describe the specific situation that requires a nonstandard sign. (Reference the Sign Standards Manual where applicable.)					
What unique conditions at this location prohibit the use of existing standardized signs?					
Identify all benefits of variance:					
Describe any special substrate materials, reflective requirements or other unique characteristics of variance:					
Proposed Sign Variance Information					
Attach any photographs, site plans or related visual materials that will help illustrate your requirement.					
Sign Format	Size (in inches)	Background Color	Content Required (Site/Project/Office Name, etc...)	Qty.	Attached Photos
1					
Will the sign be viewed from land or water? <input type="checkbox"/> Land <input type="checkbox"/> Water					
Reviewed by, and in concurrence with this request as presented:					
Regional Sign Coordinator Name _____		Region _____	<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved	Regional Sign Coordinator's Signature _____	
Visual Identity Program Manager Name _____			<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved	VI Program Manager's Signature _____	
Sign Program Manager Name _____			<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved	Sign Program Manager's Signature _____	

Procurement

Signs should be procured from the most cost-effective and efficient source, including shipping. Regardless of the source, signs should be manufactured in compliance with these Guidelines.

Final design and approval for all Reclamation signs will be the responsibility of the Reclamation sign coordinator through the office sign coordinator or the Regional Sign Coordinator as detailed in Chapter I. Once the need for new or replacement signs has been determined and funding secured, the area or field office sign coordinator should initiate the procurement process. Except for standardized signs, appropriate drawings and specifications should accompany each sign requisition to ensure compliance with these Guidelines.

A. Primary Ordering Method

A signage contract has been established with the Government Publishing Office (GPO) that will accommodate a majority of the types of signs that may be needed by the field. The contract has firm fixed pricing already established for all the standard sign templates and includes ability to order custom sizes and shapes of signage. To further simplify the ordering process, the vendor's website has numerous styles of sign templates that comply with our sign Guidelines. The various templates have static content and allow for variable content fields to make it easy for facilities to input their required information and view a soft proof for real time viewing. The process provides a PDF proof for routing and approvals.

Ordering signage through the GPO Term Contract is accessed through the [Reclamation web-to-print site](#) that will automatically redirect you to the vendor's online ordering site specifically for Reclamation signage.

B. Alternative Ordering Methods

1. GPO Simplified Purchasing Agreement: this method requires you to work through your Regional Printing Liaison to procure your signage through a GPO approved vendor source. The ordering facility will be responsible to ensure artwork conforms to the Sign Guide. Pricing is not negotiated and may require multiple quotes depending on dollar value of the order and typically will take 2-3 weeks lead time.
2. Bureau of Land Management Sign Center: this method utilizes a Memorandum of Agreement established between Reclamation and the local BLM sign center. The ordering facility will be responsible to ensure artwork conforms to the Sign Guide. Pricing is not negotiated and will require a manufacturing lead time of 8-12 weeks. To order signage you may contact BLM Sign Shop directly via BLM_OC_Signs@blm.gov or (307) 328-4312.

3. General Services Administration: this method requires you to work through your property and supply office personnel to procure standardized generic signs, such as highway, snowmobile, regulatory, warning, and boating signs, that are generally commercially available and do not have any specific Reclamation identification. Information such as cost string, order number, Federal stock number, quantity, and physical description should accompany each request.

Trail & Boundary Markers: The Carsonite Boundary Marker is a rigid composite material post that can be driven into virtually any soil conditions. Use for either single- or dual-sided identification. Available in reflective or non-reflective substrates. When cost is a concern, this economical marker is an ideal solution. The decals can be combined with Carsonite posts and markers to create a highly cost-effective, low-maintenance signing system engineered to resist vandalism and harsh environments.

To order the rigid composite posts for trail and boundary markers and decal signage for the posts, you may work through your property and supply office personnel to procure through your local purchase card procedures at any reputable commercial sources that offer the necessary product you require. The following are just two of the more common known sources to date of the sign guide.

- www.carsonite.com
- www.berntsen.com

Resource Sites

Valuable information pertaining to signs and standards can be obtained by accessing the following websites:

Accessibility – U.S. Access Board

<https://www.access-board.gov/aba/>

General Services Administration

<https://www.gsa.gov/tools-overview/buying-and-selling-tools/gsa-advantage>

International Association of Snowmobile Administrators

http://www.snowmobilers.org/signal_guides/IASASignguideline_july05.pdf

National Park Service's Harpers Ferry Center Media Accessibility Guidelines

<https://www.nps.gov/subjects/hfc/accessibility.htm>

Smithsonian Guidelines for Accessible Exhibition Design

<https://www.sifacilities.si.edu/sites/default/files/Files/Accessibility/accessible-exhibition-design1.pdf>

UNICOR

<https://www.unicor.gov>

Uniform Traffic Control Devices Standards

<https://mutcd.fhwa.dot.gov/>

U.S. Aids to Navigation System

<https://www.uscgboating.org/images/486.PDF>

(This page intentionally blank)

Sign Funding and Inventory

A. General

A regular sign review and maintenance program should be adopted for all signs existing within the respective regions. It should be the responsibility of the operating office to perform a sign review as needed, prepare a sign inventory, and accomplish any required maintenance of signs within areas and offices under its jurisdiction.

B. Funding

Reviews, inventories, and scheduled maintenance of signs should be funded by the responsible managing entity. All facility (i.e., buildings/structures) and reservoir area signs where Reclamation has recreation management responsibilities should be funded by the designated Reclamation office. If a Reclamation-operated powerplant is associated with a dam, funding for signs pertaining to that structure should be borne by the responsible Reclamation power office. If a dam is managed by a water user's organization, and there are no Reclamation operated powerplants associated with the dam, it should be the responsibility of the water user's organization to fund all sign requirements of that site unless otherwise determined through a negotiated agreement. When reservoir recreation activities are managed by the state or another Federal agency, local agency, or private concessionaire, funding for construction, installation, maintenance, and replacement should be the responsibility of the managing entity pursuant to the management agreement.

C. Sign Inventory and Review

Each operating office should prepare a sign inventory and update the inventory, as necessary. Updated inventories should be maintained by the area office sign coordinator. Attachment 5 contains six examples of sign inventory worksheets that could be used by Reclamation offices.

A periodic sign review should be performed by the operating office. The following questions should be addressed when conducting the review:

Adequacy

Are additional signs needed? Are existing signs effective? (If not, remove them.) Are some signs no longer needed? (If so, remove them.)

Wording

Is the message clear, concise, and easily understood? (If not, make the necessary changes.)

Design

Does the sign design conform to these Guidelines? (If not, is a new sign more desirable?)

