VET CENTER EST. 1979

Vet Center External Signage Guide

AUGUST 2025

Purpose

The U.S. Department of Veterans Affairs (VA) Veterans Health Administration (VHA) Readjustment Counseling Service (RCS) created this ***Vet Center Exterior Signage Guide*** to provide guidance on all exterior signage related to the Vet Center brand. This guide shall serve as the official directive and final authority for all Vet Center signage standards until a revised version is issued and released.

All exterior sign applications must comply with these standards without exception. Alteration of Vet Center logo colors or design is prohibited unless otherwise stated in the following documentation. All signs must be in accordance with the local code and landlord specifications.

NOTE: VA will approve all signage design schematics prior to fabrication and installation.

Variation shall not exist outside these design specifications without prior authorization. Sign vendor or lessor shall contact the Contracting Officers Representative (COR) for review and approval of any modifications through VA's Readjustment Counseling Service Communications Office.

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GENERAL REQUIREMENTS

1. Install time and design/specifications must be included in bid quote but be listed as separate line items.

2. This service order and installation shall be coordinated with Contracting Officers Representative (COR).

3. The installation shall occur and be completed Monday-Friday between the hours of 8:00 AM-4:30 PM.

4. Deliveries must be scheduled through the COR before installation.

5. Confirmation from vendor shall be sent via email to COR who will inspect that all products are installed 100%. Upon completion of inspection, the COR will email the Contracting Officer authorizing that products have been received complete and that payment can be released.

6. Any damage to the Vet Center facility incurred through the installation process must be repaired within 30 days at the vendor's expense.

EXTERIOR SIGNAGE REVIEW

- Lessor shall provide samples for the VA to review and approve prior to fabrication.
- Lessor shall provide Vet Center logo Exterior Signage on the Building Exterior as well as Door Decal signage.
- Lessor shall provide Vet Center logo Exterior Signage on Marquee.
- Lessor shall provide Vet Center logo Exterior Signage, Monument sign.
- Lessor shall develop, provide, deliver, stage/move, and install the new exterior sign.
- Lessor shall provide all the equipment, cabling, labor, materials, and sign.
- Signage shall be legible from main serving road.
- Signage shall comply with local municipality's codes and specifications.

SIZE: Maximum size in accordance with local building code.

PREFERRED EXTERIOR SIGNAGE APPLICATION: CHANNEL LETTERS ON A RACEWAY

Every effort shall be made to construct channel letters on a raceway, as this is the preferred application. In all cases where the channel letters on raceway sign is constructed for a building exterior, the exterior sign should be raceway mounted, with the raceway color matching the face of the building. The power connectors for the logo's star and red stripe shall be remote mounted with external power links.

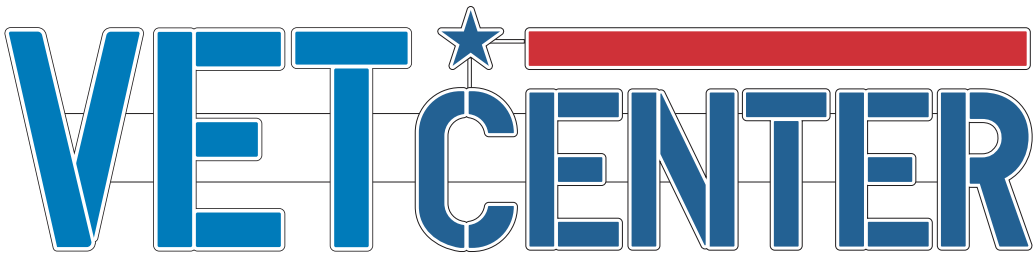
LIGHTING: In the case where illuminated signage is not permitted by ordinance, ½" thick stud-mounted acrylic letters shall be used.

Channel Letters on a Raceway Signs

CHANNEL LETTERS ON A RACEWAY

COLOR SPECIFICATIONS FOR CHANNEL LETTERS ON A RACEWAY SIGN

NOTE: The black outline is for visual reference only - trim cap is to be white. Pigmented vinyl or printed translucent vinyl application shall be used. If using printed translucent vinyl applications, the vinyl should be printed with an image-white-image process to ensure color consistency and density when the sign is illuminated. The image should be printed in color, overprinted in white, and overprinted again in color to avoid appearance of color washout when illuminated.



