



Director of Administration and Management  
**ADMINISTRATIVE  
INSTRUCTION**

**NUMBER 103**

October 20, 2008

Incorporating Change 2, May 13, 2022

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FSD, WHS

SUBJECT: Exhibits, Artwork, and Signs on the Pentagon Reservation

References: See Enclosure 1

1. PURPOSE. This Administrative Instruction (AI):

a. Reissues AI 103 (Reference (a)) in accordance with the authority in DoD Directive 5110.04 (Reference (b)) and DoD Instruction 5025.01 (Reference (c)) to update criteria, procedures, and responsibilities for all exhibits and signs in the Pentagon and on the Pentagon Reservation under the authority of the Director, Washington Headquarters Services (WHS).

b. Describes the type of exhibits that are permitted; applicable criteria for the exhibits, artwork, and signs; the approval process; and responsibility for funding and maintenance of the exhibits.

c. Describes space in the Pentagon where the Pentagon Building Management Office (PBMO), the Pentagon Renovation and Construction Program Office (PenRen), and tenant activities are responsible for providing and maintaining signs. The PBMO and Federal Office Building 2 (FOB2) will be hereafter referred to as the "Building Management Office (BMO)."

2. APPLICABILITY. This AI applies to:

a. OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, Combatant Command representatives assigned to the Pentagon Reservation, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to as the "DoD Components").

b. Private organizations, tenants who occupy space on the Pentagon Reservation, and other Government organizations that desire to erect exhibits and signs on the Pentagon Reservation.

3. DEFINITIONS.

a. agency space. Space assigned to various DoD Components who are tenants of the Pentagon.

b. exhibits. Fixed, freestanding, portable, wall-mounted, or built-in displays, including artwork, that provide information about the DoD mission to occupants and visitors of the Pentagon. Exhibits are either temporary or permanent.

(1) Temporary. Those exhibits that remain on display for a specified period of time, usually not to exceed 1 month.

(2) Permanent. Those exhibits that remain on display indefinitely.

c. Pentagon Reservation. The area of land (consisting of approximately 280 acres) and improvements thereon, located in Arlington, Virginia, on which the Pentagon Office Building, FOB2, the Pentagon Heating and Refrigeration Plant, and other related facilities are located, including various areas designated for the parking of vehicles, and including the land and physical facilities at the Raven Rock Mountain Complex.

d. public space. Public access space, such as corridors, walkways, throughways, hallways, and stairways.

4. POLICY. It is OSD policy in accordance with Reference (b) that WHS regulates the display of exhibits, artwork, and signs on the Pentagon Reservation.

a. Exhibits, artwork, and signs shall adhere to the standards and criteria in Enclosure 2, which are established by the Pentagon Governance Council (PGC) and implemented by the Pentagon Corridor Committee (PCC).

b. All exhibits, artwork, and signs in renovated space shall comply with all applicable State and county building codes. In addition, they shall comply with the access standards issued by the Secretary of Defense pursuant to the Architectural Barriers Act of 1968, as amended, and section 504 of the Rehabilitation Act of 1973, as amended (Reference (d)), which requires agencies to provide access for individuals with physical and other disabilities.

5. RESPONSIBILITIES. See Enclosure 3.

6. PROCEDURES. See Enclosure 4.

7. INFORMATION COLLECTIONS. DD Form 2798, "Application/Permit for Use of Space on the Pentagon Reservation," referred to in paragraph 2.a.(6) of Enclosure 2, paragraph 5 of Enclosure 3, and paragraph 1 of Enclosure 4 of this issuance, does not require licensing with a report control symbol in accordance with Paragraph 1.b.(9) of Volume 1 of DoD Manual 8910.01 (Reference (e)).

8. RELEASABILITY. **Cleared for public release.** This AI is available on the Directives Division Website at <http://www.esd.whs.mil/DD>.

9. SUMMARY OF CHANGE 2. This change is administrative and, in accordance with the March 21, 2022 Washington Headquarters Services Memorandum (Reference (f)):

a. Reassigns the Director of Administration, Office of the Deputy Chief Management Officer of the Department of Defense responsibilities and duties to the Director of Administration and Management (DA&M) in accordance with Section 901 of Public Law 116-283 (Reference (g)), which eliminated the position of the Deputy Chief Management Officer of the Department of Defense effective January 1, 2021, and the January 11, 2021 Deputy Secretary of Defense Memorandum (Reference (h)), which implemented Reference (g) and reestablished the DA&M.

b. Updates organizational titles and references for accuracy.