D. Inventory

The following specific information should be included in the inventory:

- Identification Number
Each sign should be assigned a unique identification number. It should include city, state, and area office. For example: ID-015-10 described sign #10 of the Boise, Idaho, Snake River Area Office of Idaho's Boise District.
- Location
By road number or facility name (e.g., Owyhee Reservoir), if so associated, or by quarter-section legal description.
- Description
By catalog number if a general, standardized sign, and photograph. If not, a short description, such as "interpretative sign," not longer than 25 letters.
- Substrate
Aluminum, plywood, plastic, etc.
- Size
Dimensions of sign expressed as width x height.
- Installation Date
Date the sign was installed.
- Cost
Include design labor, fabrication labor, materials, and shipping. (Important if vandals are to be prosecuted.)
- Last Maintenance Date
The date that the sign was previously maintained.
- Cost of Maintenance
Include both labor and material costs. If labor is by volunteers, include estimated value of the labor.
- Current Condition
See Chapter 9 – Sign Maintenance for condition ratings and criteria for each described condition rating.
- Date Condition Determined
The date of the inventory.
- Projected Next Maintenance Date
The date that the next regular maintenance should occur.

- Dam Safety Information System
Offices are encouraged to enter condition data and maintenance needs into the Dam Safety Information System (DSIS) or the Capital Asset and Resource Management Application (CARMA), regardless of which entity has maintenance responsibility.

E. Evaluation

Using the inventory, identify needed signs and maintenance requirements. Answer the following questions:

1. Are there missing signs?
2. Are the existing signs in good condition?
3. Are the signs in compliance with standards in these Guidelines?
4. Are there signs or posters that are no longer needed or appropriate?
5. Are there obsolete signs that should be replaced with newer editions of the same sign?
6. Are all signs in their proper locations?
7. Is there a vandalism or theft problem that should be solved in coordination with local law enforcement agencies/officers/authorities?

F. Action Plan

Based on the inventory and evaluation described above, develop an annual action plan for ordering and installing new or replacement signs and for maintaining existing signs. Clearly describe planned action, time by which action is to be completed, individual or work unit responsible for accomplishment, and estimated cost. The plan should be commensurate with available funding and workforce availability.

Consider wide use of volunteers for sign maintenance. Most maintenance tasks are easily accomplished by nontechnical people. Sign maintenance tasks are also good projects to offer to youth, faith-based, and community groups. Ideally, recruitment should be done during the winter months, and work agreements made should begin in spring or early summer.

If a vandalism or theft problem exists, discuss possible solutions with appropriate law enforcement entities. Consider sting operations and stakeouts of signs with designs and/or messages that make them likely theft targets. If arrests are made and individuals are successfully prosecuted, work with public affairs staff to publicize that fact as a deterrence to future theft and vandalism. Include any anti-theft or anti-vandalism activities in the action plan.

G. Planning Period

A detailed plan is required for only the current fiscal year. It should be completed by January 31 for the following field season. Planning for out years may be less detailed. Update sign plans annually. At least 25 percent of area office signs should be scheduled for maintenance inspections each year.

H. Documentation

Document all inspections, installations, removals, and maintenance work as it is completed.

Sign Maintenance

A sign maintenance schedule should be developed annually by each operating office. A backlog of signing needs should be noted, and an annual work plan should be prepared to detail the funding needs for achieving the goals of Reclamation's sign program. The maintenance schedule should address, but not be limited to, the following points:

A. Damage

Damaged signs shall be repaired or replaced, as required.

B. Visibility

Signs that have become obscured by brush or grass shall have the problem vegetation cleared to restore them to a state of desired visibility.

C. Legibility and Appearance

Signs that have become faded or illegible shall be restrained/restored to their original condition. The appearance of sign parts should also be considered. "Scotchcal" signs can best be maintained by referring to the 3M Company's "Sign Maintenance Manual for Freeways and Toll Roads" and supplements thereto.

D. Maintenance Objective

Plan, schedule, and perform maintenance to keep signs, posters, and other traffic control devices clean, legible, functional, and properly positioned. Effective sign maintenance will facilitate safe use of Reclamation lands and facilities and foster a favorable image of the agency's professionalism in the visitors' eyes.

E. Condition Survey

Condition surveys should be performed on a periodic basis to determine condition and effectiveness of all traffic control devices, signs, and posters. Reflective devices should be inspected at night as well as during the day. Evaluation items should include legibility, reflectivity, overall condition of both the sign and its supports, placement, visibility, encroachment of vegetation, and continued need of the sign at that location.

Managers should promote a high level of awareness among field personnel to recognize missing, improper, incorrectly placed, damaged, or deteriorated signs. They should be encouraged to report these findings to the sign coordinator or the resource specialist whose program is supported by that sign.

- a. Field inspectors should use locally generated checklists to capture information during the inventory/review. The checklists should also be used as a reference in developing the annual maintenance plan.
- b. As a minimum, the checklist should document the sign location (facility or road number), date and time of inspection, inspection findings, recommended actions, name of inspector, maintenance accomplished, and name of person performing maintenance.

c. Condition Ratings:

- (1) Excellent. Sign is new or in a like-new condition. Needs no attention. All lettering and symbols are legible. No vegetation or other objects obscure the sign.
- (2) Good. Sign has experienced some weathering, but its lettering and symbols are legible. The sign is intact, with no holes or broken portions. May need some cleaning to eliminate accumulated dirt and minor touch-up painting. No vegetation or other objects obscure the sign.
- (3) Fair. Sign has been extensively impacted by weathering, requiring significant cleaning and painting/patching to restore it to its original condition. Lettering and symbols are legible, but barely so. Reflectivity is about half of the original. Vegetation is beginning to encroach on the sign, further detracting from the legibility of the message. Sign may have some holes or other minor damage, which can be temporarily repaired. If one or more of these conditions exists, and a sign is still needed, a replacement sign must be ordered within a year.
- (4) Poor. Sign has been so extensively impacted by weathering that its message is no longer legible. Reflectivity is very faint from the original. Vegetation is beginning to encroach on the sign, further detracting from the legibility of the message. Sign may have severe damage from holes or other vandalism. If one or more of these conditions exists and a sign is still needed, a replacement sign must be ordered immediately.
- (5) Missing/Destroyed/Obsolete. Either the sign is gone or is so damaged that repairs are impossible, or the sign message is outdated or incorrect. If one or more of these conditions exists, and a sign is still needed, a replacement sign must be ordered immediately.

d. Reflectivity: A great many signs are reflective to ensure their visibility at night. To test visibility, create a small panel (about 8 inches by 10 inches) using sheeting that has an acceptable level of reflectivity. At night, tape the test panel to the face of the sign. Step back about 30 feet, hold a flashlight 2 inches from your face, and shine it at the sign.

