Recognition Panel Design Guidelines

Although there is advertising value inherent in Adopt-A-Highway signs, they are not a forum for advertising or public discourse. Their purpose is to recognize <u>who</u> is providing the adoption service, not what services they provide, what products they sell, or where they are located. Therefore only the name and/or logo of the adopter may be displayed.

Recognition panels must display the "Organization/Business Name" that is entered on the Adopt-A-Highway Program Application.

ADOPT-A-HIGHWAY

Your Name Here

Documentation Requirements for Recognition Panels

The following documents must be submitted along with program applications:

- Businesses must submit a copy of their business license.
- Businesses and organizations wishing to display a logo must provide a copy of the logo being used in a corporate document (i.e. business card, letterhead, web site, etc.).
- All groups planning to purchase and provide decals to be placed on their recognition panel must submit a scaled (reduced proportionally) and colored proof of the proposed design.

Summary of Panel Design Rules

- **Logos:** Business and organizations may display logos on their recognition panels. Logos containing words other than the organization or business name are not permitted under any circumstance.

- **Decorative Type:** Only logos can contain stylized lettering. Otherwise, group names must be displayed in sans-serif lettering such as Helvetica or Arial. Lettering must be either all capitals or all upper and lower case.

- **Use of Colors:** Colors are permitted, however, the use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the panel. Fluorescent, neon, reflective, or 'dayglow' colors may not be used. Unless part of a logo, group names must be a single color.

- **50% White Background:** The area covered by the name and/or the logo cannot exceed 50% of the panel. In other words, at least 50% of the panel must retain its reflective white background. The panel design must allow for white margins on all four sides of the panel. A 1-inch margin is required on small signs and a 2-inch margin is required on large signs. Margin area is counted toward the 50% white background requirement but white lettering is not.

- **Same-Named Entities:** If necessary to distinguish a business or organization from another with the same name, the panel may display a community name. If there is more than one same-named business in a community, the business' street <u>name</u> may be displayed <u>instead</u> of the community name. If an organization can be uniquely identified by a number, such as a club or post number, they may display either the number or the community name but not both.

- **Memorials:** Only the words, "In Memory Of," plus a deceased person's name(s) are permitted.

- **Web-Based Entities:** Only entities that operate <u>exclusively</u> on the Internet <u>and</u> whose legal business or organizational name is the same as appears in their Internet domain name are permitted to display their domain name on their recognition panels. Very few entities are able to meet these requirements.

In all circumstances, the items to be displayed on recognition panels are solely determined by Caltrans. A complete copy of Adopt-A-Highway "Sign Restrictions and Controls" can be downloaded from our web site: http://adopt-a-highway.dot.ca.gov.
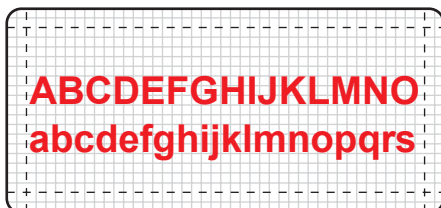
3 INCH
4 INCH
5 INCH

Light Color

Remember, to a passing motorist, panels will appear less than 1/2 inch tall. For best readability, choose dark colors for lettering and use the largest-possible type size and/or logo size.
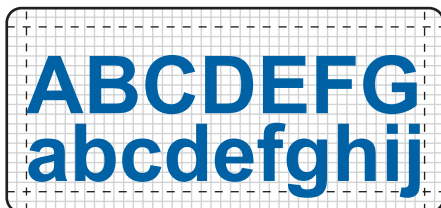
LARGE SIGNS (Freeways)
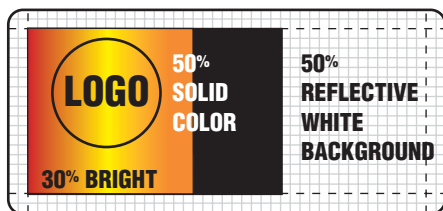
- Panel size is 45" x 21".
- Image area after 2" margin is 41" x 17".
- Minimum letter height is 3".
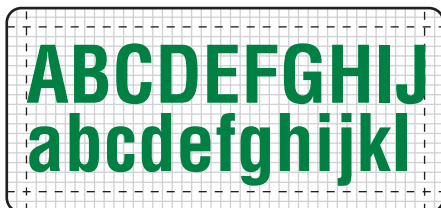- Logos should be at least 12" tall.

ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

3" TYPE
15 Capital Letters
19 Lower Case Letters

ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw

3" CONDENSED
18 Capital Letters
23 Lower Case Letters

ABCDEFG
abcdefghij

5" TYPE
7 Capital Letters
10 Lower Case Letters

ABCDEFGHIJ
abcdefghijkl

5" CONDENSED
10 Capital Letters
12 Lower Case Letters
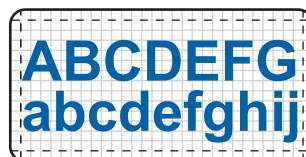
Try Out Your Ideas!
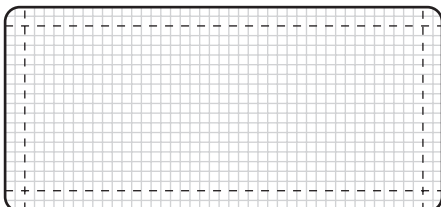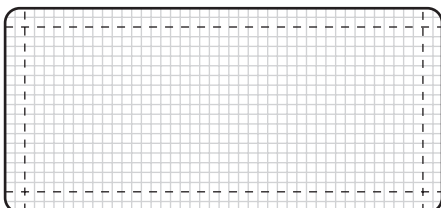
SMALL SIGNS (Conventional Highways)

- Panel size is 30" x 15".
- Image area after 1" margin is 28" x 13".
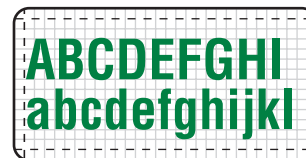- Minimum letter height is 2".
- Logos should be at least 8" tall.

ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

2" TYPE
15 Capital Letters
19 Lower Case Letters

ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuv

2" CONDENSED
18 Capital Letters
22 Lower Case Letters

ABCDEFG
abcdefghij

4" TYPE
7 Capital Letters
10 Lower Case Letters

ABCDEFGHI
abcdefghijkl

4" CONDENSED
9 Capital Letters
12 Lower Case Letters

Try Out Your Ideas!