10. EFFECTIVE DATE. This AI is effective June 20, 2008.



Albert C. Ellett  
Acting Director  
Washington Headquarters Services

Enclosures

1. References
2. Standards and Design Criteria for Exhibits, Artwork, and Signs
3. Responsibilities
4. Procedures

ENCLOSURE 1

REFERENCES

- (a) Administrative Instruction No. 103, “Exhibits and Signs in the Renovated Pentagon and Pentagon Reservation,” November 23, 1999 (hereby canceled)
- (b) DoD Directive 5110.04, “Washington Headquarters Services (WHS),” March 27, 2013
- (c) DoD Instruction 5025.01, “DoD Issuances Program,” August 1, 2016, as amended
- (d) Current Access Standards issued by the Secretary of Defense pursuant to the Architectural Barriers Act of 1968, as amended, and section 504 of the Rehabilitation Act of 1973, as amended<sup>1</sup>
- (e) DoD Manual 8910.01, Volume 1, “DoD Information Collections Manual: Procedures for DoD Internal Information Collections,” June 30, 2014, as amended
- (f) Washington Headquarters Services Memorandum, “Approval of Administrative Changes to Office of the Director of Administration and Management (ODA&M) DoD Issuances, Phase 2,” March 21, 2022
- (g) Public Law 116-283, “William M. (Mac) Thornberry National Defense Authorization Act for Fiscal Year 2021,” January 1, 2021
- (h) Deputy Secretary of Defense Memorandum, “Disestablishment of the Chief Management Officer of the DoD and Realignment of Functions and Responsibilities,” January 11, 2021
- (i) National Fire Protection Association, “Life Safety Code,” as amended
- (j) DoD Instruction 5030.60, “Reimbursable Project Work Authorization (Above Standard Orders) Procedures for Washington Headquarters Services (WHS)-Owned and Delegated Leased Facilities,” July 24, 2015
- (k) Pentagon Governance Council Charter, December 15, 2005<sup>2</sup>

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<sup>1</sup> This document is available at <http://corpslakes.usace.army.mil/employees/access/pdfs/memo-20oct93.pdf>  
The phone number for the U.S. Access Board is (800) 872-2253.  
The Architectural Barriers Act of 1968 is available at <http://www.access-board.gov/about/laws/ABA.htm>.  
Section 504 of the Rehabilitation Act of 1973 is available at  
<http://www.access-board.gov/enforcement/rehab-act-text/title5.htm>.

<sup>2</sup> This document is available on the Intranet at <https://www.customerresources.whs.mil/PGC/PGC.cfm>

ENCLOSURE 2

STANDARDS AND DESIGN CRITERIA FOR EXHIBITS, ARTWORK, AND SIGNS

1. PCC. The PCC will establish and maintain standards and criteria for exhibits, artwork, and signs in the Pentagon and on the Pentagon Reservation. Standards and criteria that the PCC maintains shall cover the exhibit's purpose, size, proposed location, design standards, applicable legal requirements, building code, security requirements, life safety (according to the National Fire Protection Association's "Life Safety Code" (Reference (i)), compliance with Reference (d), and building management factors. The PCC standards and criteria shall, at a minimum, include the standards and criteria listed in section 2 of this Enclosure. The PCC may waive the application of a standard or criteria, including those listed in section 2, on a case-by-case basis as it determines appropriate.

2. STANDARDS AND CRITERIA

a. Exhibits

(1) Exhibits may be either temporary or permanent. Legacy exhibits and enclosures may require modifications to accommodate criteria set forth within this AI. Examples of permanent exhibits are the Bradley, Eisenhower, and MacArthur Corridors and the Hall of Heroes. Examples of temporary exhibits are the Combined Federal Campaign exhibit, special emphasis exhibits, drug awareness events, and crime prevention awareness exhibits.

(2) Exhibits will be housed in public space only if they are of general interest to the public and the entire DoD community. Exhibits that are of interest only to the sponsoring or requesting agency, or that relate to a particular agency only, will be housed in agency space and not in public space.