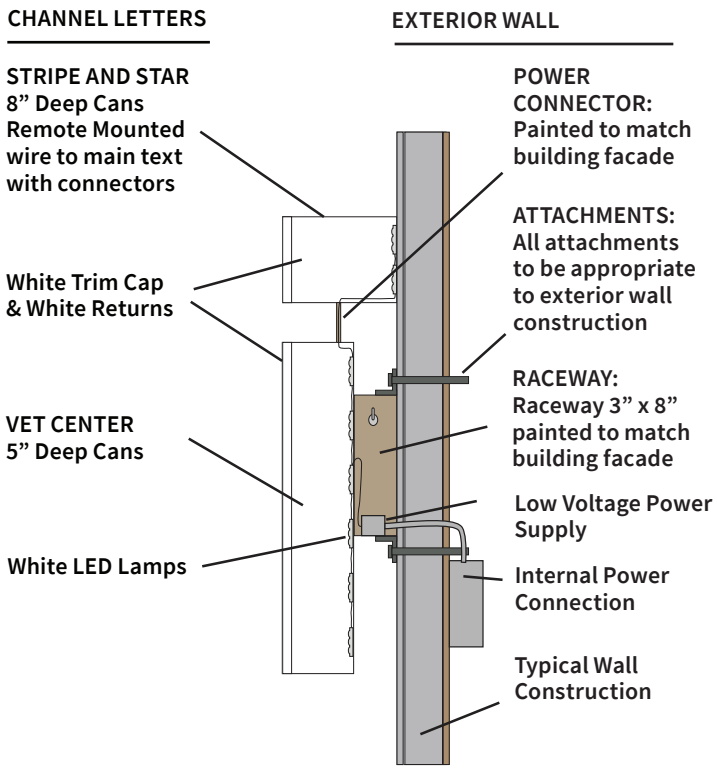
LIGHT BLUE- PANTONE 7461C
CMYK: 96 42 6 0

DARK BLUE- PANTONE 647C
CMYK: 91 63 20 4

RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR CHANNEL LETTERS ON A RACEWAY SIGN

CHANNEL LETTER FACES:
Channel letter faces should have a minimum 3/8th of an inch white reveal around the colored overlays.



MATERIAL SPECIFICATONS FOR CHANNEL LETTERS ON A RACEWAY SIGN

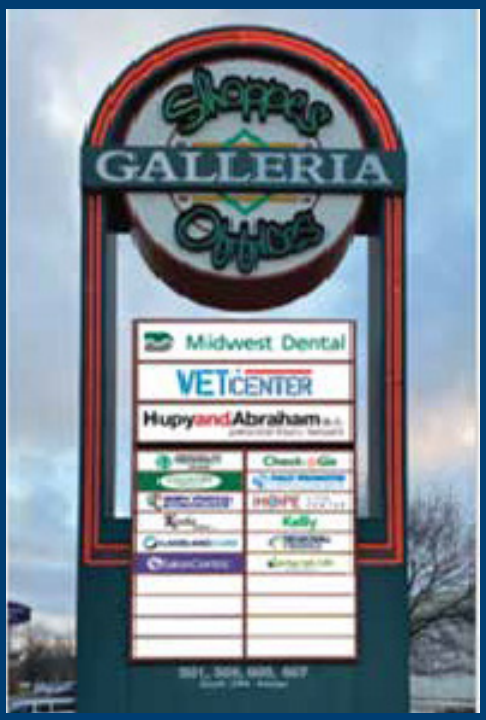
Colors are to be pigmented Translucent Vinyl over White Acrylic Faces with a minimum of 3/8th of an inch white reveal around each colored area. Trim cap and returns shall be white. White LED Illumination. Raceway mounted channel letters with raceway to match building. Each letter should be one piece, with vinyl and white space used to simulate the stencil effect.