- (1) If the inspection panel is brighter than the sign, replace the sign within the year.
- (2) If the sign is brighter than the inspection panel, the sign still has several years of life remaining.
- (3) If the sign and the panel have equal brightness, the sign has 1 to 2 years of useful life remaining.

F. Maintenance Performance

Perform maintenance on a regular and systematic basis to ensure signs and other traffic control devices are clean, undamaged, and functional. Check and replace edge tape on a routine basis. Use only those materials (paints, stains, edge tape, sheeting, hardware, etc.) that comply with the original specifications for the sign or traffic control device being refurbished. Evaluate the maintained product against the standards for materials and workmanship established for the original.

- a. **Clearing:** Clear all trees, brush, and other vegetation that may obscure signs. Also make sure that fences or other objects do not obscure signs. Relocate signs if obstructions cannot be eliminated. If clearing is to be accomplished by application of herbicides or other chemicals, appropriate policy and Guidelines on applying chemicals should be followed.
- b. **Cleaning:** Clean all signs obscured by dust, bituminous materials, road film, mud, etc., to restore legibility and reflectivity. Wash signs by:
 - (1) Flushing sign surface with clean water to remove loose dirt.
 - (2) Scrubbing sign face with soft brush, rag, or sponge and using a mild, nonabrasive detergent or other suitable cleaner. Scrub from the top down. Avoid damaging the surface with unnecessary scrubbing. Keep a steady stream of water flowing on the sign face to wash away dirt.
 - (3) Rinsing entire sign face with clean water.
- c. **Special Cleaning Problems:**
 - (1) Tar, oil, diesel, bituminous material. Use a mild solvent such as mineral spirits. Then wash the surface with mild detergent and water and rinse with clean water.
 - (2) Pollen and Fungus. Wash the surface with a 3- to 5-percent sodium hypochlorite solution, such as a commercial brand of bleach, followed by detergent and water. Rinse with clean water.
 - (3) Lipstick and Crayon. Use a mild solvent such as mineral spirits to remove the material. Follow with detergent and water and a clean water rinse.
 - (4) Paint. It may be possible to remove paint sprayed onto a reflective sheeting sign face using a commercial paint remover designed for that purpose. The type of paint, length of exposure, and type of remover may affect the life of the sheeting.
 - (5) Other Severe Contamination. Soiling that cannot be removed by previously mentioned methods can be removed by scrubbing with a very fine steel wool

or plastic kitchen scour. However, unless great care is taken, this scrubbing may destroy all or part of the sign's reflectivity.

For all of these special cleaning procedures, the sign should be inspected at night to determine if the cleaned area has lost too much of its reflectivity. Replace any signs with insufficient reflectivity.

- d. Repair:** Repair damaged signs following the procedures described below. Minor damage may be repaired in the field without removing the sign from its support. Repair of major damage will normally require that the work be performed in a workshop.

(1) Aluminum Substrate Signs.

- (a) Bent Signs. Straighten sign, and if the reflective background or legend has been scraped or damaged, proceed as follows:
- (i) Remove all background sheeting and legend from an area slightly larger than that damaged.
 - (ii) Clean exposed surface with a mild detergent and rinse with clean water.
 - (iii) Apply matching pressure-sensitive reflective background sheeting, extending at least 2 inches beyond the damaged area.
 - (iv) Replace damaged legend with die-cut, pressure-sensitive, pre-spaced letters, borders, and symbols and firmly squeegee in place.
 - (v) If sign is subjected to snow burial and replacement sheeting extends to the top edge of the sign, place transparent film or tape along top edge.
- (b) Holes. It is often not necessary to repair each hole in the sign. When a hole does not damage the message or symbol and does not, of itself, create a sloppy signing image, maintenance may not be needed. Where repairs are needed, follow these steps:
- (i) Remove all damaged background sheeting and legend.
 - (ii) Straighten the sign using a hammer and flat dolly.
 - (iii) Remove any additional sheeting damaged during straightening.
 - (iv) Clean the entire area with mild detergent and rinse with clean water.
 - (v) Patch the hole or puncture on both sides using aluminum foil tape. Use squeegee to apply firm pressure. Do this on both sides of the sign. On large holes, start placing the foil at the bottom of the hole, overlapping each strip shingle fashion as you move up.

(vi) Apply reflective background sheeting, extending it at least 2 inches beyond the foil strips.

(vii) Replace damaged legend with die-cut, pressure-sensitive, pre-spaced letters, borders, and symbols and firmly squeegee in place.

(viii) If sign is subjected to snow burial and replacement sheeting extends to the top edge of the sign, place transparent film or tape along top edge.

(2) **Plywood Substrate Signs.** The following procedures are recommended to repair holes and other punctures and to restore a sign's legibility:

- (a) Remove all loose wood on both sides of the sign and all damaged sheeting.
- (b) Fill holes with wood filler or auto body filler and sand smooth.
- (c) Wipe areas with clean cloth.
- (d) On larger repairs, it may be desirable to cover holes with aluminum foil tape. Use squeegee to apply firm pressure. Start placing the foil at the bottom of the hole, overlapping each strip shingle fashion as you move up.
- (e) Apply reflective background sheeting, extending it at least 2 inches beyond the foil strips.
- (f) Replace damaged legend with die-cut, pressure-sensitive, pre-spaced letters, borders, and symbols and firmly squeegee in place.
- (g) If sign is subjected to snow burial and replacement sheeting extends to the top edge of the sign, place transparent film or tape along top edge.
- (h) Using an aerosol can of enamel paint (color to match back of sign board), lightly spray the aluminum tape, covering the holes on the sign back.

(3) **Routed Wood Signs.** Routed wood signs should be replaced with printed aluminum or highway-grade HDO, V.I. compliant signs. However, if a routed wood sign has historical significance that makes repairs desirable, follow this process:

- (a) Repairing Sign Board
 - (i) Scrape off loose paint with a wire brush. Dress all holes and damaged wood with the knife.
 - (ii) Fill all cracks, holes, and imperfections with wood or auto body filler.

- (iii) Sand sign edges back and forth. Do not sand surface overlays on MDO substrate signs.
 - (iv) Remove all loose paint, dust, and other foreign materials.
- (b) Painting
 - (i) Apply prime coat.
 - (ii) Apply two coats of paint to sign message. Work paint thoroughly into all corners of letters and numbers. Let paint dry thoroughly between coats.
 - (iii) Apply two coats of paint to background area.
 - (iv) Touch up letters if background paint contaminates the message.
- (c) Staining
 - (i) Hand paint message area, keeping paint off sign face.
 - (ii) Apply two coats of stain to background areas.

- (4) **Supports and Hardware.** Repair or replace, as necessary, damaged or deteriorated sign supports and associated mounting hardware.

