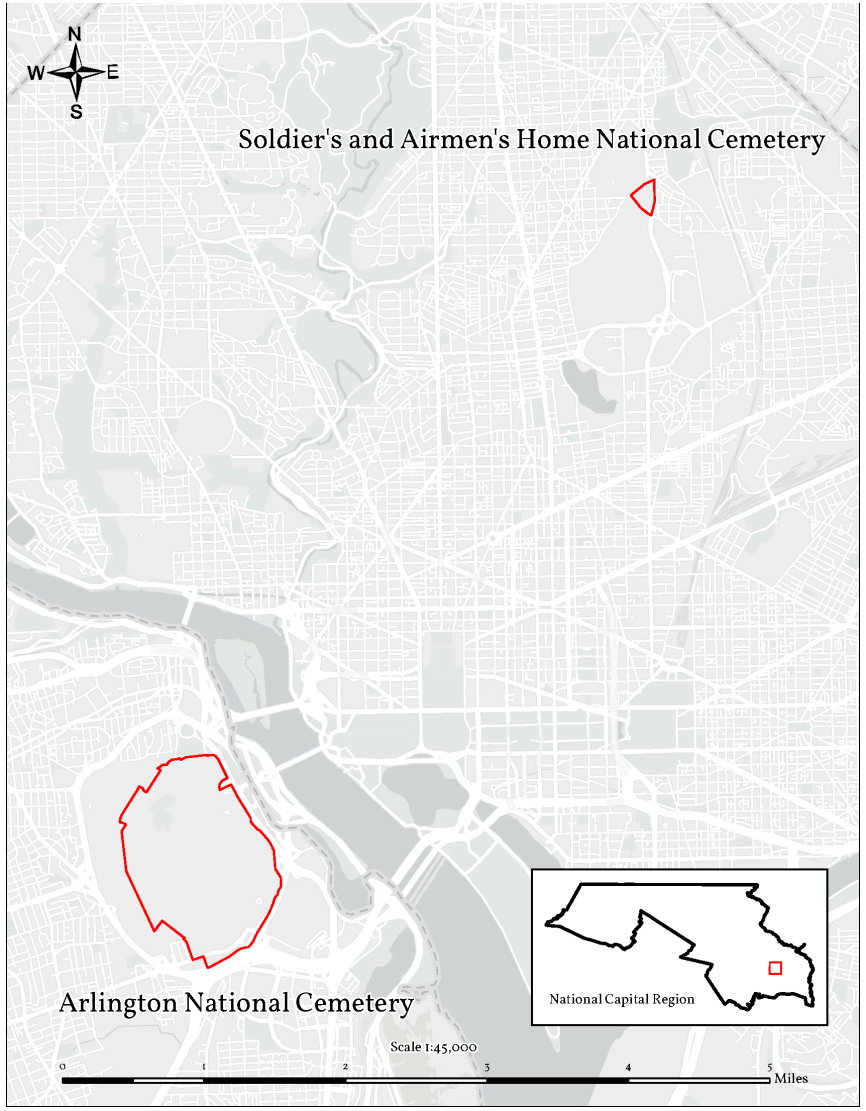


ARMY NATIONAL MILITARY CEMETERIES INTERPRETIVE SIGN DESIGN GUIDE

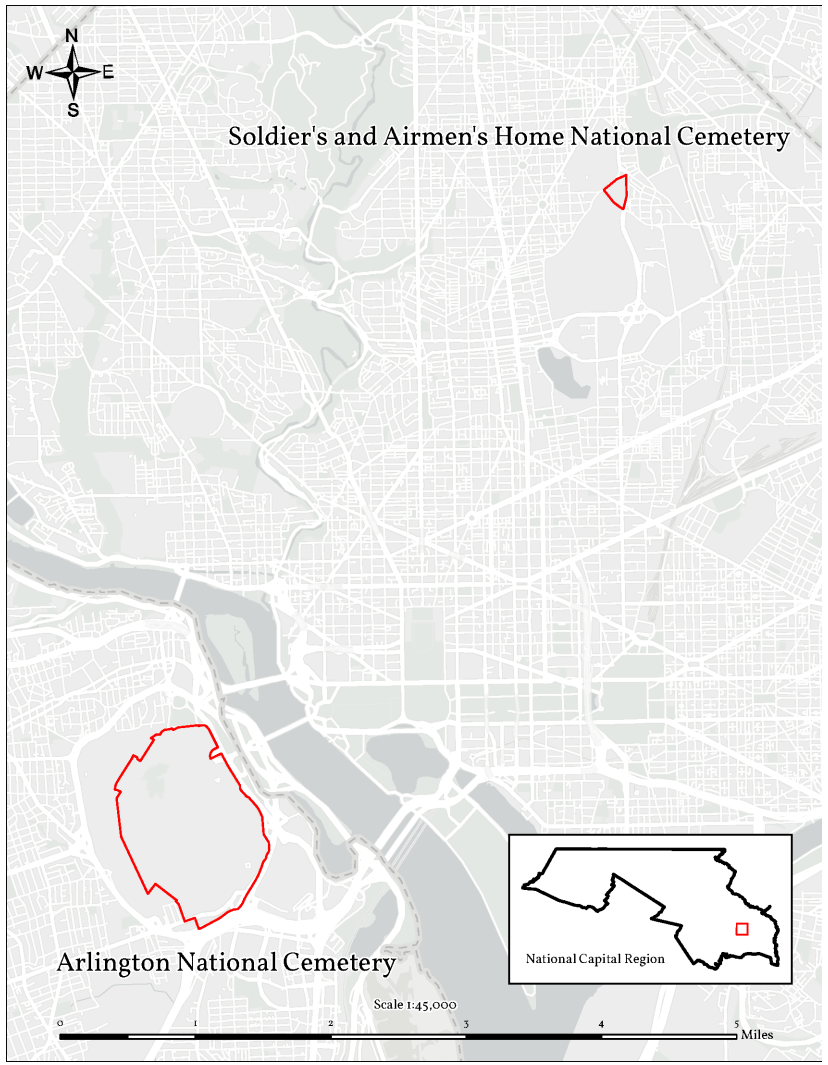
For Arlington National Cemetery
Arlington, Virginia &
Soldiers' and Airmen's Home National Cemetery
Washington, D.C.

U.S. COMMISSION OF FINE ARTS
CONCEPT DESIGN SUBMISSION
19 NOVEMBER 2026 CFA MEETING



SUBMITTED: 5 NOVEMBER 2026

PROJECT LOCATION & PROPONENT



Map showing the location of the two national cemeteries, highlighted in RED, and their relationship within the National Capital Region.

Army National Military Cemeteries (ANMC) is honored to maintain and operate two of our Nation's national cemeteries. The ANMC team serves the American people across generations by laying to rest those who have served our Nation with dignity and honor. Simultaneously, we preserve a living history that educates and inspires millions of visitors each year.

Arlington National Cemetery (ANC)

- Established 1864
- Located in Arlington, VA
- 639 acres

U.S. Soldiers' and Airmen's Home Cemetery (SAHNC)

- Established 1861
- Located in Washington, DC
- 16 acres

AGENCY VISION & MISSION

ARLINGTON NATIONAL CEMETERY
HONOR • REMEMBER • EXPLORE

Motto: Honor—Remember—Explore

ANMC: **honors** the service and sacrifice of eligible service members, veterans, and their family members with dignity, compassion, and accountability; **remembers** those from each generation who have answered the call to serve by preserving cemeteries befitting their sacrifices; and enables guests to **explore** the rich history of ANC and SAHNC and to gain an appreciation for those who have defended our freedom and helped shape our nation's history.

ANMC Mission:
Arlington National Cemetery represents the American people for past, present, and future generations by laying to rest those few who have served our nation with dignity and honor while immersing guests in the cemetery's living history

PROJECT VISION



Photo rendering of moveable, sled-design interpretive sign at the ANC Memorial Amphitheater



Photo rendering of post-mounted sign panels at the ANC Welcome Center

In support of this mission, ANMC has developed its first **Interpretive Sign Design Guide** to provide consistent planning and guidance for the design and installation of wayfinding and interpretive signage at the two national cemeteries.

- ANMC does not have established signage standards
- ANMC has installed only two (2) interpretive waysides at ANC to date
- Without guidance, over the more than 160 years the cemeteries have existed, a variety of sign types have developed
- Surveys of cemetery visitors indicate a need to more wayfinding

The **Interpretive Sign Design Guide** does not select specific locations for all future interpretive signs, rather is sets unified criteria and standards for site selection, in addition to providing templates for content layout, graphic standards, and construction details that can be used to guide ANMC for years to come. It provides a suite of interpretative sign types with criteria for the locations where they are most appropriately implemented, based on the type of information being shared and the location-specific limitations.

