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- Telephone numbers, addresses (e-mail, Internet, street, etc.), directions, or exit ramps
 - **Any other form of advertisement**

Exceptions will not be granted even if the prohibited item is part of a trademarked logo. If a business or organization cannot provide an example of a commonly used logo that meets AAH panel design criteria, they must use a name-only panel.

Name Verification

- **Individuals:** No name verification is required.
- **Organizations:** No name verification is required unless the proposed panel design contains an item listed on the previous page in “Logos Containing Advertising Elements.” In addition to the documents listed for business name verification, organizational bylaws may be used to verify an organization’s name.
- **Businesses:** Business applicants must provide proof of legal business name when an AAH Program Application is submitted. The following documents can be used to verify a business name:
 - Business license
 - City or county tax certificate
 - Articles of incorporation
 - Screen print from the Secretary of State’s business portal, <http://kepler.sos.ca.gov/list.html>, showing an active status for domestic (in California) or foreign (out of state or country) corporation, LP, or LLP
 - Certificate of Registration (issued by the Secretary of State) is acceptable verification for out-of-state web entities
 - **Subsidiaries and Franchises:** Subsidiaries and franchises may not be able to provide any of the documents listed above for name verification. In this case, one of the documents listed above must be submitted for the parent company along with a fictitious business name statement showing the parent company “doing business as” the subsidiary or franchise.

For example, Jane’s Cookie Shop, a subsidiary of Doe’s Foods, Inc., wants to adopt a section of highway but they do not have any of the documents listed above. In order to proceed with the adoption, an AAH Program Application must be submitted using both their name and the name of their parent company. Then a business license for Doe’s Foods, Inc. and a fictitious business name statement showing that Doe’s Foods, Inc. is doing business as Jane’s Cookie Shop can be provided to satisfy the name verification requirement. The recognition panel can display the Jane’s Cookie Shop name or logo or both.

APPLICANT INFORMATION (*Businesses must submit a*

INDIVIDUAL, ORGANIZATION, OR BUSINESS NAME

Doe’s Foods, Inc./Jane’s Cookie Shop



LETTERING REQUIREMENTS FOR NAMES AND MEMORIALS

Lettering for adopter's names and memorials must be the same font, the same case, a single color, and a single size. These rules do not apply to text in logos.

- **Font:** All lettering must be Standard Highway Signs alphabet series or similar sans-serif font (i.e., Arial, Helvetica, etc.).



Not Acceptable
Not Standard Highway Font



Acceptable

- **Case:** All capital letters may be used. Initial capitals and lower case letters may be used. Combining large and small capitals or displaying some words in all capitals and some in upper and lower case is not permitted.



Acceptable
Initial Capitals and Lower Case



Acceptable
All Capitals

- **Color:** Adopter names must be a single color. Standard panels, manufactured by Caltrans, will have black lettering. The color rules on page 9 apply to custom panels.



Not Acceptable
Two Different Case Combinations



Not Acceptable
Large and Small Capitals



Acceptable
Name is Single Color



Not Acceptable
Name is Mixed Colors



Not Acceptable
Name is Mixed Colors

- **Size:** Adopter names must be a single size. Words in names may be stacked.

Lettering on the small panel must be a minimum of 2 inches high. Lettering on the large panel must be a minimum of 3 inches high. Larger lettering is highly recommended.

If the lettering is upper and lower case, the capital letter(s) must meet the minimum height.

There is no maximum lettering size, however, the coverage rules on page 9 apply.



Acceptable



Acceptable



Acceptable
Stacking is Permissible



Not Acceptable
Margin Requirement Not Met



Not Acceptable
Business Name is Mixed Size