SECONDARY EXTERIOR SIGNAGE APPLICATION: LIGHTBOX AND MULTI-TENANT DESIGN

In the case where the preferred application of the channel letters on a raceway sign is not possible, the secondary application choice is a lightbox and multi-tenant design. Where a lightbox sign is the only choice available, the logo design shall appear as shown in the color specifications for lightbox and multi-tenant design.

LIGHTING: Determined by existing signage.

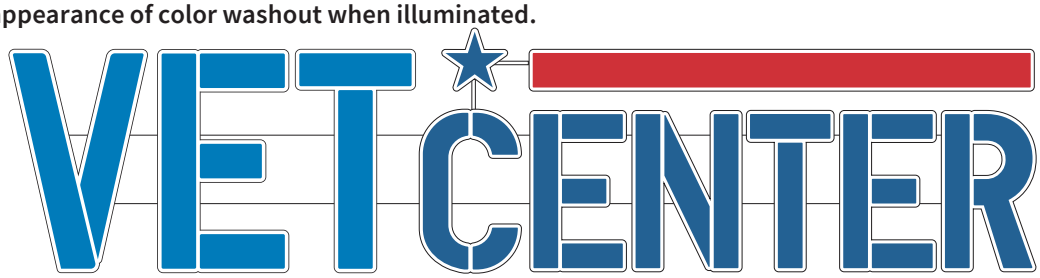
Lightbox and Multi-Tenant Design Signs



LIGHTBOX AND MULTI-TENANT SIGN

COLOR SPECIFICATIONS FOR LIGHTBOX AND MULTI-TENANT SIGN

NOTE: The black outline is for visual reference only - trim cap is to be white. Pigmented vinyl or printed translucent vinyl application shall be used. If using printed translucent vinyl applications, the vinyl should be printed with an image-white-image process to ensure color consistency and density when the sign is illuminated. The image should be printed in color, overprinted in white, and overprinted again in color to avoid appearance of color washout when illuminated.



LIGHT BLUE- PANTONE 7461C
CMYK: 96 42 6 0

DARK BLUE- PANTONE 647C
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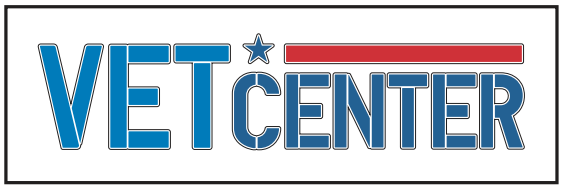
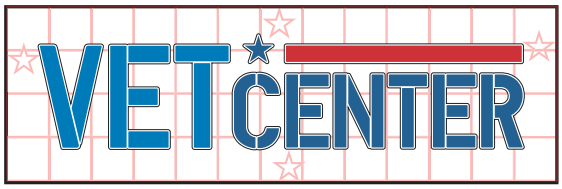
RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR LIGHTBOX AND MULTI-TENANT SIGN

PREFERRED DESIGN - NEW SIGNS

Due to the restrictive nature of sign codes and available space, accomodations have been made to allow a slightly smaller clear space but not to exceed the height or width of the star at scale.



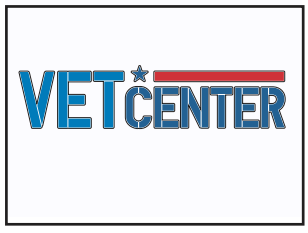


Clear space around logo cannot exceed the height or width of the star at scale within the lightbox space.

ALLOWABLE EXCEPTIONS: Maximizing Available Space

In the case where the logo design cannot expand symmetrically to the size of the lightbox, exceptions are allowed to maximize the logo design in either the height or the width of the lightbox space.

Logo maximized to fit allowable lightbox height.



Logo maximized to fit allowable lightbox width.

MATERIAL SPECIFICATONS FOR LIGHTBOX AND MULTI-TENANT SIGN

Pigmented vinyl or printed translucent vinyl application shall be used. If printing the image is required, the colors must match the specifications shown. Sign shall match existing site signage. New polycarbonate or acrylic panels shall be used.