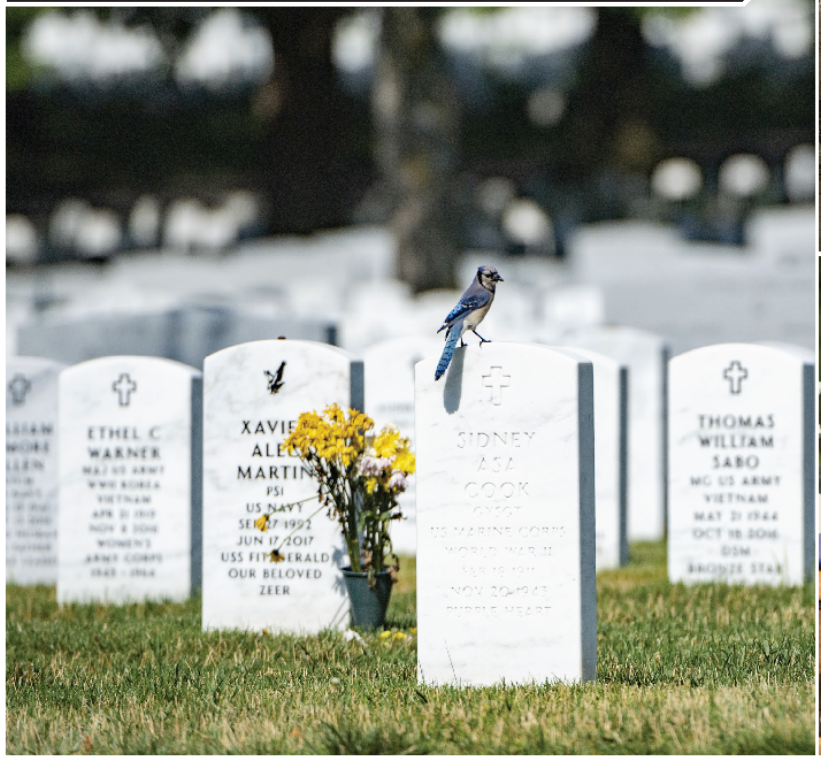
DESIGN GUIDE OVERVIEW

Army National Military Cemeteries

Interpretive Sign Design Guide

5.3 | PUBLIC AFFAIRS, HISTORY OFFICE SUPPORT SERVICES AND EDUCATIONAL PROGRAM DEVELOPMENT AND SUPPORT

CONCEPT DESIGN: 60%







CONTENTS OF THIS DOCUMENT

Background and Scope of Work 2
Wayside Exhibits: An Overview 3
GRAPHIC STANDARDS 4
Color and Branding 5
Typography 6
Typography (Typ. Waysides) 7
Information Layout Hierarchy 8
Graphic: UP-1, UP-2, UP-3, UP-4, SM-1 9
Graphic: RR-1, RR-2 Options 10
Graphic: RR-3 11
Graphic: RR-4 12
Graphic: Color Themes 13
Graphic: PM-1 (Portico) 14
Graphic: PM-2 (2-Banner Options) 15
Graphic: PM-2 (Single-Banner Options) 16
Graphic: PM-3 (Tram Station) 17
SIGNAGE TYPES 18
Material and Finish 19
Graphic Material Overview 20
Signage Types 21–22
Signage Elevations 23–24
Ground Mounting Options 25
Details: RR-1, RR-2 26–28
Applied Tactile Elements 29
Details: RR-3 30–31
Details: RR-4 32–33
Details: UP-1 34–36
Details: UP-2 37
Details: UP-3 38–39
Details: UP-4 40–41
Details: SM-1 42–43
Details: PM-1 (Pavillion) 44
Details: PM-2 (Lamp Post Banners) 45–46
Details: PM-3 (Tram Station) 47–48

© designminds

Submission Date: September 16, 2026

EXISTING SIGNS





Existing cast metal wayfinding signs to remain.

Typically have black backgrounds and raised silver or white lettering.

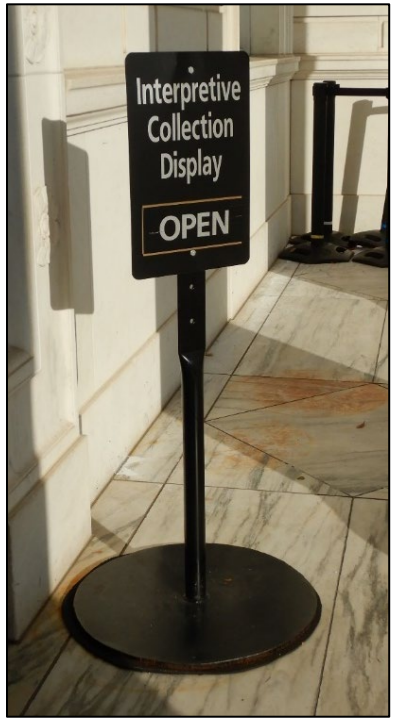




These signs are covered by the **Cemetery Design Guide**, rather than the **Interpretive Sign Design Guide**, where they serve instead as historical precedent and examples of extant sign character and style standards.

EXISTING SIGNS

The **Cemetery Design Guide**, under review with the Real Property Master Plan, deals with street signs and rules, regulations, and administrative signs that are typically covered in Military Installation Design Guides.







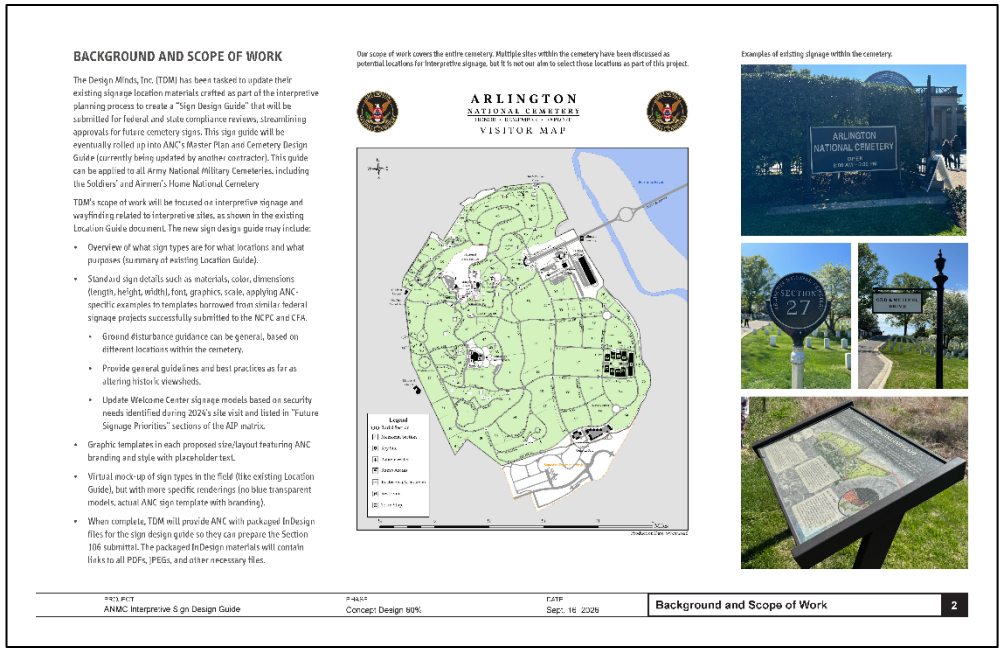
The **Interpretive Sign Design Guide** addresses interpretive waysides, public information panels, bulletin boards, and replaceable maps (illustrated in the photos above) that are **not** typically covered by a Military Installation Design Guide, as they are more typical of public sites, like national parks and historical sites / museums.

PROJECT BACKGROUND

The **ANMC Interpretive Sign Design Guide** begins with project background, scope and vision.

The Guide is intended to provide ANMC with:

- Overview of what sign types are for what locations and what purposes.
- Standard sign details such as materials, color, dimensions (length, height, width), font, graphics, scale, applying ANMC-specific examples to templates borrowed from similar federal signage projects.
- General guidelines and best practices for minimizing impacts to historic viewsheds.
- Guidance on appropriate sign models that comply with security needs (e.g., clear line of sight under and around signs).
- Graphic templates in each proposed size/layout featuring ANMC branding and style with placeholder text.
- Virtual mock-up / photo renderings of sign types in the field.