(3) Exhibits will comply with all access requirements mandated by Reference (d), such as accommodations for the physically and visually impaired, safety requirements, State and county building codes, and security requirements established by the Pentagon Force Protection Agency.

(4) Exhibit design review for proposed exhibits consists of an evaluation of the exhibit's craftsmanship, materials, content, and overall appearance in order to ensure it meets the requirements of this AI.

(5) Exhibit design requirements will vary for different areas of the Pentagon. For example, certain areas on the Concourse may have height restrictions (e.g., 4 feet), whereas that same exhibit may have a different restriction elsewhere (e.g., 8 feet high outside the cafeterias). Lighting, electrical motors, speakers, and other energy consuming features are not permitted for permanent exhibits.

(6) During the initial fit-out for agency space under renovation, agencies may begin the process of submitting DD Form 2798, available on the Internet at [www.dtic.mil/whs/directives/infomgt/forms/formsprogram.htm](http://www.dtic.mil/whs/directives/infomgt/forms/formsprogram.htm). Agencies are responsible for providing funds for exhibits, artwork, and signs not covered by PenRen. Artwork or other decoration intended for direct application to walls, columns, and other building surfaces is not authorized, unless approved by the PCC consistent with this AI.

(7) Each exhibit will include a sign identifying the sponsoring organization and a point of contact telephone number.

b. Signs

(1) The system of signs for the renovated Pentagon consists of modular aluminum panels that fit onto a fixed backing panel with an integral framework and are locked into place with removable end caps. PenRen maintains a list of vendors from which the approved signs may be procured. The wording on signs consists of vinyl lettering, which is applied to the aluminum panels. Agency signs may be updated using the methods in paragraphs 2.b.(1)(a) through 2.b.(1)(c) of this enclosure. Reimbursement for updates shall be accomplished in accordance with DoD Instruction 5030.60 (Reference (j)).

(a) In-house graphics support facilities.

(b) Procurement of signs from agency contractors who are capable of maintaining strict adherence to the standards of this enclosure.

(c) Term contracts established by BMO to procure signs.

(2) Signs for room numbers shall adhere to the standard nomenclature for fire, safety, and security purposes and shall be placed at a height of 5 feet from the floor on the non-hinge side of the door. Signs shall conform to the following additional standards:

(a) As outlined in Reference (d):

1. Recommended stroke width and height for numbers and letters;
2. Typeface with raised pictograms and Braille characters; and
3. Standard mounting height for tactile signs.

(b) Color standards:

1. Type. Dark brown (to match “deep bronze” finish).
2. Accent Bar. Deep bronze color (matches door hardware with light beige letters and numbers).

3. Raised Letters or Pictograms Signs. Dark brown type or symbol on light beige background.

4. Overhead Signs. Light beige letters or numerals on deep bronze background.

(c) Typography standards:

1. Standard typeface for interior signs is Helvetica Medium, with other weights or configurations of the Helvetica typeface family used sparingly for emphasis, differentiation, etc.

2. Type should be aligned flush left with a ragged right layout. Room numbers will be centered.

3. Line spacing will be “normal” for the typeface(s) used, and text will be centered vertically within all sign “strips.”

4. Type sizes vary depending upon application.

ENCLOSURE 3

RESPONSIBILITIES

1. Director of Administration and Management (DA&M). The DA&M, in their capacity as Director of the PGC, shall maintain oversight and cognizance of exhibits and signs in the Pentagon according to the PGC Charter (Reference (k)).
  
2. CHAIRMAN, PCC. The Chairman, PCC, under the authority, direction, and control of the DA&M:
  - a. Establishes standard size, color, and design criteria for all exhibits, artwork, and signs on the Pentagon Reservation in coordination with the requesting agency and any affected parties. The PCC will augment existing standards and criteria for tenant occupancy plans where required.
  
  - b. Approves or disapproves requests for nonstandard signs or requests for new, changed, or relocated exhibits, including appeal requests, based on the criteria in Enclosure 2.
  
3. BUILDING MANAGER, BMO. The Building Manager, BMO, Facilities Services Division, WHS, shall:
  - a. Procure signs outside of PenRen's contractual requirements (building requirement signs) in coordination with PenRen.
  
  - b. Maintain all building signs in public space, as indicated in paragraph 2.b. of Enclosure 2, after PenRen turns the renovated space over to BMO.
  