SECONDARY EXTERIOR SIGNAGE APPLICATION: SINGLE TENANT MONUMENT AND PYLON SIGNS

In the case where the preferred application of the channel letters on a raceway sign is not possible, another secondary application choice is a single tenant monument or pylon sign design. The logo design shall appear as shown in the color specifications. If the sign face is wide and short, the vendor shall maximize the size of the logo leaving an appropriate amount of white space around the logo as indicated in the build specifications guidance.

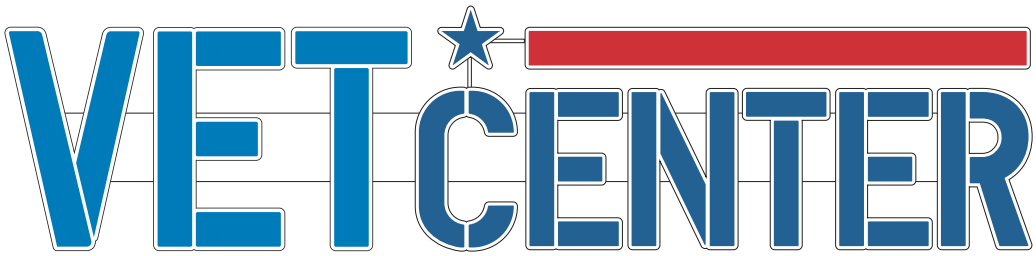
LIGHTING: Determined by existing signage.

Single Tenant Monument and Pylon Signs

SINGLE TENANT MONUMENT AND PYLON SIGN

COLOR SPECIFICATIONS FOR SINGLE TENANT MONUMENT AND PYLON SIGN

NOTE: The black outline is for visual reference only - trim cap is to be white. Pigmented vinyl or printed translucent vinyl application shall be used. If using printed translucent vinyl applications, the vinyl should be printed with an image-white-image process to ensure color consistency and density when the sign is illuminated. The image should be printed in color, overprinted in white, and overprinted again in color to avoid appearance of color washout when illuminated.



LIGHT BLUE- PANTONE 7461C
CMYK: 96 42 6 0

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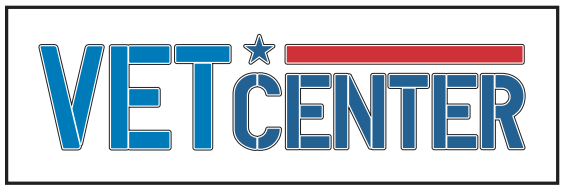
CMYK: 91 63 20 4

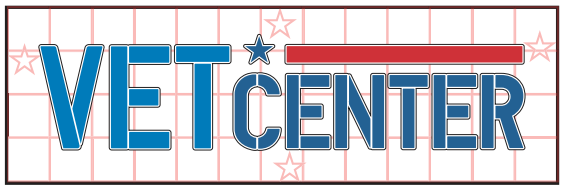
RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR SINGLE TENANT MONUMENT AND PYLON SIGN

PREFERRED DESIGN - NEW SIGNS

Due to the restrictive nature of sign codes and available space, accomodations have been made to allow a slightly smaller clear space but not to exceed the height or width of the star at scale.



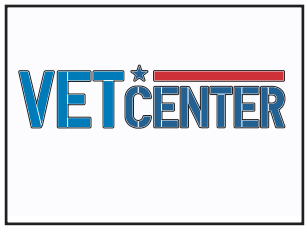


Clear space around logo cannot exceed the height or width of the star at scale within the lightbox space.

ALLOWABLE EXCEPTIONS: Maximizing Available Space

In the case where the logo design cannot expand symmetrically to the size of the lightbox, exceptions are allowed to maximize the logo design in either the height or the width of the lightbox space.

Logo maximized to fit allowable lightbox height.



Logo maximized to fit allowable lightbox width.

MATERIALS FOR SINGLE TENANT MONUMENT AND PYLON SIGN

Pigmented vinyl or printed translucent vinyl application shall be used. If printing the image is required, the colors must match the specifications shown. Sign shall match existing site signage. New polycarbonate or acrylic panels shall be used.

