



**NATIONAL MUSEUM**  
OF THE  
**MARINE CORPS™**

**Semper Fidelis Memorial Park**  
at the  
**Marine Corps Heritage Center**



**Guidelines for Plaques**

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## OVERVIEW

The Marine Corps Heritage Foundation (MCHF)/National Museum of the Marine Corps (NMMC) makes information for monuments and rally point guidelines for Semper Fidelis Memorial Park available on its web sites to enhance public knowledge and promote a better understanding of the process involving the placement of a memorial. This information comes from a wide variety of internal sources within MCHF/NMMC and attempts to provide and maintain clear, accurate and timely information. However, MCHF/NMMC cannot guarantee the quality, completeness or timeliness of the data provided. MCHF/NMMC retains the right to change any content involving these guidelines without prior notice and donor/organization should contact the Marine Corps Heritage Foundation before engaging in any type of financial obligations involving the placement of a monument in Semper Fidelis Memorial Park.

**Background:** Semper Fidelis Memorial Park is located adjacent to the National Museum of the Marine Corps on the grounds of the Marine Corps Heritage Center, in Triangle, Virginia. The Center is part of Marine Corps Base Quantico, but the Museum and its grounds are located outside the gates of the Base. The Center is open every day but Christmas, from 9:00 a.m. to 5:00 p.m. Admission and parking are free, and approximately 500,000 guests have visited the Museum each year since it opened in November 2006. The project is the result of a dynamic partnership between the U.S. Marine Corps and the Marine Corps Heritage Foundation (MCHF). The Marine Corps Heritage Foundation raised the funds required to build the Museum and Semper Fidelis Memorial Chapel and Park.

**Construction:** Along the paved trails of the Park (over 2.5 miles), there are opportunities for organizations associated with the Marine Corps to sponsor a rally point, monument, or plaque. Sponsors take full responsibility for the cost and the installation of the rally point, monument or plaque, to include a one-time fee placed in escrow for long-term maintenance. The precise location of any monument is dependent on the shape and size of the piece itself and the availability of installation sites. The Marine Corps Heritage Foundation is responsible for collecting the site fee and escrow fee and arranging for the installation as well as selection of the site for the rally point, monument or plaque. Design, manufacturing, and installation fees are the responsibility of the group and paid directly to the designer/production company.

Once the group has an agreed upon a final proof, they must submit it to MCHF for review before sending to the selection committee. Each monument group must work closely with MCHF throughout the design process and installation. A selection committee chaired by the President, Marine Corps University, the director of NMMC, Marine Corps History Division, and the President and CEO of the MCHF considers all proposals for rally points, monuments and plaques. Organizations interested in proposing a monument or rally point monument should submit a concept, including dimensions, a materials list, any text to be included, name of sculptor or fabricator, and a sketch of the finished piece to:

Marine Corps Heritage Foundation  
18900 Jefferson Davis Hwy  
Triangle, VA 22172

Organizations must not begin production of a monument, rally point, or plaque until a final approval letter has been received from the selection committee. Approval to begin production will be given by MCHF to the fabricator once the approval letter has been finalized and received by the organization requesting monument, rally point, or plaque.

## Plaques

**Guidelines:** Most of the plaques that have been approved to date are based on minimal wording and simple logos that pertain directly to the Unit/group being recognized. These plaques are cost effective, easy to install and maintain, and interact well with the natural surroundings of Semper Fidelis Memorial Park. The committee will also consider more complex designs, but these also require a more intensive review process.

The Park is open to visitors to the Center, and the trails are fully accessible. While security is provided, anyone proposing a monument should know that the piece will be touched and exposed to varying types of weather. There are no barriers provided between the public and the monuments.

Examples of installed plaques can be found at the Museum's website, at [www.usmcmuseum.org](http://www.usmcmuseum.org), and at MCHF's web site at [www.marineheritage.org](http://www.marineheritage.org).

The following guidelines apply to all proposals:

### **Technical Guidance:**

Footprint: Plaque dimensions may not exceed 1088 total square inches.

Materials: The materials of each plaque shall be bronze, 5/16 inch thick, with raised satin copy; single-line, beveled-edge border; brown painted background with a pebble finish; and blind mount with no rosette fasteners.

