



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS AIR MOBILITY COMMAND



21 FEB 2007

MEMORANDUM FOR ALL 18 AF WINGS, STAND-ALONE GROUPS, AND EMTFs/CC/CV

FROM: HQ AMC/A1/A7
100 Heritage Drive, Room 102
Scott AFB IL 62225-5002

SUBJECT: AMC Services Signage Policy Supplement

1. We are pleased to announce that we have developed a command signage policy supplement that allows for increased flexibility in promoting Services facilities and events. The attached AMC Signage Policy Supplement will assist your Services operations to more effectively advertise and promote their programs and activities within already existing sign guidelines and standards. This policy is in support of AMC's "Telling the Services Story" initiative and applies to both interior and exterior signs.
2. The goal of these new policy guidelines is to provide clarity and consistency while allowing installations to retain their unique individuality. The guidelines reinforce existing sign guidance, specifically UFC 3-120-01, AMC Sign Standards policy, and base Architectural Compatibility Plan design standards, to ensure attractive, professional, and uniform signs are used throughout your installation. The guidelines also support the current practice for an active role by the base Architectural Compatibility Review Board.
3. AMC is the first command to develop a coordinated policy of this type; planning and communication remain key to its success. Please direct any questions to Mr. Scott Black at DSN 779-7546, scott.black@scott.af.mil, or Mr. Wayne Reber, AMC/A7DC, DSN 779-0805, wayne.reber@scott.af.mil.

SHARON K. G. DUNBAR, Colonel, USAF
Director of Manpower and Personnel

LEONARD A. PATRICK, Colonel, USAF
Director, Installations & Mission Support

Attachment:
AMC Services Signage Policy Supplement, 7 Nov 06

cc:
All AMC CES/CC/CV
All AMC SVS/CC/CV
All AMC MSG/CC/CV
18 AF/CC/CV

AMC Services Signage Policy Supplement

7 November 06

A. PURPOSE

This document addresses specialized signage requirements of AMC Services business-based operations. The following general guidelines allow for these facilities to be properly identified and promoted as business operations, similar to other on-base tenants such as AAFES, financial institutions, and credit unions. These guidelines may be used for all such entities. These guidelines reinforce UFC 3-120-01 and AMC Sign Standards Policy to ensure attractive, professional, and uniform signs are used throughout the installation limiting the number of signs to the absolute minimum required.

B. EXTERIOR SIGNAGE

1. General. Identifying the exterior of the facility as a Services activity is the first step in establishing brand awareness. All permanent exterior signs must comply with AMC and base exterior sign standards and be approved by the installation Architectural Compatibility Review Board (ACRB). Ensure that all signage is current and well maintained.
2. Electronic messaging is limited on AMC bases and may be used only with approval from ACRB. Fixed messages are preferred over scrolling messages to avoid visual distractions. Electronic marquees should be located in high visibility locations. In addition to the two electronic marques authorized by AMC Sign Policy letter, 9 Dec 02, Services is authorized a dedicated electronic marquee. All AMC sign policy standards will be followed.
3. Buildings that house more than one Services activity will prominently display permanent outdoor signage that clearly lists each of these collocated activities at one location (typically the main entrance to the facility). Use freestanding exterior signage compliant with the base standards. These signs should include the building number and street address as well as the functions. If there are no non-Services tenants or occupants in the building, the Services logo may be used on the sign. See UFC 3-120-01, pg. 96-116 for specific requirements. Note: Building configuration should be considered. If facility has two or more main entrances, each should include signage above.
4. Entrance door signage should only include facility name, hours of operation, and current THREATCON. THREATCON signs must comply with current AMC Security Forces policy for style and mounting. Eliminate all unnecessary, redundant, and outdated signs. See AFI-10-245 AMC Sup1 for specific requirements. Note: Stenciled Services logo on glass doors is considered a design element and not the main entrance signage.
5. Illuminated entrance signage is limited to one exterior illuminated sign, located at or near the main entrance to the facility/operation. Obtain base ACRB approval prior to installation. It must be turned off when necessitated by increased THREATCON.
Note: Illuminated Open/Closed signs may be utilized—these are internal signs visible through glass doors and windows.
6. Services activities may display a maximum of three nonpermanent special purpose visual signs on an installation during a given time, to promote official events or programs (examples include sandwich boards or banners advertising blood drives or special events.) These signs should be professionally made and displayed, consistent in size, and only displayed for a limited time. These signs may be displayed up to 1 week prior to the event and must be removed the morning following the event. The Services Commander's approval is required to display banners for longer than a 1 week period. All nonpermanent sign locations must be preapproved in writing by the base ACRB.

7. Advertising signage displayed on the exterior of Services' facilities/grounds is restricted in use and must meet the criteria outlined in AFI 34-407 para. 6.6. Temporary banners or rigid vinyl printed signs for special event commercial sponsors should be sized so that they are readable only in the immediate area of the event. Signs should be professional in appearance, displayed in a neat and orderly fashion and removed at the conclusion of the event without damaging permanent surfaces. Follow approval procedures for "temporary" signs, paragraph B.6 above.

8. Do not tape temporary signs on doors, walls, or windows except for immediate emergency notification (for example, unplanned closure due to weather). Such use should not exceed a 24 hour period.

9. Procedure for obtaining exterior signs. Proposed new or revised exterior signage on any AMC installation (freestanding, facility mounted, temporary, etc.) must first be coordinated through the base Civil Engineering Squadron by submitting a completed Air Force Form 332 – 'Base Civil Engineer Work Request'. Requests will be reviewed by the ACRB. Services Commanders may request a waiver from the ACRB for specific signage needs not covered within current signage policy. The request must be submitted at least 90 days prior to intended implementation.

C. INTERIOR SIGNAGE

1. General. Entrances are the focal point of arrival and departure, which establish first impressions of a facility or function. All interior signage must be professional looking and mounted in a frame, placed on a bulletin board, or in an appropriate signage system. Door mounted signs are discouraged. Remember--perception IS reality and these impressions last forever.

2. Accessibility requirements. Permanent interior signs must conform to the Americans with Disabilities Act for any facilities accessible to the public, or occupied at any time by civilian employees. Verify current requirements with base civil engineering.

3. In large facilities, display a building directory with floor plans, activities "housed", and room numbers. Use the minimum number and size of way finding/directional signs necessary to convey the message. Coordinate sign colors to the interior design scheme.

4. Programs & Special Events.

a. Official Services events/programs provide our customers information, entertainment, and recreation. These events are crucial in generating publicity and awareness for Services operations. Every event, regardless of size, provides our customers with a look at who we are and greatly affects their perception of our facilities. Use easels to display large, rigid, temporary posters, and announcements of short-term events. Do not tape notices on walls, windows, and doors as it damages finish, increases maintenance costs, and is unsightly.

b. Notices of retirement lunches, Christmas parties, bake sales, etc., are not authorized to be displayed in any public area within Services facilities. Place these signs in an enclosed bulletin board located in a nonpublic space such as an employee lounge or break room.