Restrictive Tenant Panel

SECONDARY EXTERIOR SIGNAGE APPLICATION: RESTRICTIVE TENANT PANEL SIGNS

In the case where the preferred application of the channel letters on a raceway sign is not possible, a secondary application choice is a restrictive tenant panel sign. When there is nothing but a solid, non-illuminated panel to use (common in office complexes, with multi-tenant panels) the words “Vet Center” shall be used in the appropriate color and font for that sign. Wherever possible, the logo shall be shown. When the logo cannot be used, the words “Vet Center” shall be used.

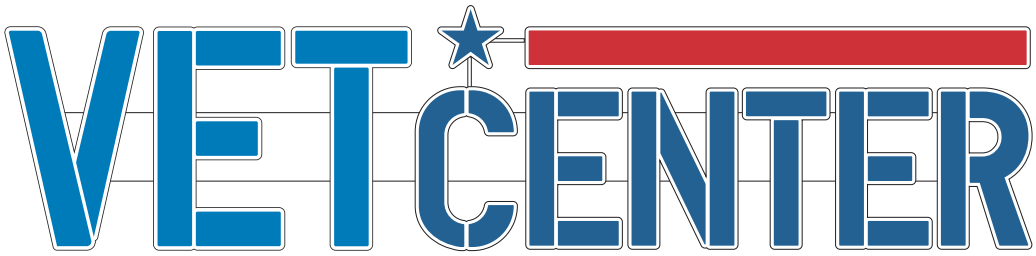
LIGHTING: Determined by existing signage.

Restrictive Tenant Panel Signs

RESTRICTIVE TENANT PANEL SIGN

COLOR SPECIFICATIONS FOR RESTRICTIVE TENANT PANEL SIGN

NOTE: The black outline is for visual reference only - trim cap is to be white. Pigmented vinyl or printed translucent vinyl application shall be used. If using printed translucent vinyl applications, the vinyl should be printed with an image-white-image process to ensure color consistency and density when the sign is illuminated. The image should be printed in color, overprinted in white, and overprinted again in color to avoid appearance of color washout when illuminated.



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CMYK: 96 42 6 0

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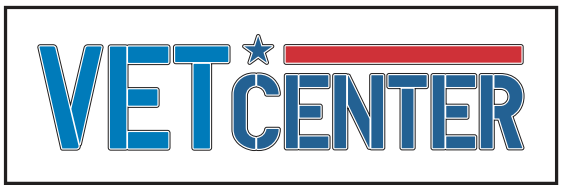
CMYK: 91 63 20 4

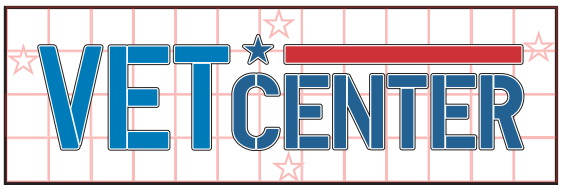
RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR RESTRICTIVE TENANT PANEL SIGN

PREFERRED DESIGN - NEW SIGNS

Due to the restrictive nature of sign codes and available space, accomodations have been made to allow a slightly smaller clear space but not to exceed the height or width of the star at scale. **When possible, follow the guidelines for logo spacing within the restricitve tenant panel.**



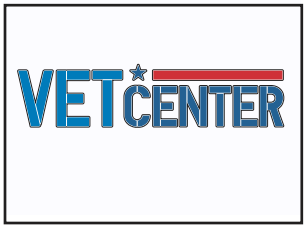


Clear space around logo cannot exceed the height or width of the star at scale within the lightbox space.

ALLOWABLE EXCEPTIONS: Maximizing Available Space

In the case where the logo design cannot expand symmetrically to the size of the lightbox, exceptions are allowed to maximize the logo design in either the height or the width of the lightbox space.

Logo maximized to fit allowable lightbox height.



Logo maximized to fit allowable lightbox width.