G. Volunteers

Sign maintenance is an excellent task to give to volunteers. The maintenance skills described above can be quickly taught to individuals. The work can be laid out easily, and volunteers can often provide their own transportation to the worksites. Sign inventory and maintenance is an excellent project to offer to youth, faith-based, and civic groups. It is particularly effective for special youth projects, such as those required for the Boy Scout's Eagle Rank. Any use of volunteers should comply with the requirements of Reclamation's Volunteer Program. Consult with your regional volunteer coordinator.

References

Bureau of Land Management. *BLM Sign Guidebook* (Supersedes Release Nos. 9-234, 9-227, 9-228, 9-243, 9-229).

Bureau of Reclamation. *Recreation Sign Handbook*, Mid-Pacific Region, Sacramento, California. October 1997.

Bureau of Reclamation. *Regional Sign Guide*, Upper Colorado Region. 1981.

Bureau of Reclamation. *Reclamation Safety and Health Standards*, Safety and Health Office, Reclamation Service Center, Denver, Colorado. 1993, reprinted 1995, revised 2002.

General Services Administration, U.S. Department of Defense, U.S. Department of Housing and Urban Development, and U.S. Postal Service. *Architectural Barriers Act Accessibility Standards, incorporated by reference into the Federal Management Regulation*, November 2005.

U.S. Department of the Army. *U.S. Army Corps of Engineers Sign Standards Manual*, Washington D.C. November 1987.

(This page intentionally blank)

Attachments

Attachment 1—Interpretive Services

A. Interpretive services provide visitors opportunities to learn through:

1. Pre-visit informational material received through the mail and at travel fairs, workshops, conventions, etc., held away from the area.
2. Personal contacts at information stations and visitor centers, staffed points-of-interest, workshops, guided walks and tours, outdoor programs, demonstrations, and environmental investigations.
3. Non-personal contacts through media such as signs, exhibits, audiovisual programs, self-guided walks and tours, and publications.

B. Interpretive services are important because they:

1. Welcome visitors.
2. Provide information about things to see and do—and facilities that support visitors' activities.
3. Uncover an array of stories otherwise hidden in the landscape.
4. Capture visitors' interest and attention.
5. Stimulate visitors' thinking about environmental issues.
6. Foster understanding of wise resource conservation and use, including the roles of public agencies, businesses, and individuals in promoting resource conservation.
7. Encourage visitors to act—based on understanding and conviction—to improve environmental conditions in the places they visit and at home.

C. Interpretive services create experiences by:

1. Relating what visitors see/hear/feel to something within their personalities or experiences.
2. Revealing new insights.
3. Using various art forms to convey information.
4. Provoking visitors into new thinking and activity patterns.
5. Providing a “whole picture” of the situation at hand rather than an isolated part.
6. Serving children and adults with programs and facilities to meet their respective needs and interests. (Tilden, *Interpreting Our Heritage*, 1977)

(This page intentionally blank)

Attachment 2 – Interpretive Project Planning Guide

Interpretive Project Planning Guide

United States Department of the Interior
Bureau of Reclamation

Interpretive Area:

Project:

Area Office:

Date:

Opportunity (Conditions, features, or events meriting interpretation):

A. DATA COLLECTION/ANALYSIS

1. **WHY?** Objective (What do you want the audience(s) to do with the information received?):

2. **WHO?** Audience (customer profile):

a. Numbers expected:

(1) First-time customers:

(2) Repeat customers:

b. Age/group makeup (children, young adults, adults, seniors/individually, families, tour groups, etc.):

c. Education levels:

d. Background (urban or rural):

e. Origin (local, in-state, regional, national, foreign):

f. Time available (amount of time customers have to receive message):

3. **WHAT? Message (What are the key ideas to communicate?):**

a. Information customers are expecting (place first priority on customer needs):

b. Information you (Reclamation) want customers to have:

- c. Theme (One sentence describing the dominant idea customers should leave with):

4. WHERE and WHEN? Location and timing:

- a. Best location(s) for presenting message:

- b. Best time(s) for presenting (When are customers most available or receptive?):

5. HOW? Media:

- a. Select "most effective" media for the project. This list may help you. Add other ideas. Number in order of priority.

_____ Audiovisual presentation

_____ Personal

_____ Slide Tape

_____ Video Tape

_____ Movie

_____ Auto or float tour

_____ Guided

_____ Self-guided (signs, brochure, or cassette tape)

_____ Brochure

_____ Demonstration (resource management, living history)

_____ Environmental education investigation

- _____ Exhibit
 - _____ Outdoor (roadside, trail head, Reclamation entrance, office, etc.)
 - _____ Indoor (reception area, visitor bureau, etc.)
 - _____ Travelling (fairs, malls, conventions, etc.)
 - _____ Interpretive sign (points of interest)
 - _____ Staffed information point (office, visitor center, overlooks, temporary roadside stop, trail head)
 - _____ Nature trail
 - _____ Guided
 - _____ Self-guided (signs, brochure, or cassette tape)
 - _____ Newsletter
 - _____ News Media short or feature
 - _____ Magazine
 - _____ Newspaper
 - _____ Radio
 - _____ Television
 - _____ Poster
 - _____ Short-range radio transmitter (audio AM or exhibit)
 - _____ Symposium
 - _____ Workshop
 - _____ Other
- b. If several media are selected, how will their use be coordinated to effectively and economically reach the audience(s)?

-
6. Special needs (access for people with disabilities, secretarial needs in reception areas, fragile state protection, interpretive association sales, etc.):

B. IMPLEMENTATION SCHEDULE**1. Budget**

- a. Total cost estimate:
- b. Sources of funds and availability (Resource program budgets, challenge grants, interpretive association, donations, partners? Reclamation's portion included in Annual Program Development?)

2. Target completion data:**3. Information and skills needed to complete project (include contracting needs):****4. Planning and developing assignments:**

Who	Unit/Organization	Assignment	Target Date
-----	-------------------	------------	-------------

5. Evaluation (Design, into the project, a means for assessing its effectiveness.):

- Degree to which objective is achieved:
- Numbers of customers contacted:
- Overall customer reaction:
- Modifications needed to achieve "Standard Service Level" (or discontinued:

6. **Approval:**

Name	Title	Date
Name	Title	Date
Name	Title	Date

Attachment 3 – Table of Letter Widths and Spacing Guide

Note: This table only applies to non-traffic control signs devices on public roadways. See MUTCD Table 2D-2 and Section 1A.05 (Standard Highway Signs) requirements.