BACKGROUND AND SCOPE OF WORK

The Design Minds, Inc. (TDM) has been tasked to update their existing signage location materials crafted as part of the interpretive planning process to create a "Sign Design Guide" that will be submitted for federal and state compliance reviews, streamlining approvals for future cemetery signs. This sign guide will be eventually rolled up into ANC's Master Plan and Cemetery Design Guide (currently being updated by another contractor). This guide can be applied to all Army National Military Cemeteries, including the Soldiers' and Airmen's Home National Cemetery

TDM's scope of work will be focused on interpretive signage and wayfinding related to interpretive sites, as shown in the existing Location Guide document. The new sign design guide may include:

- Overview of what sign types are for what locations and what purposes (summary of existing Location Guide).
- Standard sign details such as materials, color, dimensions (length, height, width), font, graphics, scale, applying ANC-specific examples to templates borrowed from similar federal signage projects successfully submitted to the NCPC and CFA.
  - Ground disturbance guidance can be general, based on different locations within the cemetery.
  - Provide general guidelines and best practices as far as altering historic viewsheds.
  - Update Welcome Center signage models based on security needs identified during 2024's site visit and listed in "Future Signage Priorities" sections of the AIP matrix.
- Graphic templates in each proposed size/layout featuring ANC branding and style with placeholder text.
- Virtual mock-up of sign types in the field (like existing Location Guide), but with more specific renderings (no blue transparent models, actual ANC sign template with branding).
- When complete, TDM will provide ANC with packaged InDesign files for the sign design guide so they can prepare the Section 106 submittal. The packaged InDesign materials will contain links to all PDFs, JPEGs, and other necessary files.

Our scope of work covers the entire cemetery. Multiple sites within the cemetery have been discussed as potential locations for interpretive signage, but it is not our aim to select those locations as part of this project.

ARLINGTON NATIONAL CEMETERY
VISITOR MAP

Examples of existing signage within the cemetery.

PROJECT ANMC Interpretive Sign Design Guide | PHASE Concept Design 60% | DATE Sept. 16, 2026 | Background and Scope of Work | 2

LOCATION / SITING STANDARDS

The **ANMC Interpretive Sign Design Guide** provides guidance on how to appropriately locate signs:

- Interpretive waysides should be connected to:
  - a significant landscape;
  - feature with a well-documented story;
  - at least one compelling, site-specific, reproducible-quality graphic;
  - a safe, accessible place for visitors; and
  - be sited to not impede routine maintenance of the site and the sign.

- The ANMC standard standoff from the edge of burials, monuments, memorials, and underground utilities is 10-feet.
- Signs shall not be placed within burial sections.
- Signs should be placed along pathways, roadways, and within pedestrian plazas.
- Signs should be ADA compliant.
- Signs shall not be placed within known archaeological sites or in areas identified as having high archaeological potential.
- Signs shall not be directly attached to historic structures, monuments, memorials, or other commemorative structures and objects.





Graphic Standards: Color and Branding

ANC 2024 color standards (CMYK values)



75,68,67,90 | 69,63,62,58 | 0,0,0,0 | 65,45,16,1 | 84,73,36,21 | 100,93,41,47 | 80,12,100,2 | 9,14,52,0 | 16,15,67,10 | 22,58,97,7 | 3,100,100,40

All interpretive graphics will be designed within these 2024 ANC color standards. An additional tint of the gray has been added for better legibility. Graphic templates will incorporate these brand standards (see following pages for layout examples). Not all colors should be used together as shown here. Color accents from this set will be used to help indicate types of wayfinding and content themes.

Standard Interpretive Signage and Wayfinding



75,68,67,90 | 69,63,62,58 (Text) | 69,63,62,58 (15%) Used for reduced outdoor glare, eyestrain, and eased contrast between text and background. | 9,14,52,0

Accent color theme
Horticultural and Landscape Interpretation



65,45,16,1 | 84,73,36,21 | 80,12,100,2

Accent color theme
Historical Interpretation



9,14,52,0 | 16,15,67,10 | 22,58,97,7

Materials & Finishes

All ANC frames and hardware specified as Black



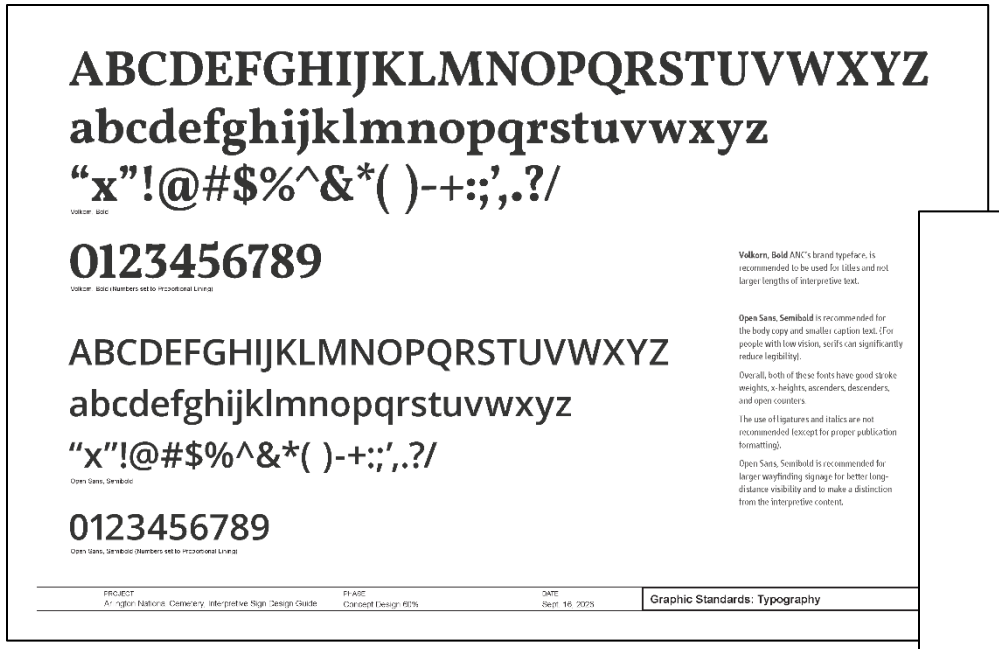
Black is a standard color offered by framing manufactures. Black is one of the primary colors of the ANC brand.

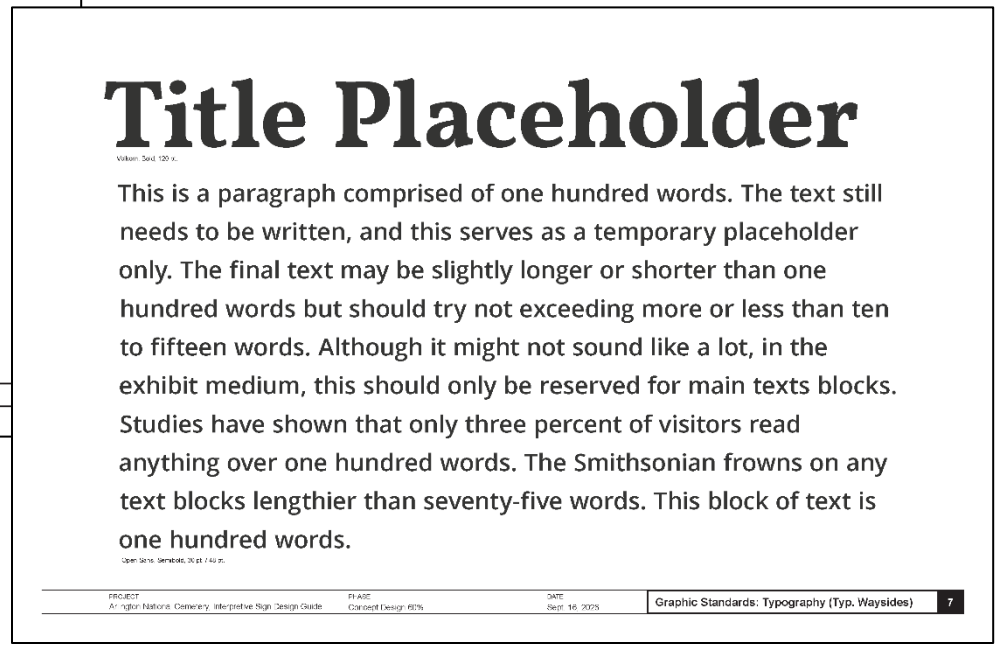
Any attachments should avoid silver or unfinished metal to avoid sun glare and distracting items on the landscape.

The aluminum framing is a versatile material, well-suited for this environment. Bases and frames are treated with a high-quality powder coating.

The Guide includes unified ANMC color standards, along with standards for the finish (powder coated black) and material (aluminum) of the sign frames, bases, posts, and attachments.