MATERIAL SPECIFICATIONS FOR RESTRICTIVE TENANT PANEL SIGN

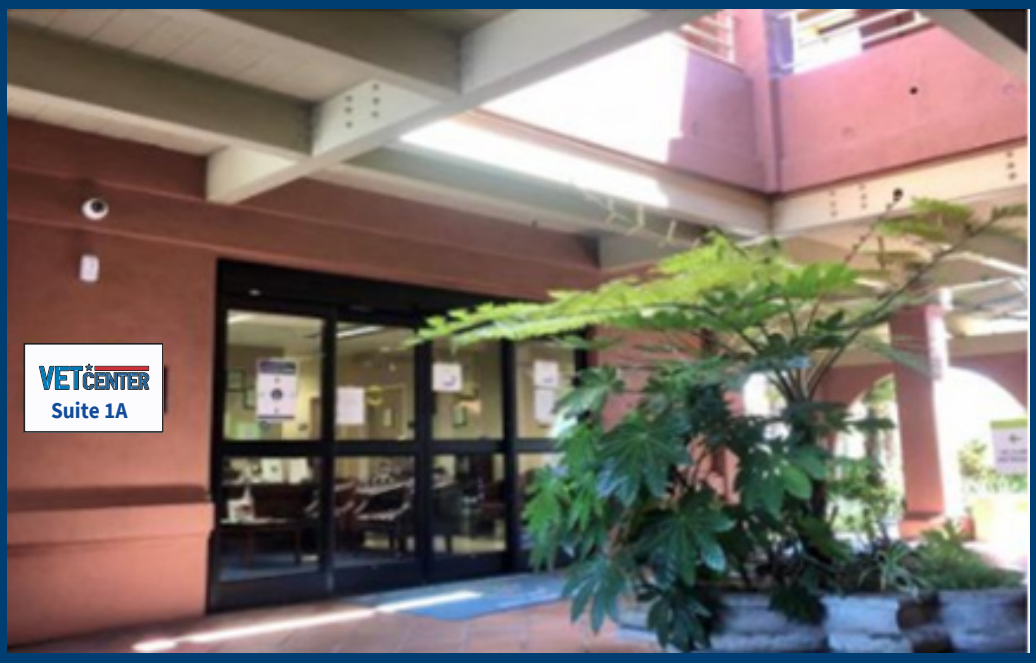
The materials should match the existing signage, and can range from cut vinyl lettering to routed/engraved tenant panels.

SECONDARY EXTERIOR SIGNAGE APPLICATION: EXTERIOR POSTED PANEL SIGN

Where there is no ability to place a channel lettering on raceway sign, monument sign, or pylon sign, thus restricting you to a sign by the entrance door, an exterior posted panel sign shall be used. If space is not available by the entrance door, a non-illuminated post and panel sign shall be constructed outside of the building, near the main entrance. All exterior Vet Center signage within a facililty, i.e. medical building, must comply with regulations set forth by the Americans with Disabilities Act (ADA) and include braille, as required.

LIGHTING: Determined by signage placement.

Exterior Posted Panel Sign - Entrance Door or Nearby

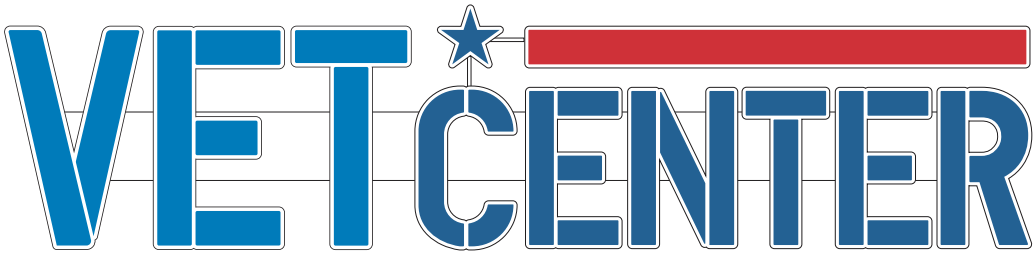


Entrance Panel Sign

EXTERIOR POSTED PANEL SIGN - ENTRANCE DOOR OR NEARBY

COLOR SPECIFICATIONS FOR ENTRANCE PANEL SIGN

NOTE: The black outline is for visual reference only - trim cap is to be white. Pigmented vinyl or printed translucent vinyl application shall be used. If using printed translucent vinyl applications, the vinyl should be printed with an image-white-image process to ensure color consistency and density when the sign is illuminated. The image should be printed in color, overprinted in white, and overprinted again in color to avoid appearance of color washout when illuminated.



