



**THE TRAIL GUIDE**  
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**Sign Procedures**



Civil War Trails, Inc.  
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**CivilWarTrails.org**

757-378-5462

Civil War Trails, Inc., is a 501(3)(c)  
not-for-profit educational corporation.

## Adding a Site to the Civil War Trails (CWT) Program

### STEP 1: Submitting Your Application

The following will be provided by the applicant:

- Proposed text of no more than 275 words, see page 5.
- Media to be included on the sign, see page 5. (photographs, sketches, draft maps, etc).
- List of community stakeholders that contributed to the text (including contact information).
- Sponsor and property owner forms, pages 3 and 4.
- Explanation of significance of proposed site. Why is the guest standing here?

### STEP 2: Review by CWT Staff and Board

- CWT reviews the proposed content and media.
- The CWT team returns an edited text to the applicant and stakeholders.
- After applicant and stakeholders approve final text, the CWT team will move to design.
- The final design/layout is provided to the applicant and stakeholders as a PDF file for minor feedback/edits.

### STEP 3: Final Steps

- Once the PDF is approved, the CWT team schedules the installation.
- Prior to the installation, the applicant calls in utilities marking at the proposed site.
- CWT installs and coordinates any DOT work necessary.
- CWT updates all relevant fulfillment pieces to reflect the new site.
- CWT helps coordinate a press release after the installation.

### Best Practices

**Civil War Trails puts the traveller in the footsteps of history. Is the reader standing where the event took place?**

**With a limit of 275 words, detailed troop movements can be streamlined by drafting them onto a map. Please include a rough draft of any maps that might be necessary for your panel.**



## Maintenance Procedures

### STEP 1: Partner informs the Civil War Trails (CWT) team of needed maintenance

- Partner provides current image of CWT sign/site in question, as well as a description of the needed work.
- For signs needing revised content, partner provides suggested new text including:
  - Proposed new text of no more than 275 words or line edits to current text.
  - New media to be included.
  - List of community stakeholders consulted, including contact info.
- Partners update sponsor and property owner forms, pages 3 and 4.

### STEP 2: Content Review

- The CWT team reviews the proposed updates.
- The CWT team returns comments to partner.
- After partner approves revised text, the CWT team designs the new panel.
- The final design/layout is provided to the applicant and stakeholders as a PDF file for minor feedback/edits.

### Perks of Membership

The annual CWT membership fee covers both maintenance and marketing.

Maintenance requests cover both the interpretive and directional signage.

### STEP 3: Final Steps

- Once the PDF has been approved, the CWT team schedules maintenance.
- Prior to the site visit, the partner calls in utilities marking at the proposed site (if the sign is being moved).
- CWT performs required maintenance.
- CWT updates all relevant fulfillment pieces to reflect any changes.
- CWT helps coordinate a press release after the work is complete.



# Membership Form

*(Please type or print neatly)*

## LOCATION INFORMATION

Name of Proposed Sign(s): \_\_\_\_\_

Location (physical address, GPS, and/or landmarks): \_\_\_\_\_

## SPONSOR INFORMATION FOR INITIAL COSTS (\$3,000)

INITIATING ORGANIZATION \_\_\_\_\_

PRIMARY CONTACT (NAME) \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## SPONSOR INFORMATION FOR ANNUAL MEMBERSHIP FEE (\$200)

MEMBER ORGANIZATION \_\_\_\_\_

PRIMARY CONTACT (NAME) \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

I understand that should membership lapse, Civil War Trails, Inc. retains the right to remove/edit infrastructure associated with this project.



# Property Owner Agreement

(Please type or print neatly)

Permission is hereby granted this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by:

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to *Civil War Trails, Inc.*, and its contractors to enter upon that portion of my/our land to install and/or maintain sign(s) as part of the Civil War Trails program. I/we understand that I/we will be contacted prior to said installation and that I/we will have the final authority as to the marker’s placement and location.

I/we understand that *Civil War Trails, Inc.*, or its contractors will maintain those sign(s) as long as it remains on my/our property, is sponsored, and that the sign(s) will be moved or removed by the *Civil War Trails* team at anytime in the future if so requested by me/ us or my/our successors or *Civil War Trails* should the sign sponsor/membership lapse.

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TITLE OF SIGN

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LANDOWNER SIGNATURE

DATE

---

LANDOWNER ADDRESS

---

LANDOWNER PHONE

EMAIL

---

INITIATING ORGANIZATION SIGNATURE

DATE

---

INITIATING ORGANIZATION ADDRESS

---

INITIATING ORGANIZATION PHONE

EMAIL

---

SIGNATURE OF SPONSOR/MEMBER

DATE

---

EXECUTIVE DIRECTOR, CIVIL WAR TRAILS

DATE



## Sign Style Guide

### WHAT MAKES A GOOD CIVIL WAR TRAILS SITE/SIGN

- Are you standing where the event took place? If not, can you see the historic location from the proposed site?
- Why is the visitor standing here?
- Is the site welcoming?

### TEXT SPECIFICATIONS/RECOMMENDATIONS.

- Sign text should be 275 words maximum, including main text and any captions, sidebars, or quotes. Submitted in Microsoft Word.
- Whenever possible, start with a sentence that places the sign in context for the reader: ie., "You are standing in the heart of 19th-century Staunton ..." or "Early in the afternoon of November 23, 1862, the river in front of you was filled with celebrating Union sailors"
- Use active voice: For example: "The cavalrymen charged the artillery battery." is preferable to: "The artillery battery was charged by the cavalrymen."

### MEDIA, IMAGES

- Images should be 300ppi or better.
- Civil War Trails does not pay for image rights.
- Images that are not from a public domain source may be used with permission of owner.
- Credits for images should be included: ie., "Courtesy Library of Congress" or "Courtesy Dana B. Shoaf Collection."

### GENERAL BEST PRACTICES

- Does the sign fuel your imagination?
- Does it give the reader a sense of place? Does it make you look up?
- Does the stakeholder group who helped write the sign represent your entire community?
- Is the site ADA compliant?

## Text Guidelines

### Civil War

(not War Between the States, etc.)

**African American and Black** are both acceptable

**Battle of Gettysburg, etc.**  
(Capitalize "B")

**Siege of Chattanooga, etc.**  
(Capitalize "S")

**Capt., Col., Lt., Maj., Pvt., Lt. Col.** are the proper use

**Gen.** is the proper use for any rank of general

**Eastern Theater, Western Theater, etc.**

**C.S., Confederate, Southern** (not Rebel, unless in a quote)

**U.S., Federal, Northern** (not Yankee, unless in quote)

**U.S. Colored Troops** first reference, **USCT** thereafter