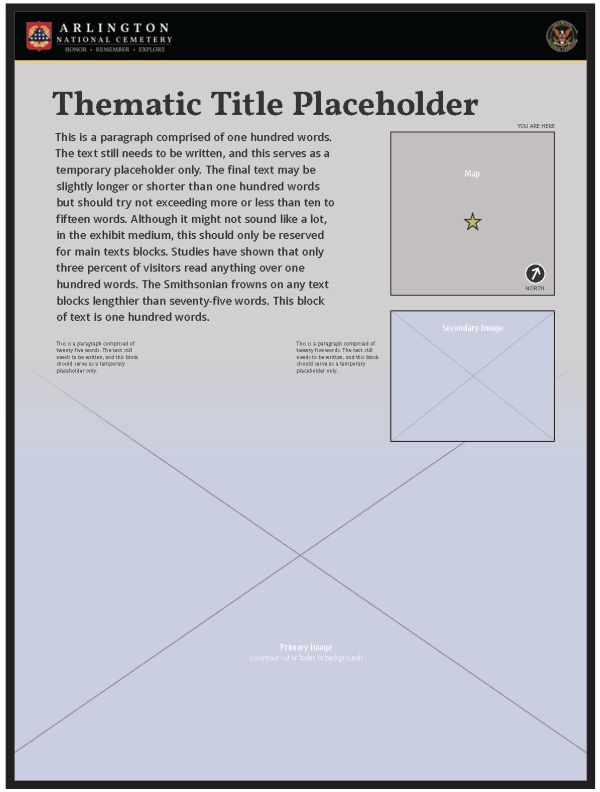
GRAPHIC STANDARDS



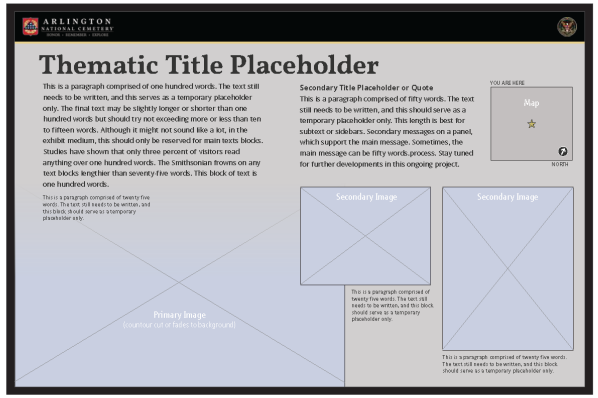


The Guide includes unified standards for typography and text layouts

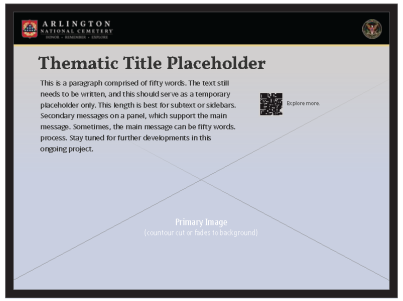
GRAPHIC STANDARDS



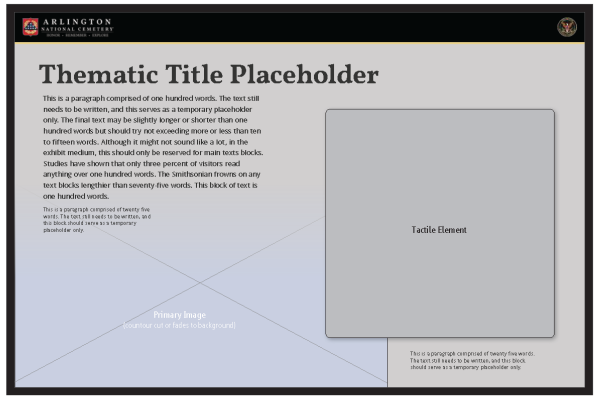
UP-1, UP-2, UP-3, UP-4, 36" x 48"



RR-1, RR-2, 36" x 24"



RR-3, 24" x 18"



RR-1, RR-2, 36" x 24" shown with applied 14" x 14" tactile element



RR-4, 6" x 12"



RR-4, 6" x 12"

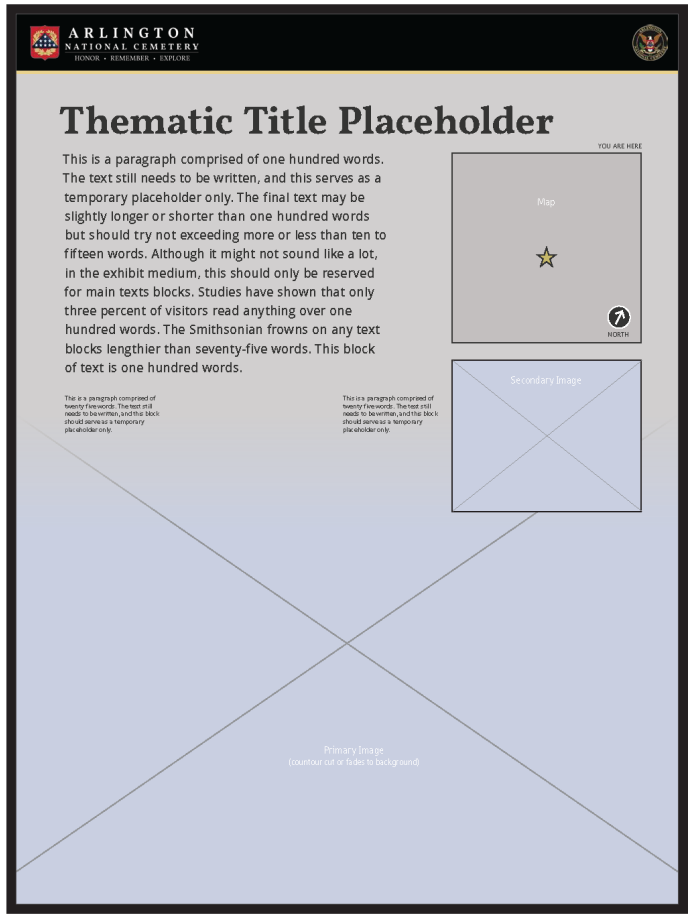


RR-4, 6" x 12"

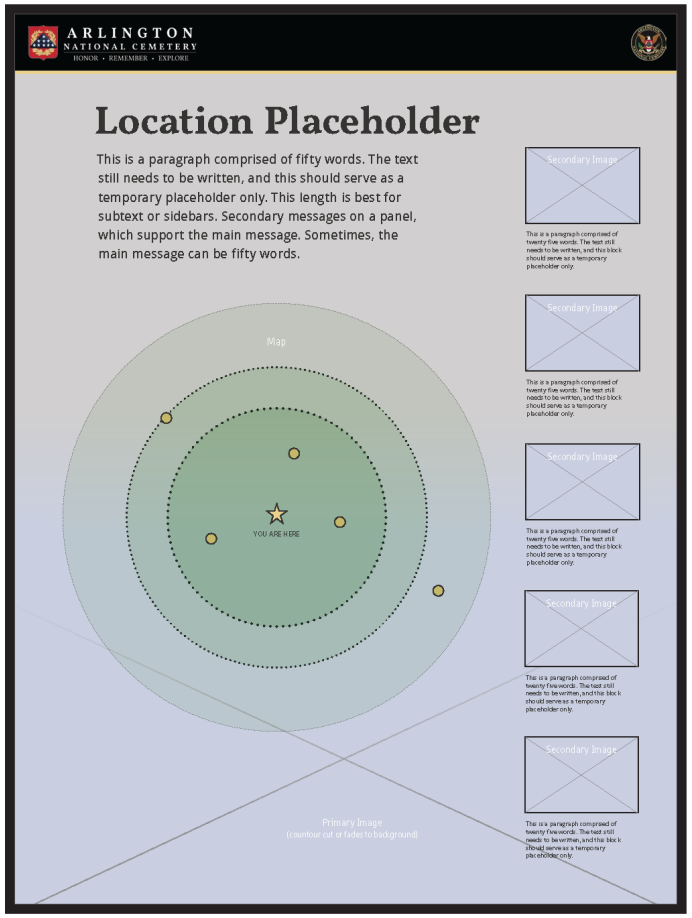
PROJECT	PHASE	DATE	
Arlington National Cemetery, Interpretive Sign Design Guide	Concept Design 60%	Sept. 16, 2026	Graphic Standards: Information Layout Hierarchy 8

The Guide includes unified graphic standards and layouts for a variety of interpretive sign types that be selected based on the type of information being communicated and the location-specific site restrictions.