Table of Letter Widths

Letter widths in units		
A 36	a 26	. 7
B 32	b 26	. 8
C 29	c 21	. 7
D 35	d 26	. 8
E 31	e 22	. 8
F 30	f 21	. 17
G 35	g 26	. 7
H 36	h 27	. 7
I 17	i 15	. 14
J 25	j 16	. 9
K 36	k 29	& 54
L 30	l 14	% 31
M 44	m 39	\$ 19
N 36	n 27	. 21
O 33	o 25	. 1 18
P 30	p 26	. 2 26
Q 36	q 26	. 3 26
R 34	r 22	. 4 26
S 28	s 19	. 5 26
T 31	t 16	. 6 25
U 34	u 28	. 7 24
V 33	v 25	. 6 26
W 52	w 38	. 9 25
X 27	x 20	. 0 27
Y 34	y 25	. - 55
Z 28	z 21	. 42

Letter size factors

To convert letter-width and spacing-units into inches, multiply by the following factors;

Letter size	Factor
1"	.0474
1 1/2"	.0711
2"	.0848
3"	.1272
4"	.1696
6"	.2544
8"	.3492

Spacing Guide

Capital Letters to Capital Letters

AX Second letters

First letters

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
A	2	3	2	3	3	3	2	3	3	2	3	3	3	3	2	3	2	3	3	2	1	1	1	2	2	4
B	3	6	6	6	6	6	8	6	6	4	8	6	6	6	6	8	6	6	7	5	3	2	2	3	2	6
C	3	6	6	6	6	6	8	6	6	4	8	6	6	6	6	8	6	6	7	7	4	4	4	4	4	6
D	1	5	6	5	5	5	8	5	5	4	5	5	5	5	6	5	6	5	6	6	3	2	2	3	2	5
E	5	8	7	8	8	8	7	8	8	6	8	8	8	8	7	8	7	8	9	7	5	4	4	6	5	8
F	0	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5	5	6	5	3	3	3	3	3	4
G	1	5	5	5	5	5	5	5	2	2	5	5	5	5	5	5	5	5	6	4	2	1	1	2	1	4
H	3	6	5	6	6	6	5	6	6	4	6	6	6	6	5	6	5	6	6	5	4	4	4	4	4	6
I	3	6	5	6	6	6	5	6	6	4	8	6	6	6	5	8	6	6	5	4	4	4	4	4	4	6
J	0	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4
K	2	4	3	1	4	4	3	4	4	3	1	4	4	4	3	4	3	4	3	2	1	1	1	3	3	4
L	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	3	2	1	1	3	3	6
M	3	6	5	6	6	6	5	6	6	4	8	6	6	6	5	6	5	6	6	5	4	4	4	4	4	6
N	1	5	4	5	5	5	4	5	5	2	5	5	5	5	4	5	4	5	5	4	3	3	3	3	3	5
O	2	5	6	5	5	5	8	5	5	3	5	5	5	5	6	5	6	5	6	5	3	2	2	3	2	5
P	0	5	4	5	5	5	4	5	5	3	5	5	5	5	4	5	4	5	6	5	3	2	2	3	2	4
Q	2	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	3	2	0	0	3	0	5
R	2	5	4	5	5	5	4	5	5	4	5	5	5	5	4	5	4	5	6	4	2	2	2	3	1	5
S	2	6	6	6	6	6	8	6	6	5	8	6	6	6	6	8	6	6	6	5	4	3	3	4	3	7
T	2	6	5	6	6	6	5	6	6	2	8	6	6	6	5	8	5	6	5	4	4	3	3	4	4	6
U	0	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	2	4	3	2	2	3	2	4
V	3	4	2	4	4	4	2	4	4	1	4	4	4	4	2	4	2	4	3	4	2	2	2	2	2	4
W	3	4	2	4	4	4	2	4	4	1	4	4	4	4	2	4	2	4	3	4	2	2	2	2	2	4
X	2	4	2	4	4	4	2	4	4	2	4	4	4	4	2	4	2	4	4	2	1	1	1	2	0	4
Y	2	4	2	4	4	4	2	4	4	1	4	4	4	4	2	4	2	4	4	3	3	2	2	2	2	4
Z	4	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	7	8	7	5	4	4	8	5	7

Spacing Guide

Capital Letters to lower case letters

Aa

First letters	Second letters																									
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
A	3	1	1	1	1	2	2	2	2	-2	2	2	2	2	1	1	1	2	3	0	0	-1	-1	2	-1	3
B	4				3			3	4	0		3			3			3			3				1	
C	4				3			4	4	0		4			3			3			3				2	
D	4				4			3	4	0		3			4			3			4				2	
E	5	5	5	5	5	6	5	5	5	2	4	5	5	5	5	4	5	5	6	4	5	3	3	4	2	
F	1				0			2	2	-2		2			0			2		2	2				1	
G	3				3			2	3	-1		2			3			3			3				1	
H	3	3	2	2	2	4	3	4	3	-1	3	4	3	3	2	2	2	3	4	2	2	0	0	3	0	4
I	3	3	2	2	2	4	3	4	3	-1	3	4	3	3	2	2	2	3	4	2	2	0	0	3	0	4
J	0				0			3	1			3			0						0				-1	
K	2				1			2	2	-2		2	2	2	1			2			0				-1	
L	4	3			3			3	3	0		3			3						3				1	
M	3		2	2	2			4	3			4			2		2	3			2				0	
N	2				1			3	2			3			1						1				0	
O	3	3	1	3	3	3	3	2	3	0	2	2	3	3	3	3	3	3	4	2	3	3	3	3	2	3
P	2			1	0			2	2			2			0			2	2		2				1	
Q	1				3			2	3			2			3						2				0	
R	4			3	3			2	3	-1		2			3						3				0	
S	4		4		4			3	4	0	3	3	3	3	4	3	3	3		3	3	1			2	
T	3				1			3	3	-1		3			1			3	2		3	2			1	3
U	1	3	1	1	0	2	0	2	2	-2	2	2	1	1	0	1	0	1	1	1	0	-1	-1	0	-1	1
V	-2				-2			2	0	-1		2	-1	-1	-2			-1			-1				-3	
W	-2				-2			2	0	-1		2	-1	-1	-2			-1			-1				-3	
X	2				1			2	2			2			1						0				-1	
Y	-1	2	-2	-2	-2	0	-3	2	0	-3	2	2	-2	-2	-2	-2	-2	-2	-2	0	-2	-2	-2	-2	-3	-1
Z	5				4			5	5	0		5			4			4			4	2	2		2	

Spacing Guide

Lower case letters to lower case letters

First Letter
Second Letter

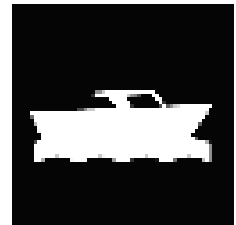
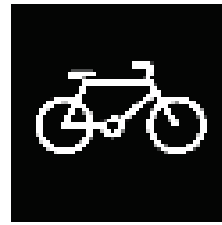
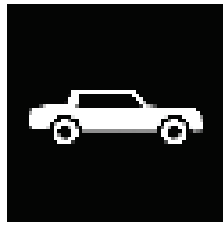
First Letter