  - c. Maintain all building signs in public spaces. Public space signs shall include, but not be limited to, signs denoting rings and corridors, elevators, escalators, stairs, telephones, telephone closets, mechanical rooms, fire extinguishers, fire cabinets, rest rooms, vending areas, and locator maps and signs.
  
  - d. Once renovated space is turned over to BMO, fund all new or changed public area signs, except agency signs.
  
  - e. On a cost-reimbursable basis, procure signs for agencies, when requested, beyond those procured by PenRen (e.g., replacement signs or signs for new doors).
  
  - f. Review and recommend approval or disapproval of requests for new and relocated exhibits and nonstandard signs using the criteria in Enclosure 2, and forward recommendations to the PCC. Applicants should contact BMO to check on the status of their application.



g. Ensure proposed exhibits, artwork, and signs are approved during a design review that includes an evaluation of the exhibit's craftsmanship, materials, content, and overall appearance in order to meet the requirements of this AI.

4. DIRECTOR, PENREN. The Director, PenRen, WHS, shall:

a. Procure all initial signs (standard sign packages) in renovated public space in the Pentagon, including agency signs.

b. Coordinate with the BMO on requests to provide signs in renovated public space.

c. The PenRen-assigned action officer shall provide and update agency signs in renovated public space until it is turned over to the BMO.

5. HEADS OF TENANT AGENCIES. Heads of tenant agencies shall:

a. Prior to acceptance of renovated space, provide a tenant occupancy plan and signage. A description of the agency's planned usage of any exhibits and artwork is recommended.

b. Prior to occupancy, provide DD Form 2798 to the BMO for the use of public space for exhibits, artwork, and signs.

c. After occupancy, update agency signs in public space and comply with requirements for standardized signs in public space, according to Enclosure 2.

d. Maintain the content of permanent exhibits and the overall appearance and timeliness of exhibited materials for which they are the sponsoring agency (i.e., the agency to which the exhibit belongs). Exhibits with changing content must receive approval from the BMO prior to initiating the change. For wall mounted glass cases, approval is also required when building systems are impacted. Agencies may provide funds for the BMO to maintain and clean exhibits.

e. Establish an approved list of designated points of contact for their own agency that shall approve all requests from that agency prior to formally submitting a DD Form 2798 to be approved by the BMO and the PCC. If a DD Form 2798 is received by the BMO and has not been approved by the tenant agency designated organization, the BMO shall return the application for approval.

f. Provide to the BMO a complete list of the designated points of contact for their respective organization and shall provide updates to the list as required.

ENCLOSURE 4

PROCEDURES

1. The requesting agency shall submit all requests for new or relocated exhibits, artwork, and signs to the designated agency facility officer, who shall review and, if approved, forward to BMO for processing. Requests must include the following:

a. DD Form 2798, signed by a general officer or civilian equivalent or designated official approved by the sponsoring agency's designated organization according to paragraph 5.f. of Enclosure 3.

b. A memorandum on letterhead stationery with:

(1) A narrative description of the exhibit.

(2) A statement of how the exhibit relates to the agency mission.

(3) Agency certification that it will bear the financial responsibility of maintaining the exhibit and any expenses and repairs associated with its removal.

(4) Points of contact for the sponsoring and requesting agencies.

(5) Drawings, photographs, or other descriptive material of the exhibit and its proposed location.

c. If the applicant represents an agency, a letter or other documentation indicating that the applicant has authority to represent the agency.

2. The BMO shall review requests for new, relocated, or revised exhibits, artwork, and signs, approve or disapprove the requests, and notify the requesting agency of its determination. When requests are disapproved, BMO will provide guidance or suggestions on how resubmitted requests can be improved or corrected so that subsequent approval is possible.

3. The BMO shall forward all approved requests for new, relocated, or revised exhibits, artwork, and signs to the PCC. The PCC shall review the requests, approve or disapprove them based on the criteria in Enclosure 2, and notify the requesting agency of its determination. The timeframe for processing requests may vary depending upon the complexity of the exhibits, artwork, and signs.

4. Tenant space build-out plans for renovated space shall identify which space may be used by the agency for display purposes. In general, perimeter walls of the agency space determine the exhibit and sign area. Building management factors and life safety criteria may limit the exhibit and sign area. (See Reference (i).)