GRAPHIC STANDARDS



Overview Interpretation

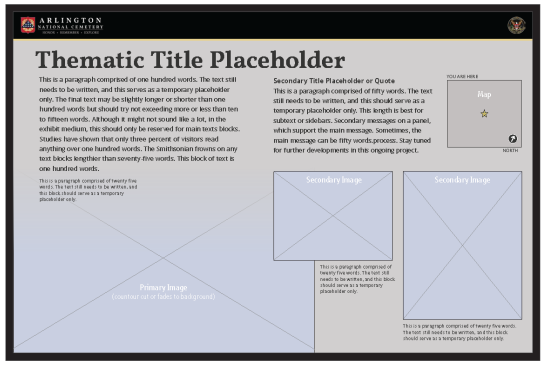


Location-Based Interpretation including Proximity Map with Nearby Features

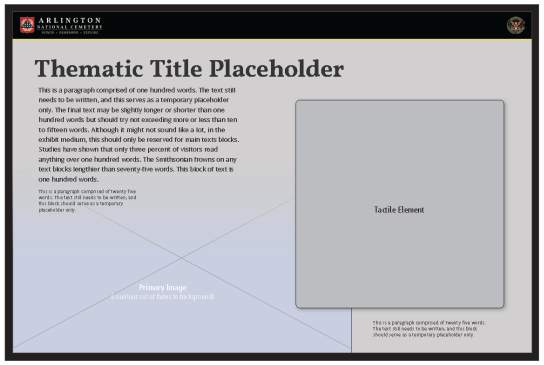
PROJECT	PHASE	DATE	
Arlington National Cemetery, Interpretive Sign Design Guide	Concept Design 60%	Sept. 16, 2026	Graphic: UP-1, UP-2, UP-3, UP-4, SM-1 (36" x 48") 9

Larger upright signs are intended for wayfinding / maps and visitor information panels. These are most appropriate for use at street intersections and in pedestrian plazas around visitor service buildings, like the Tram Shelter and the Welcome Center.

GRAPHIC STANDARDS

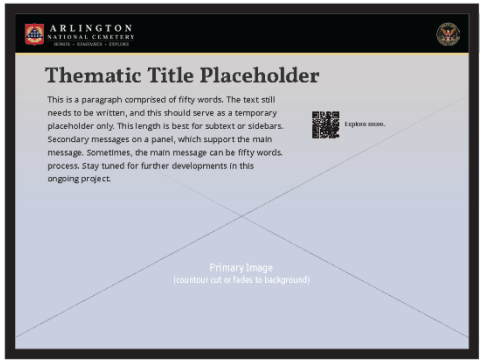


Overview Interpretation with Primary and Secondary Content and a Map for Localized Wayfinding



Overview Interpretation with Primary Content and Applied Tactile Element for Improved Accessibility

PROJECT	PHASE	DATE		
Arlington National Cemetery, Interpretive Sign Design Guide	Concept Design 60%	Sept. 16, 2026	Graphic: RR-1, RR-2 Options (36" x 24")	10



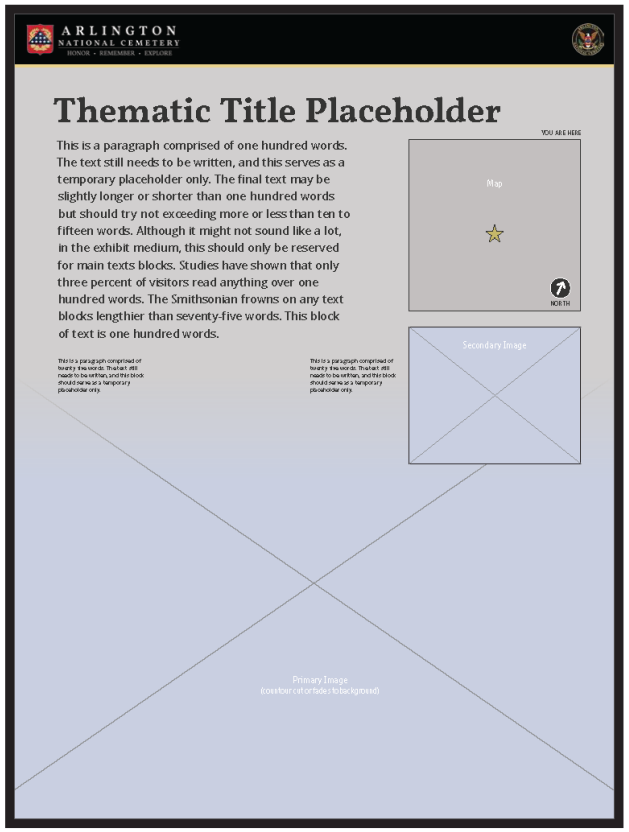
Overview Interpretation with Primary Image and optional "Explore More" QR code (naming convention to be determined).

PROJECT	PHASE	DATE		
Arlington National Cemetery, Interpretive Sign Design Guide	Concept Design 60%	Sept. 16, 2026	Graphic: RR-3 (24" x 18")	11

Horizontal layouts are for use with Reader Rail Interpretive Waysides. These are modeled after National Park Service wayside standards, however they use ANMC branding. These include options for interactive elements, such as tactile maps and QR codes that invite visitors to explore further, taking them to the ANMC website and other up-do-date and relevant resources.

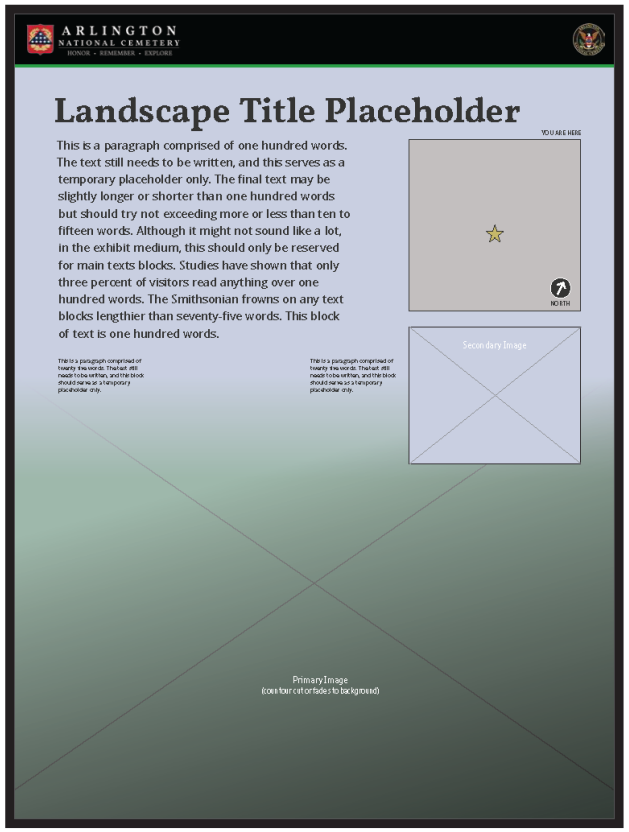
GRAPHIC STANDARDS

Within the ANMC branding, color accent bands, icons, and multi-toned image treatments/backgrounds can be used to consistently indicate types of wayfinding and interpretive content (e.g., horticulture/landscape, historical, maps).



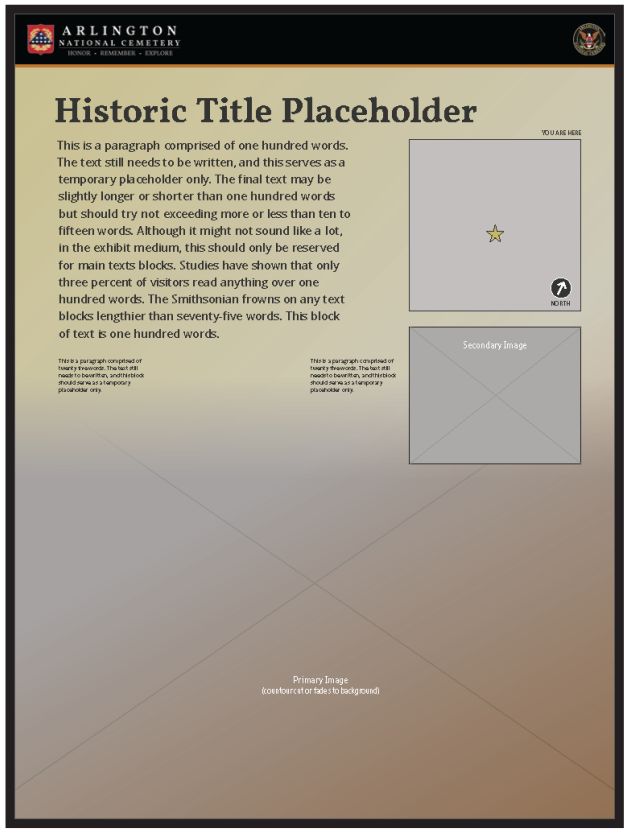
Standard Interpretive Signage and Wayfinding