	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
a	3	1	3	3	3	3	2	2	3	-1	2	2	3	3	3	1	2	3	4	1	1	-1	0	2	2	3
b	4	2	4	4	4	3	5	2	3	0	2	2	3	3	4	2	4	3	5	2	2	2	2	2	2	4
c	4	3	4	4	4	4	4	3	4	0	3	3	4	4	4	3	4	4	5	3	3	2	2	2	2	5
d	3	1	2	2	2	3	2	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
e	4	2	4	4	4	3	5	2	3	0	2	2	3	3	4	2	4	3	5	2	2	2	2	2	2	4
f	0	2	0	0	0	1	0	2	2	-2	2	2	1	1	0	1	0	1	1	0	1	0	0	0	0	2
g	2	0	2	2	2	3	1	0	2	0	0	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2
h	3	1	2	2	2	3	2	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
i	3	1	2	2	2	3	2	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
j	6	4	4	4	4	5	5	4	5	3	4	4	4	4	4	4	4	4	5	4	4	3	3	3	4	5
k	2	1	2	2	2	3	2	3	3	0	2	2	3	3	2	1	2	3	3	1	1	1	1	2	1	3
l	3	1	2	2	2	3	2	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
m	3	1	2	2	2	3	3	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
n	3	1	2	2	2	3	3	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
o	4	2	4	4	4	3	5	2	3	0	2	2	3	3	4	2	4	3	5	2	2	2	2	2	2	4
p	4	2	4	4	4	3	5	2	3	0	2	2	3	3	4	2	4	3	5	2	2	2	2	2	2	4
q	3	2	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	3	2	2	2	2	2	3	3
r	3	1	2	2	2	3	1	2	3	0	2	2	3	3	2	2	2	2	3	2	2	2	2	2	2	3
s	5	3	4	4	4	4	4	3	5	0	3	3	4	4	4	3	4	4	5	3	3	3	3	3	3	6
t	5	3	3	3	3	4	3	3	4	1	3	3	3	3	3	3	3	3	5	1	2	2	2	3	2	4
u	3	1	2	2	2	3	2	2	3	0	2	2	3	3	2	1	2	3	3	1	1	0	0	2	1	3
v	2	2	2	2	2	3	1	1	3	0	1	1	3	3	2	2	2	3	3	2	2	2	2	2	2	3
w	3	2	2	2	2	3	1	1	3	0	1	1	3	3	2	2	2	3	3	2	2	2	2	2	2	3
x	3	3	2	2	2	3	3	3	3	0	3	3	3	3	2	2	2	3	4	2	2	2	2	2	2	3
y	2	1	1	1	1	3	1	1	3	-1	1	1	2	2	1	2	1	2	2	2	2	2	2	2	2	2
z	5	4	4	4	4	5	4	4	5	1	4	4	5	5	4	3	4	5	6	3	3	3	3	3	3	5

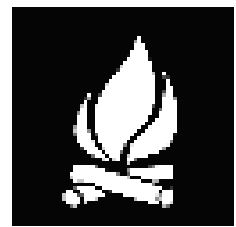
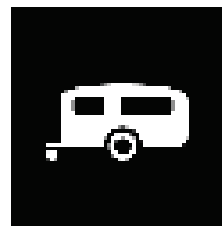
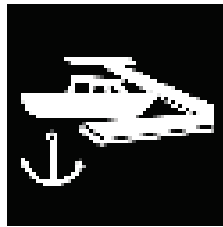
Attachment 4–International Symbols

Note: Only symbols shown in the MUTCD can be used on traffic control devices on public roadways. See MUTCD Sections 1A.05, 2A-09, and 2H-2N.

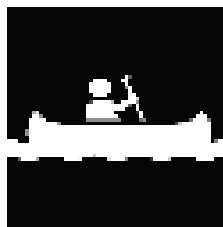
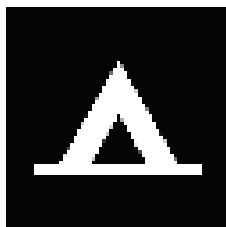
ATV Trails
Automobiles
Bicycle Trails
Boating



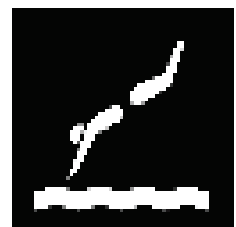
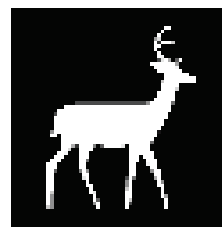
Boat Access
Boat Launch
Trailer Camping
Campfire



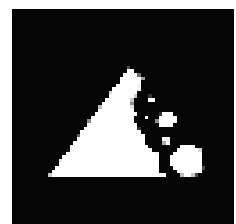
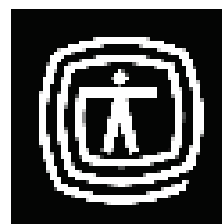
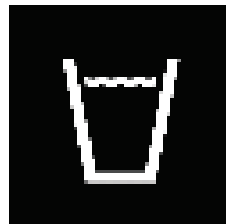
Camping
Canoeing
Climbing
Caution Deep
Water



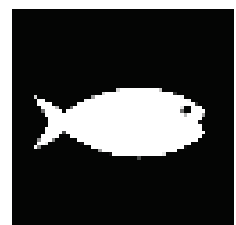
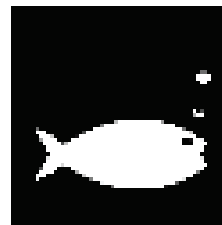
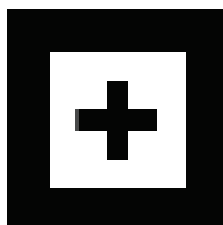
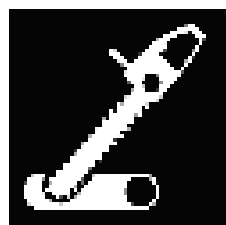
Caution Rocks
Dam
Deer Viewing
Diving



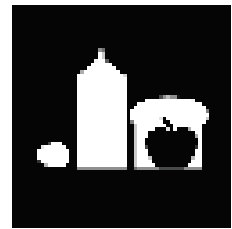
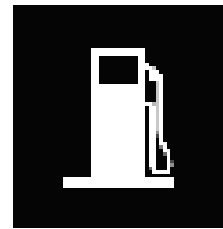
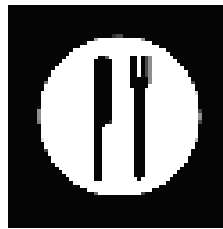
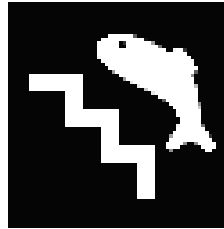
Drinking Water
Drown Campfires
Environmental
Studies Area
Falling Rocks



