

THE TRAIL GUIDE

Interpretive Sign Procedures and Style Guide



Road to Revolution Heritage Trail
is administered by

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

Adding a Site to the Road to Revolution (R2R) 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?

Best Practices

Road to Revolution puts the traveler 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.

STEP 2: Review by R2R Staff and Board

- R2R reviews the proposed content and media.
- The R2R team returns an edited text to the applicant and stakeholders.
- After applicant and stakeholders approve final text, the R2R 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 R2R team schedules the installation.
- Prior to the installation, the applicant calls in utilities marking at the proposed site.
- R2R installs and coordinates any DOT work necessary.
- R2R updates all relevant fulfillment pieces to reflect the new site.

Maintenance Procedures

STEP 1: Partner informs the Road to Revolution (R2R) team of needed maintenance

- Partner provides current image of R2R 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.
- R2R quoted cost for work.

STEP 2: Content Review

- The R2R team reviews the proposed updates.
- The R2R team returns comments to partner.
- After partner approves revised text, the R2R team designs the new panel.
- 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 has been approved, the R2R team schedules maintenance.
- Prior to the site visit, the partner calls in utilities marking at the proposed site (if the sign is being moved).
- R2R performs required maintenance.
- R2R updates all relevant fulfillment pieces to reflect any changes.

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

MEMBER INFORMATION FOR ORGANIZATION

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:

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 Road to Revolution (R2R) 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 R2R team at anytime in the future if so requested by me/us or my/our successors or R2R should the sign sponsor/membership lapse.

TITLE OF SIGN

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

Visual Style Guide

WHAT MAKES A GOOD ROAD TO REVOLUTION 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 18th-century Greensboro ..." or "Early on the morning of January 17, 1781, the field in front of you was filled with fog ..."
- 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

American Revolution and **American Revolutionary War** are two different events. The former includes the latter, which occurred 1775–83. Use the full title of the period or the war first; "Revolution" is acceptable thereafter.

African American and **Black** are both acceptable

Battle of Princeton, etc.
(Capitalize "B")

Siege of Ninety Six, etc.
(Capitalize "S")

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

Gen. is the proper use for any rank of general

Southern Campaign, Northern Campaign, Snow Campaign, etc.

British
(not Loyalist, unless in a quote)

American
(not Patriot, unless in quote)

Editorial Style Guide

When in doubt, use Chicago Manual of Style throughout.