Horticultural and Landscape Interpretation





Historical Interpretation



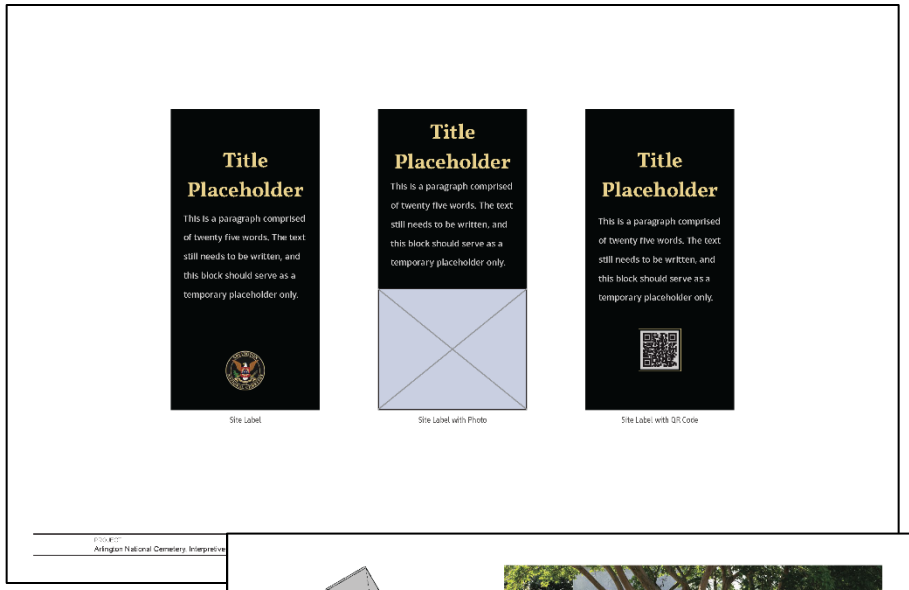
GRAPHIC STANDARDS

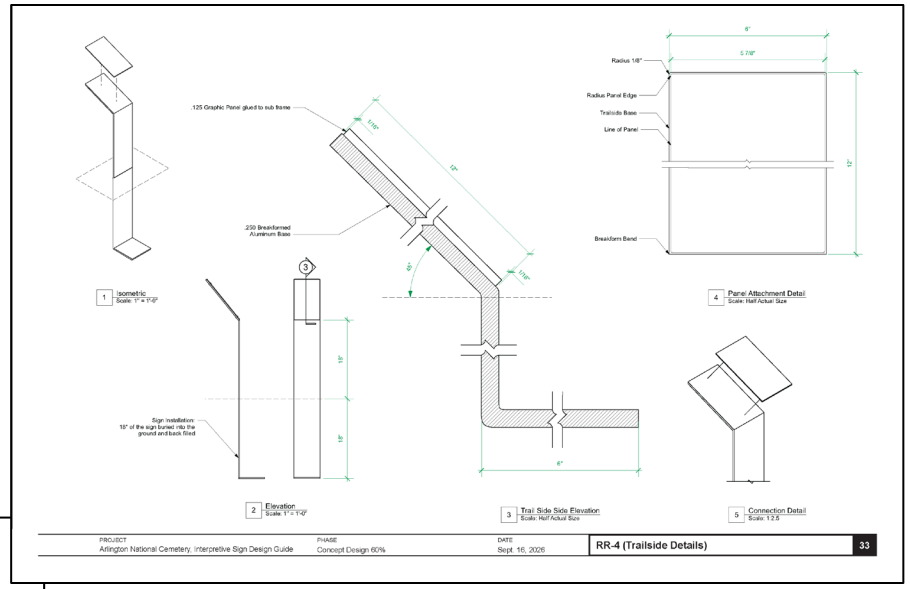


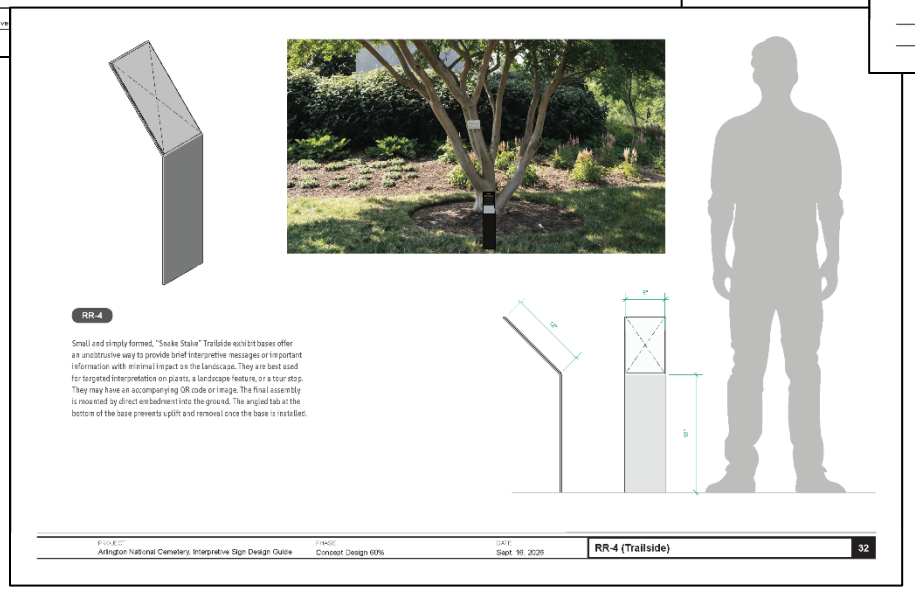


Banner template pages from the Guide showing branding, layout, and appropriate content.
Banners are proposed for use on existing lampposts.

GRAPHIC STANDARDS





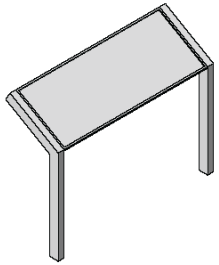


Graphic layouts and templates are accompanied by photo-renderings, diagrams, and construction detail sheets. These sheets show an example of a trailside interpretive sign.

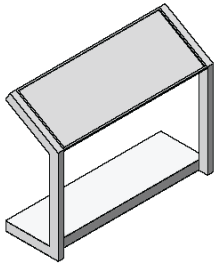
SIGNAGE TYPES: GROUND LEVEL

Reader Rails Framed

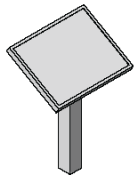
RR-1



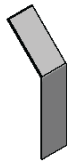
RR-2



RR-3

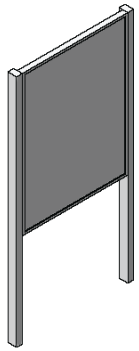


RR-4

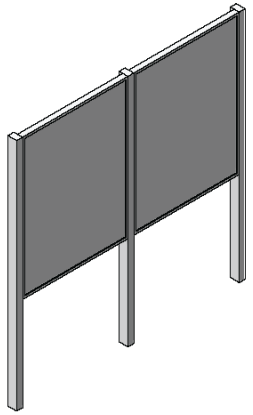


Uprights

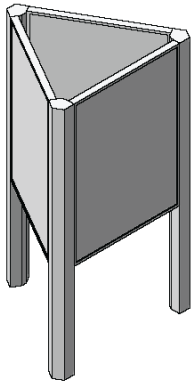
UP-1



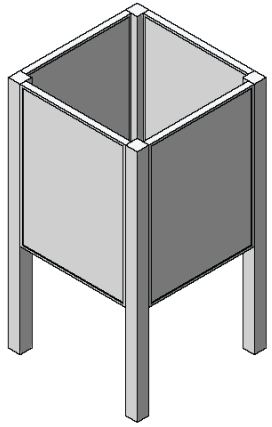
UP-2



UP-3

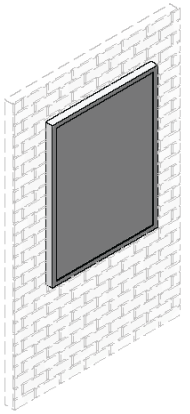


UP-4



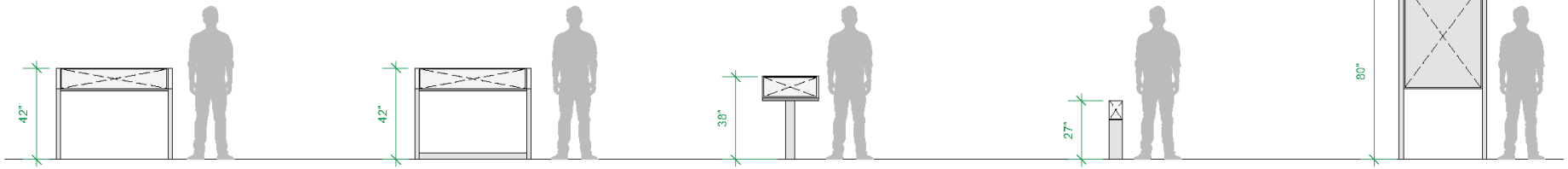
Surface Mounted

SM-1



(Mounts to an existing structure).