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CMYK: 96 42 6 0

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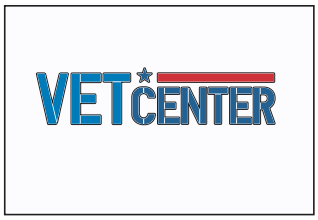
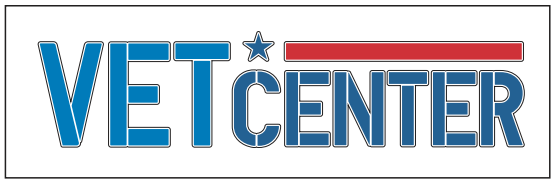
RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR ENTRANCE PANEL SIGN

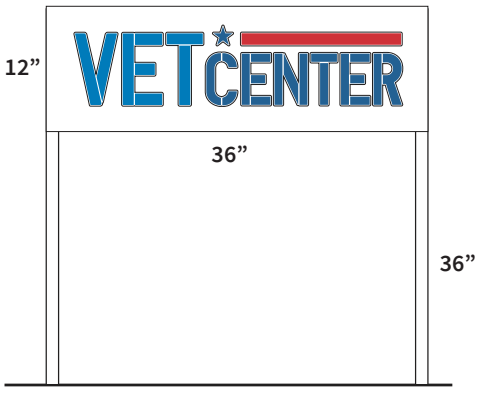
ACCEPTABLE SIGN DESIGN

12”w x 8” h





19” w x 6” h



A 2” d x 12” h x 36” w aluminum post and panel with internal 2” square posts is required. The sign base shall be no less than 24” above grade. (This is not to be confused with a directional sign.)

MATERIAL SPECIFICATIONS FOR ENTRANCE PANEL SIGN

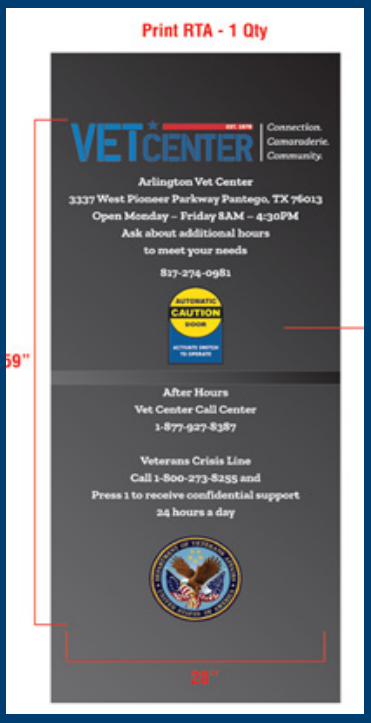
Pigmented vinyl or printed translucent vinyl application shall be used. If printing the image is required, the colors must match the specifications shown. Sign shall match existing site signage. New polycarbonate or acrylic panels shall be used.

