

Adopt-A-Highway Recognition Panel Rules

Although there is advertising value inherent in Adopt-A-Highway signs, they are not intended to be a forum for advertising or public discourse. Their purpose is to identify and recognize who is contributing the adoption service, not what products they sell or where they are located. In all circumstances, the items to be displayed on recognition panels are solely determined by Caltrans. The following restrictions may impact your panel design.



The name on your recognition panel must be the same as the “Permittee” name shown on your encroachment permit.

- **Logos:** Logos that are the symbol or trademark commonly used by an organization or business are permitted. The logo must be legible to passing motorists and compliant with the color restrictions listed below. In addition, logos that resemble official traffic control devices cannot be used. Logos may be displayed alone or with a Permittee name. Logos for individual adopters are not permitted. Photographs are not permitted.
- **Decorative Type:** Decorative type styles are permitted, however the lettering must be legible to passing motorists and compliant with the color restrictions listed below.
- **Use of Color:** Recognition panels shall have a reflective white background comprising 50% of the panel. The use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the entire panel area. Fluorescent, neon, reflective, or ‘dayglow’ colors may not be used on lettering or logos.
- **Same-Named Entities:** If necessary to identify a business or organization as different from another same-named business or organization, the panel may indicate the community name. If there is more than one same-named business in a community, the street name where the business is located may be displayed on the panel instead of the community name. If an organization can be uniquely identified by a number, such as a troop, club, or post number, then the addition of the community name is not acceptable. Street names are not permitted on panels for organizations.
- **Political Entities:** Panels may not reference an office held or an individual title. Appropriate recognition may include the elected officials name and/or recognition of their staffs or volunteers. Examples include “John Smith and Friends,” “Staff of John Smith,” etc.
- **Memorials:** Memorial panels are not permitted, however, “Friends of Mary Jones” or “Family of Mary Jones” would be acceptable.
- **Alcohol and Tobacco Products:** Recognition of alcohol or tobacco products is not permitted under any circumstance, but recognition of tourist-related winery facilities is acceptable.
- **“Adult” Enterprises:** Recognition of enterprises that provide sexually-explicit materials will not be permitted.
- **Web-Based Entities:** Entities that operate exclusively on the Internet and whose legal business or organizational name is the same as their Internet domain name, may be permitted to display their domain name on their recognition panels.



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>.

Remember, to a passing motorist, your panel will appear to be less than 1/2 inch tall. For best readability, use only simple type styles, choose dark colors for lettering, and use the largest-possible type size and/or logo size.



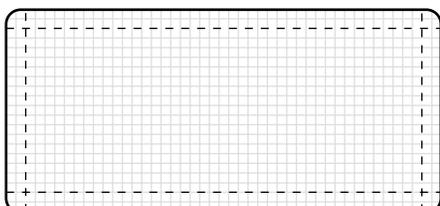
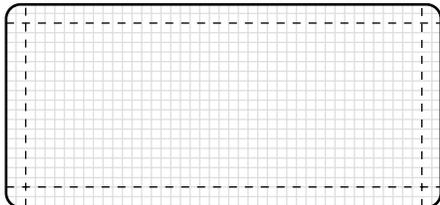
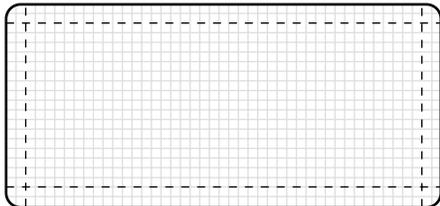
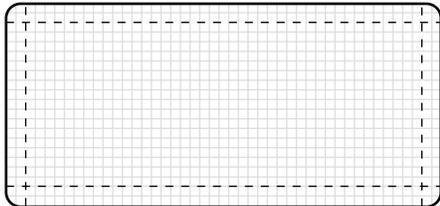
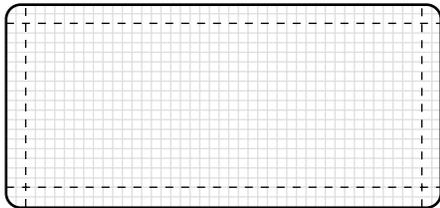
Large Adopt-A-Highway Sign and Recognition Panel Specifications



- Panel size is 45" x 21".
- Image area after 2" margin is 41" x 17".
- A maximum of 50% solid color is permitted of which no more than 30% can be red, yellow, orange, or any combination thereof.
- Minimum letter height is 3".
- Logos should be at least 12" tall.

The panels below illustrate about how many letters will fit across the panel.

Try Out Your Ideas!



3" TYPE
15 Capital Letters
19 Lower Case Letters



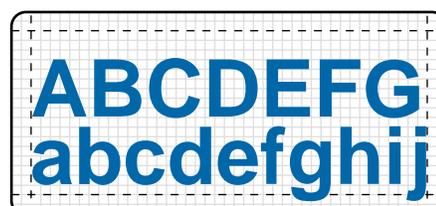
3" CONDENSED TYPE
18 Capital Letters
23 Lower Case Letters



4" TYPE
11 Capital Letters
13 Lower Case Letters



4" CONDENSED TYPE
13 Capital Letters
18 Lower Case Letters



5" TYPE
7 Capital Letters
10 Lower Case Letters



5" CONDENSED TYPE
10 Capital Letters
12 Lower Case Letters