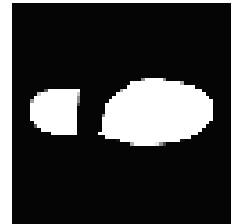
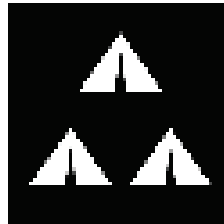
Firewood Cutting
Area
First Aid
Fishing
Fish Hatchery



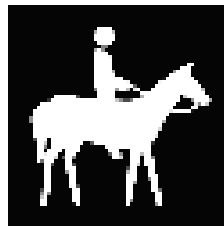
Fish Ladder
Food
Fuel/Gas
Grocery



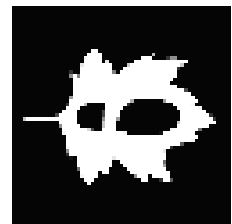
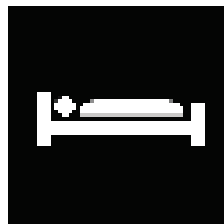
Group Camping
Handicap Access
Hiking
Hiking Trail



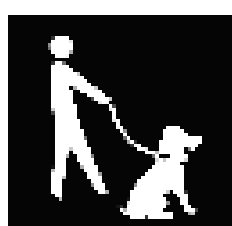
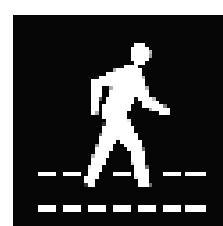
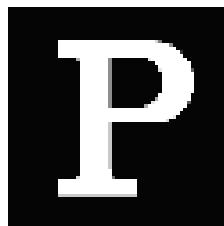
Horse Trail
Hunting
Information
Jeep Trails



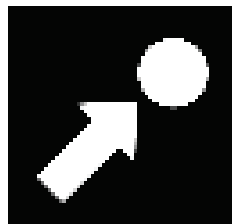
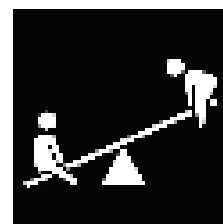
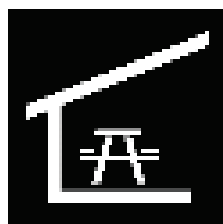
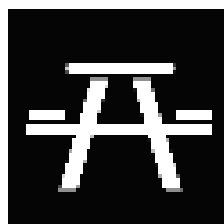
Lodging
Manna
Motor Scooter
Nature Trail



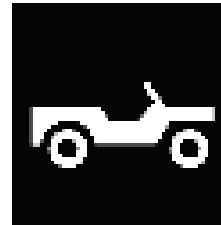
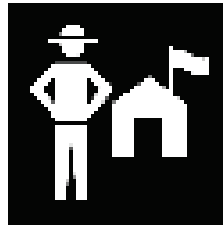
Parking
No Parking
Pedestrian Crossing
Pass on Leash



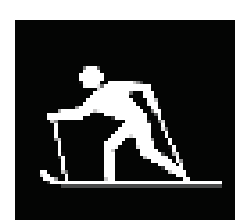
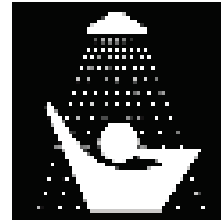
Picnic Area
Picnic Shelter
Playground
Point of Interest



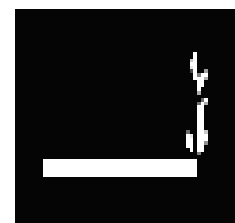
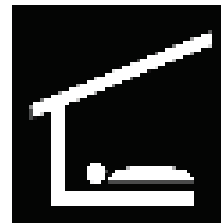
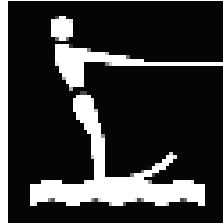
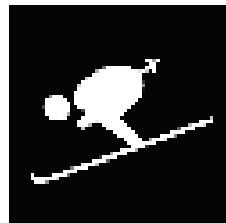
Rafting
Ranger Station
Recreational Vehicle
Trail
Rock Climbing



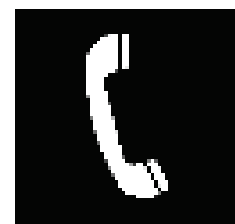
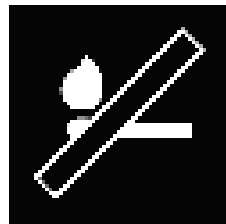
Rowing
Sailing
Shower
Skiing, Cross
Country



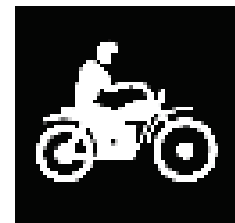
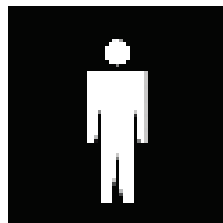
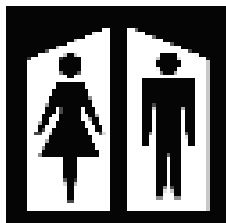
Skiing, Downhill
Skiing, Water
Sleeping Shelter
Smoking



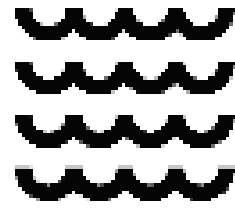
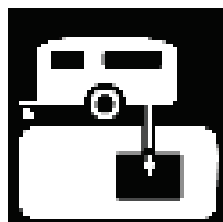
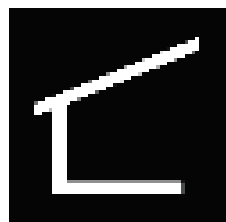
No Smoking
Snowmobiling
Swimming
Telephones