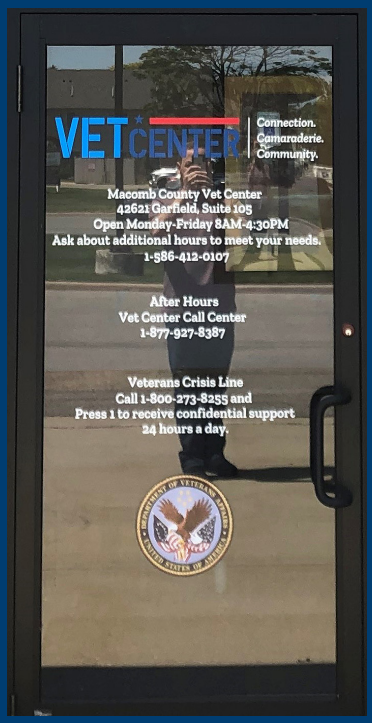
DOOR DECAL SIGNAGE

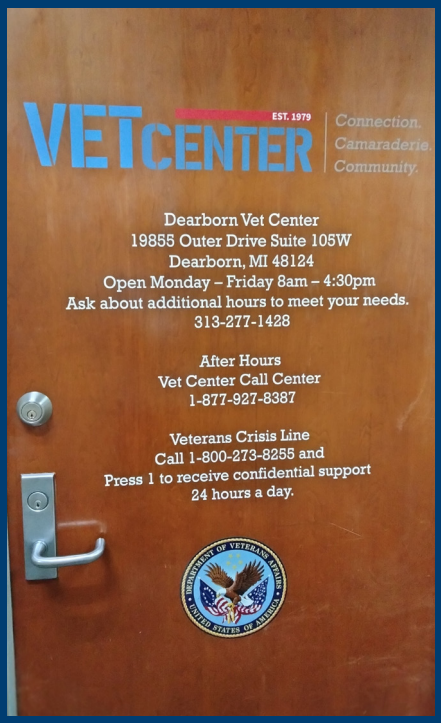
The Lessor shall provide signage on the main entrance door. The door decal shall be printed on a clear background. A white poster-like background for the door decal display is unacceptable. The Vet Center Call Center number shall be shown as the numeric 1-877-927-8387 only. Avoid use of the "WAR-VETS" phonewords. A full-color Vet Center logo shall be used with an accompanying "Connection. Camaraderie. Community." slogan in white. Alterations to this brand shall not be made. If other building notices are needed, such as an automatic door symbol, spacing accommodations can be made. For the Veterans Crisis Line, refer to the build specifications and use "Dial 988" instead of "Call 1-800-273-8255."

Accompanying font: Zilla Slab preferred; Rockwell is an approved alternative.

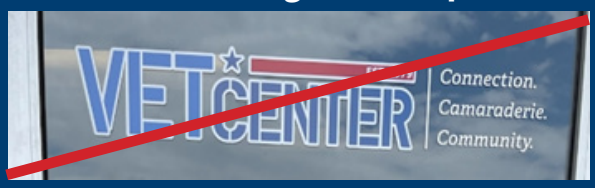
Door Decal Signage







NOTE: (Above left) Spacing accomodations for automatic door symbol may be made. (Below) The door decal shall be printed on a clear background. A white poster-like background or a white stroke around the lettering is unacceptable.



DOOR DECAL SIGNAGE

COLOR SPECIFICATIONS FOR DOOR DECAL SIGNAGE

NOTE: The black background is for visual reference only. An additional white stroke around the letters of the Vet Center slogan logo should not be added for the purposes of the door decal. This differs from other designs used for prominent exterior signage.

LIGHT BLUE- PANTONE 7461C
CMYK: 96 42 6 0

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RED- PANTONE 1797C
CMYK: 13 94 83 3

BUILD SPECIFICATIONS FOR DOOR DECAL SIGNAGE

VET CENTER EST. 1979 | Connection. Camaraderie. Community.

Hilo Vet Center
70 Lanihuli Street, Suite 102, Hilo, HI 96720
Open Monday - Friday 8:00 A.M. - 4:30 P.M.
Ask about additional hours to meet your needs
808-969-3833
www.va.gov/Hilo-Vet-Center

After Hours
Vet Center Call Center
1-877-927-8387

Veterans Crisis Line
Dial 988 and Press 1 to recieve
confidential support 24 hours a day.

[Vet Center Slogan Logo]

[Vet Center or Vet Center Outstation Name]
Greatest Vet Center Outstation
[Vet Center Address] 123 Lane, Greatest City, VA 12345
[Core Hours] Open Monday-Friday 8:00 A.M. - 4:30 P.M.
Ask about additional hours to meet your needs
[Vet Center Office Phone Number] (012) 345-6789
[Vet Center website] www.va.gov/Hilo-Vet-Center

After Hours
Vet Center Call Center
1-877-927-8387

Veterans Crisis Line
Dial 988 and Press 1 to receive
confidential support 24 hours a day.

[VA Seal]

MATERIAL SPECIFICATIONS FOR DOOR DECAL SIGNAGE

Digitally printed on clear vinyl application shall be used. The colors must match the color specifications of the logos.

VET CENTER
EST. 1979

VA | U.S. Department of Veterans Affairs