



SIGNAGE GUIDE

The Recreational Lodging Program provides 3 different accommodations: RV Parks, Vacation Rentals, and Camp Sites. This signage guidance supports sites that offer standalone accommodations (i.e. RV Park only) and sites that share a facility/management with another accommodation (i.e.. RV Park, Vacation Rental, or Campground) to include other MWR program (i.e. Community Recreation, Marina, Auto Skills Center). The goal of this guidance is to ensure our guests are aware that they are in an MWR Facility and that they can take advantage of all the amenities and programs that are available to them.

ENTRANCE SIGNS

1 –MWR Logo on top Multiple Accommodations and/or Property Names



This sample can be used when the site offers more than one accommodation.

LOGO

Logo may be the

- MWR Primary Logo
- MWR Recreational Lodging Logo
- MWR RV Park Logo
- MWR Vacation Rental Logo

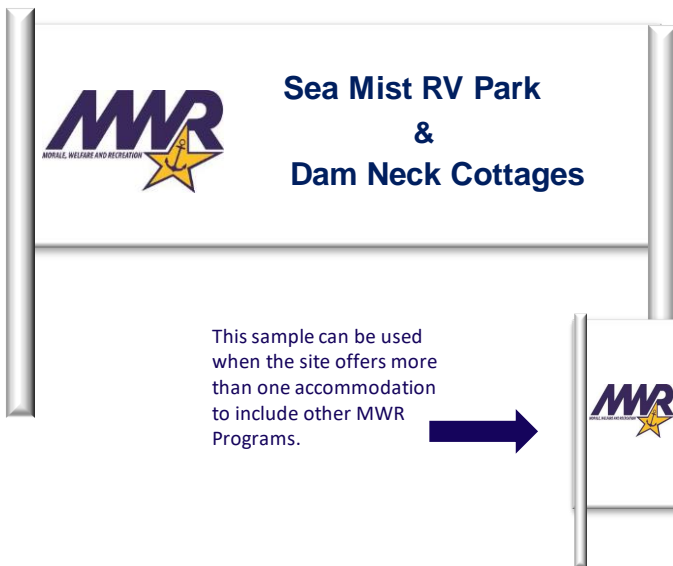
PLACEMENT

- Logo may be placed on top left or center of sign
- Logo may be placed on the left side of the sign

Note –

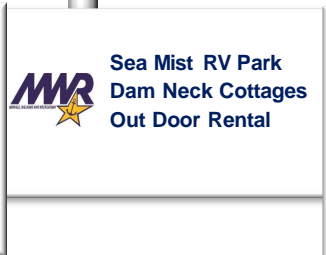
- ✓ Installation emblem may be placed on sign when it is required by the base.
- ✓ Refrain from placing any additional graphics on the sign.

2 – Property Name & Multiple Accommodations



Property name and/or accommodation type offered at the location (multiple accommodations may be listed, i.e., RV Park and vacation rentals).

This sample can be used when the site offers more than one accommodation to include other MWR Programs.



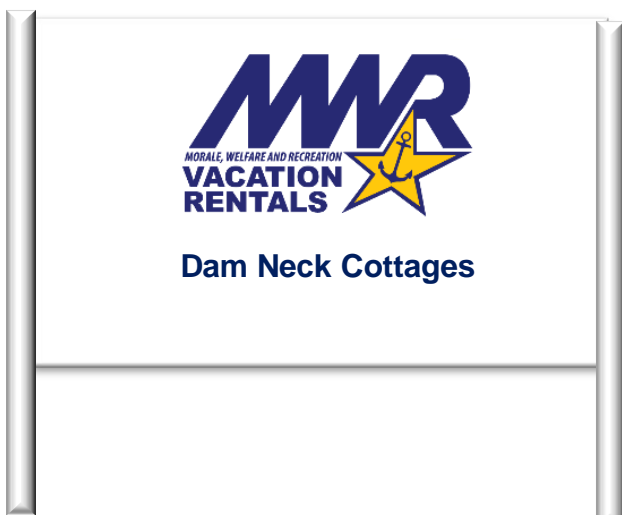
SIZE

- Recommend to be around **30 %** of the total sign area.
- Ensure the site name is sized to be visible to guest while driving.
- For single accommodation signs recommend at least 50% (Sample 3) of the total sign area.
- **Installation emblem** – recommend not to exceed 20 % of sign. Location: left, right, or center is optional to the site.

COLOR

- May comply with specific installation sign requirements
- Full color logo, black logo and navy blue logo: placed on white or light color background
- White logo: placed on dark color background

3 –Property Name & Single Accommodation



This sample can be used when there is only one Accommodation (RV Park OR Vacation Rental) at the site.

BACKGROUND - Signs 1, 2 and 3

- Signs should have a one solid color background

TEXT

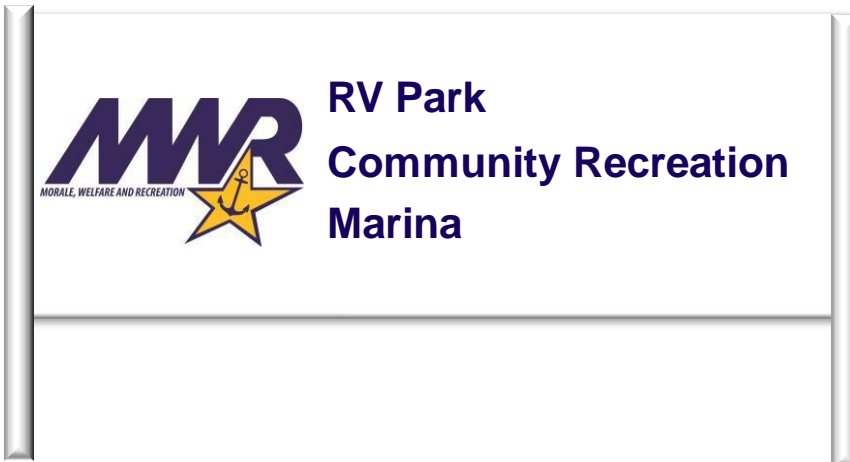
- Should identify the accommodation they provide (RV Park/Vacation Rental/Campground).
- For Vacation Rental sites that have Cottage/Cabin/ Townhomes etc. in their name, signs do not have to also include "Vacation Rentals" (**Signs 2 & 3**)
- May include one or both accommodation type name(s) and/or property name(s) (**Signs 1 & 2**)
- May include only accommodation type name(s) and/or Property name (**Sign 3**)