### **Design Considerations:**

- Plaques shall honor units, groups, classes, and other Marine Corps teams, not individuals.
- Art work shall be limited to symbols and other general artistic representations that support the content and the proposers of the plaque, such as Marine Corps unit emblems, the Eagle, Globe, and Anchor, the U.S. flag, and similar expressions ; proposers should not include photographic likenesses, detailed interpretive maps, and other illustrative exhibitry.
- Content of the plaques should be general in nature to include names and overview information; content should not be interpretive.
- The text of a commemorative plaque should be simple. Call out the group or individuals being honored, why, when, and where; keep it basic and simple. Think in terms of a line or two for each. Ensure that spelling and dates are correct and format is consistent.
- Narrative paragraphs and lengthy descriptions are not encouraged. Quotations that speak to your subject may add historical context and authority.

## Review process for plaques

The selection committee will initiate the concept review of all proposals, consulting with other subjectmatter experts as needed. In some cases, the initial package may contain sufficient detail to fully approve the proposal. If not, the proposer may be asked to submit more detailed sketches, text, or other specific information.

### Legal Guidance

Plaques become the property of the Marine Corps Heritage Foundation and U.S. Marine Corps upon their installation or upon their being gifted to the Corps by MCHF.

Copyright of the plaque will also convey.

A deed of gift to cover transfer of ownership from the donor to the MCHF will be provided by the Foundation and will require the signatures of all parties.

**Costs:** The escrow fee for a monument will be \$1,000.00 and the site fee will be \$2,000.00. These fees will be paid directly to MCHF. The cost of design, fabrication, and installation of the plaque will be the responsibility of the group and paid directly to the fabricator. Any additional site work that is required due to the design will be the responsibility of the group but paid directly to MCHF. MCHF will oversee any additional site and groundwork that is required.

### **Design Considerations:**

- Avoid features that collect water
- No water features are allowed
- No moving parts are allowed
- No electricity or lighting is allowed
- Avoid features that can be easily climbed on, swung upon, or otherwise be broken from visitor interaction

### **Artistic Guidance**

**Accuracy:** Great care should be taken that every aspect of the plaque and should be factually and technically accurate, to include text, etchings, and sculpted pieces. Corrections to names and dates will be the responsibility of the group.

**Human figures:** No sculpted likenesses of specific people are allowed other than monuments already

designated for John A. Lejeune, Lewis B. Puller, and Molly Marine. The committee will consider other sculpted likenesses that represent the organization or subject matter intrinsic to the proposal.

Great care should be taken to reflect the diversity of the Corps appropriate to the time period being represented by the piece.

Facial expressions, body posture, and other human attributes should be appropriate to the action being portrayed.

Any etchings, or sculpted likenesses must be fully approved and will be scrutinized for accuracy. In the case of a human likeness, this includes helmets to boot laces and everything in between.

Human figures should be no smaller than life size and no greater than 20 per cent greater than life size (figures appear smaller when mounted on bases in an outdoor environment).

### **Review and Approval Process**

The selection committee will initiate the concept review of all proposals, consulting with other subject matter experts as needed. The proposer may be asked to submit sketches that are more detailed, text, or other specific information if the review committee determines additional information is needed.

For more complex pieces or sculptures that involve greater scrutiny, the following steps may be taken:

**Concept Design Review:** the more we know about your project as early as possible, the faster the reviews will go. Keep in mind that several people will be reviewing the proposal, and this could add time to the schedule.

### **Legal Guidance**

Monuments, rally points, and/or plaques will remain the property of The Marine Corps Heritage Foundation.

Copyright of the monument, rally point, and or plaques shall also convey to the MCHF.

A Deed of Gift document provided by MCHF to cover transfer of ownership from the donor/organization to MCHF will require the signatures of all parties.

### **Notification of Final Approval**

The final approval letter will be drafted and sent from the Marine Corps Heritage Foundation to the requesting group.

For additional information or questions please contact  
Marine Corps Heritage Foundation  
18900 Jefferson Davis Highway  
Triangle, VA 22172  
1-800-397-7585  
Email – [info@marineheritage.org](mailto:info@marineheritage.org)