Toilets
Toilets, Men
Toilets, Women
Trail Bike Trail



Trail Shelter
Trailer Sanitary
Station
View Point
Water Sports Area



BLM International Markers



Campground



Parking



Mountain Bike Trail



Wheelchair Accessible



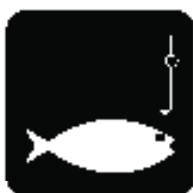
Viewable Wildlife



Hiking Trail



All Terrain Vehicle Trail



Fishing



Boat Launch



Hunting



Sonic Area



Climbing



Horse Trail



Wild Horse Viewing Area



Dirt Bike Trail



Rafting



Kayaking



Canoeing



Boreas Geology



Visitor Center



Downhill Skiing



Road Service



Interpretive Auto Road



Snowmobiling



Trailer Camping



Trailer Sanitary Station



Gas Station



Hang Gliding Area



Telephone



Cabin Rental

BLM International Markers



Information



Campfire



Picnic Area



Motorboating



Marina



Interpretive Trail



First Aid



Rock Collecting



Winter Recreation Area



Restrooms



Four Wheel Drive Trail



Bird Viewing Area



Bird of Prey Viewing Area



Speleology



Bicycle Trail



Interpretive Sign



Drinking Water



Cross Country Skiing



Point of Interest



Picnic Shelter



Land Selling



Playground



Pictograph



Archaeological Site



Trail Shelter



Litter Container



Desert Tortoise Area



Fee Area



Road Mile



Historic Site

BLM International Markers



Ranger Station



Grocery Store



Lodging



Environmental Study Area



Group Campground



Wayside Exhibit



Golfing



Hospital



Off-Highway Vehicle Area



Other Tourist Service Facility



Post Office



Archery Range



Lookout Tower



Amphitheater



Showers



Ferry



Mechanic



Medical Hookup



Motorhomes



Group Picnic Area



Walk to Campground



Ice Skating



Ski Jumping



Ski Bobsledding



Sledding



Diving



Scuba Diving



Water Sliding



Surfing



Water Skiing

BLM International Markers



Trailhead



Group Day Use Area



Long Term Visitor Area



Swimming



Emergency Communication



Non-motorized Boats



Trailhead



Trailhead



Trailhead



Hot Tubs



Rock Climbing



Snowshoeing



Sailboating



Cave



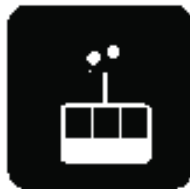
Recreation Area #12



Chairlift



Hike



Aerial Tramway



Snowboarding



Backpacking



Beach



Dog Sledding



Snow Tubing



Personal Waterscraft Area



Boat Trail



Nature Study Area



Fishing Pier



Head Launch



Leashed Pets



Wind Surfing

BLM International Markers



BLM Field Office



Automobile



Bear Viewing Area



Dune



Deer Viewing Area



Pedestrian Crossing



Smoking Permitted



Truck Parking



Tunnel



Sleeping Shelter



Elevator



Mineral



Men's Restroom



Woman's Restroom



Family Restroom



Bus Parking



Shooting Area



Fish Hatchery



Airport



Lighthouse



Helicopter Activity



High-Cleanse Vehicle



Seaplane Activity



Locker Rental



Bus Stop



Laundry

Attachment 5 – Examples of Sign Inventory Worksheets

Interpretive Site Inventory Worksheet			
Interpretive Area:		Area: District:	
Site	Map Index No.	Name	Location
Story No. (Per story inventory)	Story Titles		Significance to Stories. Special Needs. (What happened here? What can be seen? How related to customer needs and safety, other needs?)

Interpretive Site Inventory Worksheet		
Interpretive Area:		Area District
Story	Number	Title
Summary: (60-70 words)		
References: (title, author, publisher, page Nos.)		
Site Nos. and Locations (Ref. site inventory)		Media ¹ Ideas

¹ Indicate one: P (primary) S (secondary)

Sign Inventory Worksheet

Project					
Managing Entity					
Point of Contact: Name: Address: Phone No:					
Sign Location (see attached map)					
Sign Category		Non-Standard		Regulatory	
		Informational		Safety	
		Directional		Miscellaneous	
Sign Panel Material		Wood		Masonry	
		Metal		Other	
Panel Size		Legend Size		Sign Legend: Enter Here	
USGL ¹		Viewing Distance ²			
Post Size		Photo No.			
Accessibility Requirements ³					
Sign Condition					
Remarks:					
Cost Estimate to replace/repair (if necessary):			Priority: (circle) <div style="display: flex; justify-content: space-around; width: 100%;"> High Medium Low </div>		
Prepared by:		Date:		Page of Pages	

¹ Height above ground level.

² Reference U.S. Army Corps of Engineers Sign Manual.

³ Does it meet ADAAG 4.30 requirements.

Sign Inventory Worksheet

Project	
Project Location	
Purpose	Recreational Informational
Specify Location	
Building Location	Inside Outside
Sign Size	
Sign Wordings and/or logo	
Material Used	Wood Metal Stone Masonry Misc.
Sign Condition	Good Fair Poor
Does it meet Accessibility Guidelines?	Yes No
Agency Responsible for Maintenance of Sign	
How Displayed	Post Side of Building On fence Misc.
Remarks	

Sign Inventory Worksheet

Location _____

Inspection Date _____

Sign No. Description	Material/Color	Size	Agent	Condition
Example				

Sign Inventory Worksheet for _____

Sign No.	Sign Description	Agent	Color	Material	Condition	Inspection Date	Project Repair Date	Repair Date	Size	Photo Number

Attachment 6—Standard Sign Sizes, Corner Radius, and Hole Placements

Note: The Standard Highway Signs document requires 1 7/8" for 30"x36". Hole placement of 3" for 18"x24" through 30"x36". Hole placement of 6" for 36"x36" through 48"x48".

CORNER RADIUS for Standard Blanks

SMALLEST RADIUS FOR .080 ALUMINUM		
9" STREET SIGN	1"	HOLE PLACEMENT (from edges)
12"x 12"	1"	1½"
12"x 18"	1½"	1½"
18"x 18"	1½"	1½"
18"x 24"	1½"	1½"
24"x 24"	1½"	1½"
24"x 30"	1½"	1½"
24"x 36"	1½"	1½"
30"x 30"	2¼"	3"
30"x 36"	2¼"	3"
36"x 36"	2¼"	3"
36"x 48"	2¼"	3"
48"x 48"	3"	3"

Appendix 7 E-Bicycles

Executive Order 3376 was established to increase recreational opportunities through the use of Electric Bikes. The Order is intended to increase recreational opportunities for all Americans, especially those with physical limitations, and to encourage the enjoyment of lands and waters managed by the Department of the Interior (Department). This Order simplifies and unifies regulation of electric bicycles (e-bikes) on Federal lands managed by the Department and decreases regulatory burden.

43 Code of Federal Regulations (CFR) 420, OFF-ROAD VEHICLE USE, was amended to comply with the Executive Order.

E-Bikes on Reclamation Land - 43 CFR 420

When signing for e-bikes please use the following approved symbol and templates.

E-Bike Symbols



Carsonite Posts Examples:

All bikes:



No E-Bikes:



Only Class 1 & 3



Only Class 1 & 3 with
Speed Limit