SIGNAGE ELEVATIONS: GROUND LEVEL SIGNS



RR-1

- Introductory or topic-focused interpretation
- Site-specific interpretation
- Low viewshed obstruction
- Best for tactile attachment

RR-2

- Best for temporary signage
- Moveable, no ground penetration
- Introductory or topic-focused interpretation
- Site-specific interpretation
- Low viewshed obstruction

RR-3

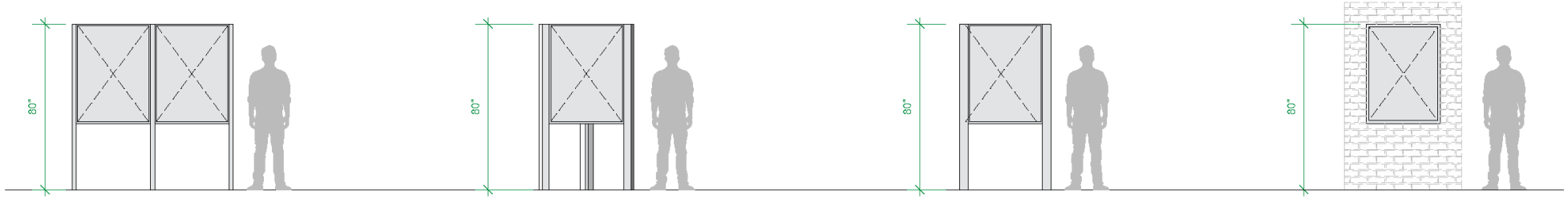
- Minimal, site-specific interpretation
- Very low viewshed obstruction
- Good for placement in front of memorial or feature

RR-4

- Minimal, site-specific interpretation
- Lowest viewshed obstruction
- Good for memorial, feature, garden locations

UP-1

- In-depth, site-specific interpretation
- Visible from a greater distance
- Can be used for wayfinding



UP-2

- In-depth, site-specific interpretation
- Visible from a greater distance
- Wayfinding and maps can be combined with interpretation
- Panel can be changeable (bulletin case) or a brochure rack can be installed

UP-3

- 3 panels for broader orientation, overview, site-specific, and in-depth interpretation
- Visible from a greater distance, good for high-traffic areas (Welcome Center exterior)
- Wayfinding and maps can be combined with interpretation
- Panels can be changeable (bulletin case) or a brochure rack can be installed
- Security signage can be incorporated

UP-4

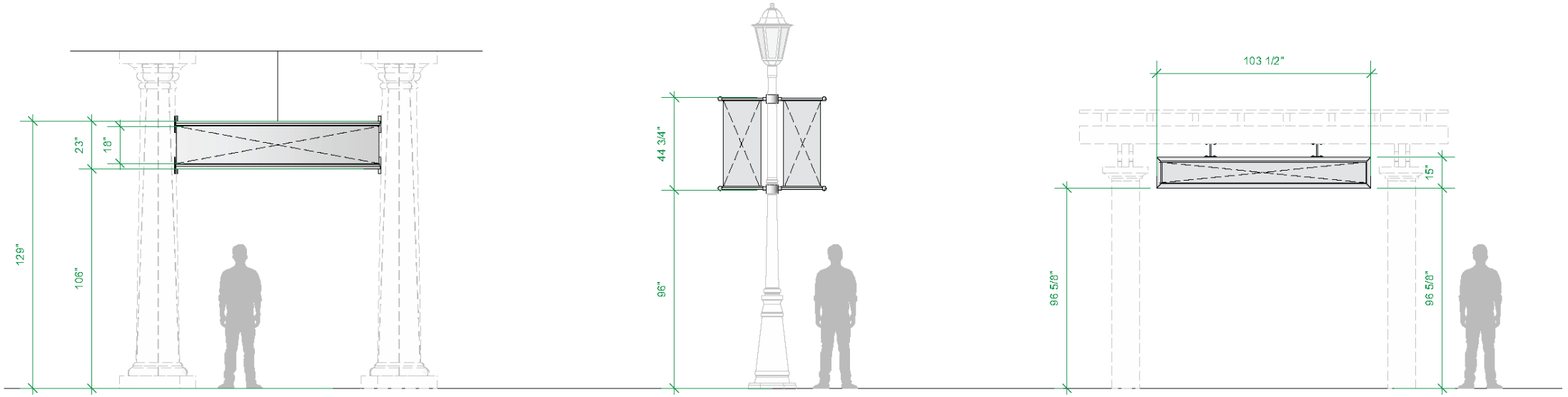
- 4 panels for broader orientation, overview, site-specific, and in-depth interpretation
- Visible from a greater distance, good for high-traffic areas (Welcome Center exterior)
- Wayfinding and maps can be combined with interpretation
- Panels can be changeable (bulletin case) or a brochure rack can be installed
- Security signage can be incorporated

SM-1

- In-depth, site-specific interpretation
- Visible from a greater distance
- Can be used to for wayfinding
- Only for installation on non-historic structures (Welcome Center exterior)

1 Elevation
Scale: 1/4" = 1'-0"

SIGNAGE ELEVATIONS: OVERHEAD SIGNS



PM-1

- Welcome Center exterior signage
- Visible from a greater distance
- Can be used for wayfinding
- Used to set tone entering Cemetery

PM-2

- Memorial Avenue signage
- Visible from a greater distance
- Can be used for wayfinding
- Used to set tone entering Cemetery
- Establish ANC branding
- Minimal interpretation
- Seasonal or permanent functionality
- Easily removable

PM-3

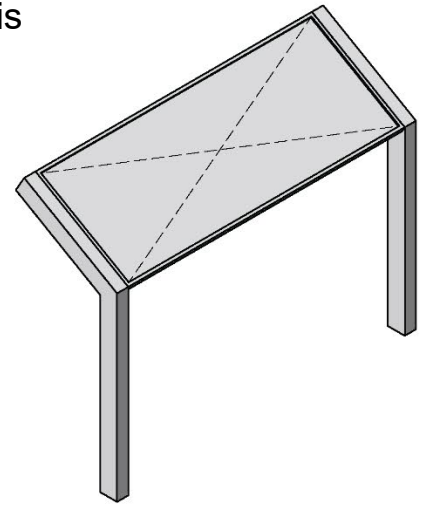
- Welcome Center Tram Station signage
- Visible from a greater distance
- Used for wayfinding

1 Elevation
Scale: 1/4" = 1'-0"

0 2 4 6 8 10 FT

RR-1 (Reader Rail Post-Mounted)

This is a typical post-in-ground interpretive wayside that can be installed along pathways and roadways. The design is inspired by National Park Service standards and is ADA compliant.





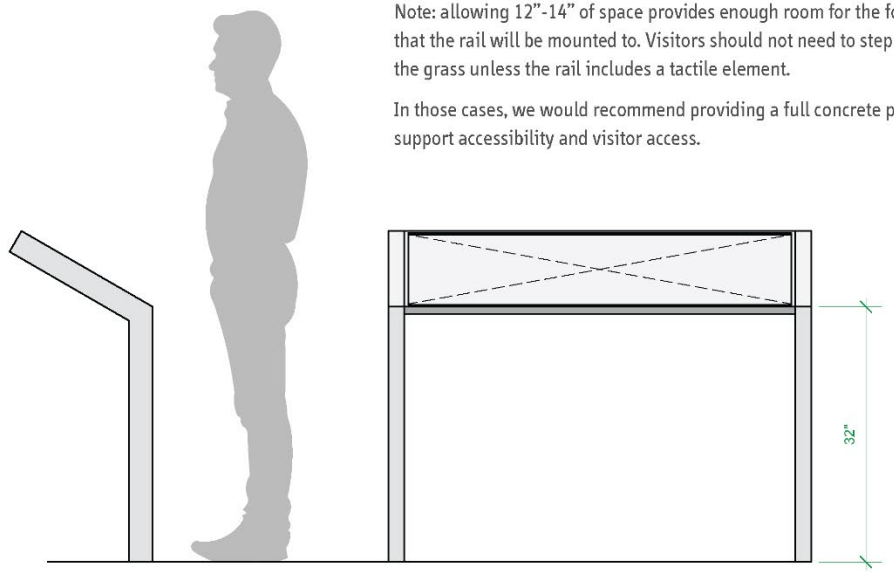
RR-1

The Reader Rail "low-profile" wayside exhibit is a caption on the landscape that illuminates what visitors see. It includes a compelling title, interpretive text, relevant imagery, quotations, and models or tactile elements (as appropriate).