BUNDLED ENTRANCE & CHECK-IN BUILDING SIGNS

- Main Entrance
- Main/Check-In Office
- Building Entrance

SIGNAGE SPECIFICATIONS

- Bundled Sites are locations where Recreational Lodging is combined with other programs (i.e. Community Recreation, Marina, and Auto Skills Center).
- Please refer to MWR Logo Guide, “Signage-Building and Office Suites”
- Further specifications for entrance & check-in building signs at bundle locations may be implemented at discretion of the site/region.
- Sample signage provided on this page



DIRECTIONAL SIGNS

1- Directional Signage to the specific Accommodation



2- Check in -Standalone ONLY



3- Check in –Bundled program



SIGNAGE SPECIFICATIONS

All sites, regardless of bundled or standalone, should have directional signs that lead to a Recreational Lodging area and/or accommodations.

LOGO / GRAPHICS

The directional sign should include:

- Logo
- Accommodation type / unit numbers
- Directional arrow

Note - No other graphic should be placed on the sign

BACKGROUND

- Sign should be one solid background color

SIZE

- Logo about 40% of the sign area
- Text about 45 % of sign area

TEXT - (as needed)

- Accommodation type name
- Site numbers / Room Numbers (if needed)
- The words "Check-in"

LOCATOR SIGNS - All Sites (Standalone and Bundled)

1- Standalone and Bundled



2- Bundled Only-Check-in Desk Signs

Wall

Recreational Lodging
CHECK-IN

Pedestal

Recreational
Lodging
CHECK-IN

Hanging from Ceiling

Recreational Lodging
CHECK-IN



SIGNAGE SPECIFICATION:

- All sites, regardless of bundled or standalone, to include any locations that might have a MOA with another program, should have a Recreational Lodging locator sign.
- Signs should be attached to the unit or placed in front of the unit. Units include: RV Pads, Vacation Rentals (such as cabins, townhomes, cottages) and Tent Campgrounds.

Note: For MWR Logos usage, please refer to MWR Logo Guide.

Logo /Graphics- Signs 1 and 2

The sign should include: (one logo)

- MWR Recreational Lodging Logo
- MWR RV Park Logo
- MWR Vacation Rental Logo

LOCATION

Logo should be placed on the top-center or on left side of sign

SIZE

Logo/Name size should be a minimum of 30% of the sign

COLORS

- Full color logo, black logo, and Navy blue logo should be placed on white and light color backgrounds
- White logo should be placed in dark color backgrounds

Note –

No other logos should be placed on the sign.

TEXT

Sign 1 -

- Unit numbers or letters

Sign 2 -

- Unit name, number, and/or letters

Sign 3 - Examples of signs to use at the check-in desk (wall mounted, hanging from ceiling, and pedestal signs)

- Should include directional arrow (as needed).

Additional Signage Specifications

- New Logo Timeline / New signs:
 - At this time, it is not required to replace the Navy Getaways “MWR Star” Logo until new signage is needed and is being purchased.
 - The MWR Star Logo with the “Navy Getaways” text is being phased out. All new purchases after October 2021 should comply with this updated **Recreational Lodging Signage Guide**.
 - Recommend to fully transition to the new logo by FY26.
 - The Navy Getaway “Lantern” logo is retired and should not be utilized at this time.
- MWR Recreational Lodging Logo:
 - Logo use should be in accordance with **MWR Logo Guide**.
 - The following logos are now in place for use:
 - MWR Star Primary Logo
 - MWR Star Logo with “Recreational Lodging” text
 - MWR Star Logo with “RV Park” text
 - MWR Star Logo with “Vacation Rental” text
 - MWR Star Logo with “Navy Getaways” (until replacement is needed per above)
- Door signage: May include **Recreational Lodging Name**, hours of operation and contact information.
- All signs background & logo colors:
 - ✓ **Authorized colors** - White, blue, brown, gray and dark green.
 - ✓ **Not Authorized** - Red, yellow, orange, bright green and purple
 - ✓ MWR Recreational Lodging Logo: Logo should be in accordance with **MWR Logo Guide**.
- MWR Recreational Lodging Logo: Logo should be in accordance with the **MWR Logo Guide**. Refer to the **MWR Logo Guide** for proper logo usage, specification, do’s and don’t s, etc.
- Do you need assistance with signage design? Please contact your installation/regional marketing office.
- Purchase: Signage purchase coordination is site responsibility. This includes selection, contract sign design, production, delivery and installation.

Resources

- Recreational Lodging Logo files are available for downloading at:
- https://www.navymwr.org/resources/marketing/logos/mwr_subprogram/mwr_rvpark
- https://www.navymwr.org/resources/marketing/logos/mwr_subprogram/mwr_vacationrentals
- https://www.navymwr.org/resources/marketing/logos/MWR_SubProgram/mwr_reclodging
- MWR Logo Guide located on: <http://www.navymwr.org/resources/marketing/>

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