CAPITALIZATION

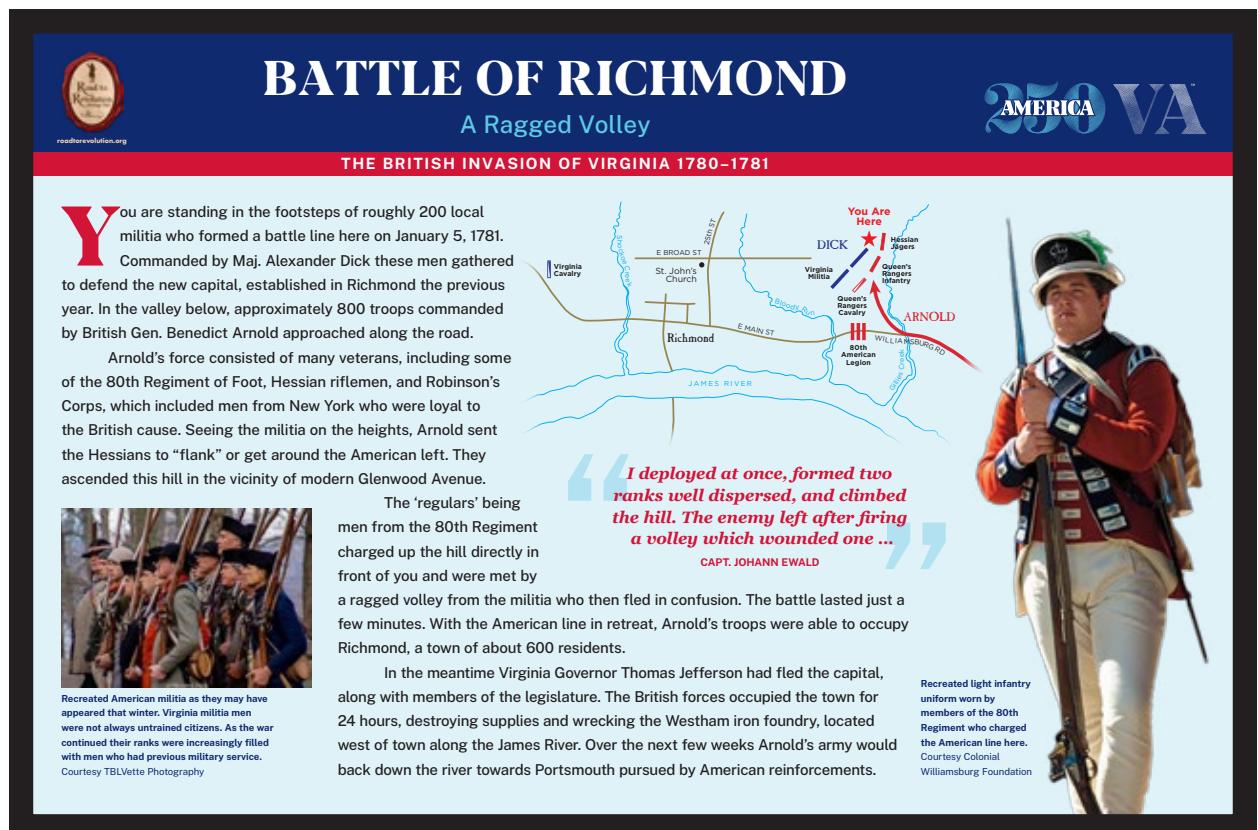
Act: Capitalize in titles (e.g., Sugar Act, Stamp Act, Townshend Acts) and lowercase when referenced without the title (e.g., “The Stamp Act received Royal assent on March 22, 1765, but the act was repealed the following year.”)

Congress: Capitalize First Continental Congress, Second Continental Congress, Continental Congress or Congress when referring to the American legislature, or a foreign body with the same term. For state congresses, use lowercase congress.

Continental: Capitalize, as in Continental army and Continental currency.

Directions: Lowercase compass directions, capitalize when they designate regions (e.g., "He rode west. The army moved east. She has a Southern accent. He is a Northerner. He developed a Southern strategy.)

Titles (revolutionary): Capitalize Revolution and Revolutionary when referring to this event and era. When referring to political revolution in general and things related to it, lowercase: The American Revolutionaries emphasis on natural rights was truly revolutionary.



Sample interpretive sign.

Editorial Style Guide

Continued

DATES

Write dates in this order: month, day, year. Use a comma before and after the year in sentences with full dates; no comma if using only month and year in a sentence. No apostrophe in plural dates. Do not use ordinals in dates (e.g., "July 4" not "July 4th"); the only exception is when using the number only ("The Declaration was signed on July 2, and was made public on the 4th.")

On July 2, 1776, Congress voted for independence.

Early in July 1776, Congress met and voted for independence.

1700s **not** 1700's

1750s and 1760s **not** 1750's and '60's

CENTURIES

Spell them out (e.g., eighteenth century)

NAMES AND PRONOUNS

Enslaved (noun or adjective): Enslaved acknowledges the dignity of a human being; slave is a non-person, property. In text, first use "enslaved." Use slave sparingly thereafter or if in quoted material.

The first ship carrying "20 and odd" enslaved Africans arrived at Point Comfort in Virginia, where Fort Monroe is today.

Nick Toogood was said to be a spiritual leader among the enslaved at Hampton.

Enslaver: Not slaveholder, slave master, slave owner.

Freed and Free: In the context of slavery, free refers to people never enslaved, freed refers to formerly enslaved people.

INITIALS

Use periods and a space between initials in a name (J. H. Temple, not J.H. Temple or JH Temple)