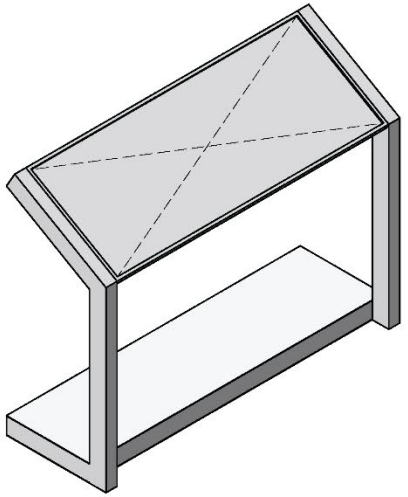
The exhibit bases are designed to diminish their presence on the landscape by using the least material required to securely hold an exhibit panel. Panels are positioned at an angle to permit visitors a clear view of the feature that the exhibit interprets. Bases are available in black powder-coated aluminum. The legs of most wayside bases are directly embedded into the ground, although other mounting methods are available to accommodate site conditions. Wayside bases come in a wide range of panel sizes which are held within a full-frame assembly.

Note: allowing 12"-14" of space provides enough room for the footer that the rail will be mounted to. Visitors should not need to step into the grass unless the rail includes a tactile element.

In those cases, we would recommend providing a full concrete pad to support accessibility and visitor access.



RR-2 (Reader Rail, Moveable Sled Base)



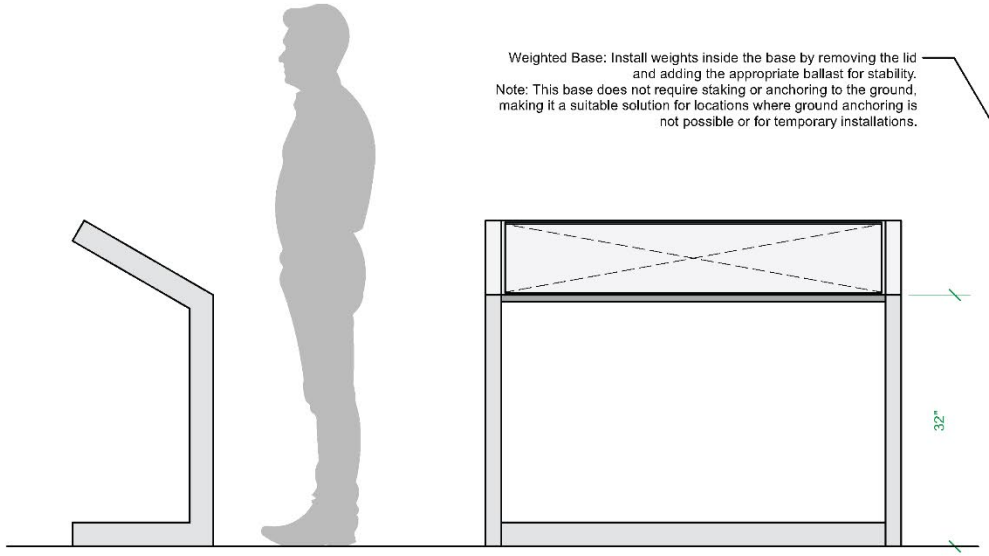
RR-2

Designed specifically for moveable exhibits, the Sled Base provides the combination of strength and flexibility; includes options to secure the base in one location if required.

ANC-specific examples of appropriate uses include: temporary exhibits (six months to one year), temporary signage during construction or other instances where a location or existing sign is inaccessible, and historically sensitive locations where anchoring is not appropriate (Memorial Amphitheater arcade, archaeological site, underground utilities).



This is a typical sled-type interpretive wayside that can be used for temporary exhibits and can be installed in locations where anchoring or embedment is not appropriate. As illustrated in the adjacent photo rendering, this would be appropriate for use in historic buildings like the ANC Memorial Amphitheater.

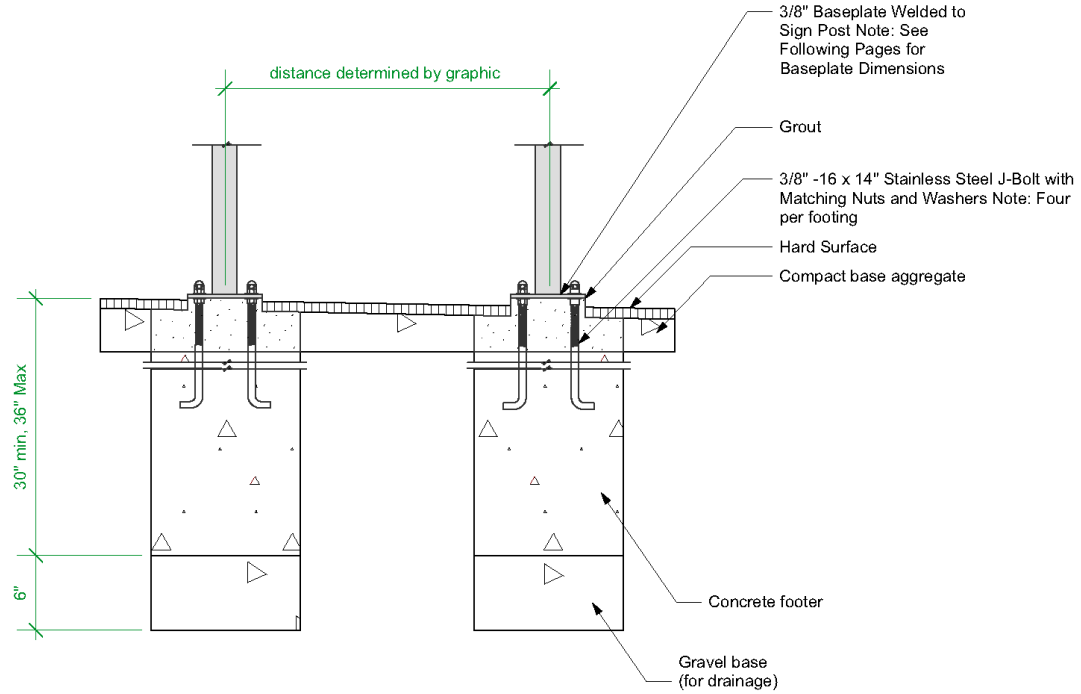


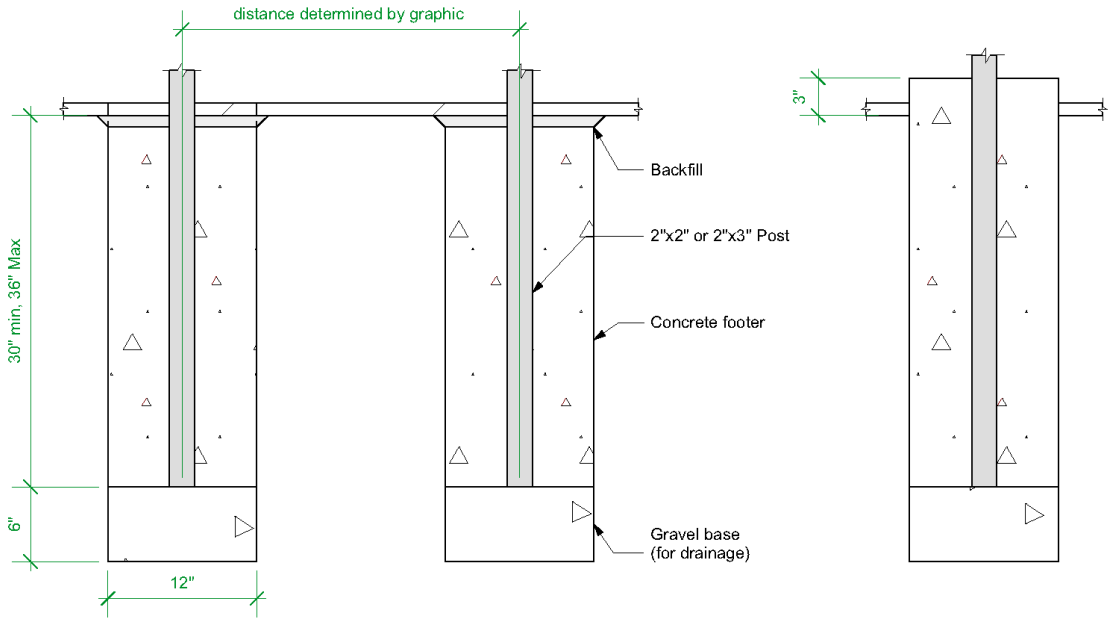


Reference Image

Detail Drawings: Ground Mounting Options

The Guide includes construction detail drawings for the mounting or embedment of ground-mounted signage. The details include the required amount of ground disturbance.





A **Baseplate Mount**

Baseplate mounting allows installation where a deep footer is not practical. The base features a welded Baseplate that attaches to embeded j-bolts or all-thread rods.

1 Baseplate Mount
Scale: 1" = 1'-0"

B **Direct Embedment**

Direct Embedment is the typical mounting method for all RR and UP style frames. Post depth is typically 30" to 36" and posts are secured with concrete.

2 Direct Embedment
Scale: 1" = 1'-0"

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Thank You for Your Time

Please Direct Questions & Comments to

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