

ARIZONA DEPARTMENT OF TRANSPORTATION

Adopt a Highway Sign Content Guidelines

The following sign content guidelines shall be used when designing and approving recognition signs for the Adopt a Highway Sponsor Program.

Although there is advertising value inherent in Adopt-A-Highway signs, the recognition sign is not intended to be an advertising medium or any kind of forum for public speech or political opinion. It is intended to identify and recognize the Sponsor that is responsible for the litter clean up in the area. ADOT has the right to reject any signage it feels would be detrimental to public safety/traveling public.

1. Adopt a Highway recognition signs will be manufactured and installed according to the specifications in the ADOT Traffic Engineering Policies, Guidelines and Procedures – Section 300-Signs, Subsection 340 Adopt a Highway Signs, and according to the ADOT Manual of Approved Signs (white letters on blue background). Sign location and spacing on the highway will appear as determined by the District Engineer or designee and as designed by the Traffic Engineering Group.

2. Recognition panel elements are limited to the name, logo, or both of an adopter. A logo and part of a company name may not be combined to create the full company name. The following items are not permitted on panels:

- Telephone or fax numbers, street, e-mail or Internet addresses, Ham Radio I.D.'s, directions, or exit ramps.
- Product names, services provided, photographs, political campaigning, or slogans.
- Graphics (lines and shapes) that are not part of an official logo.
- Messages, lights, symbols, and trademarks that resemble any official traffic control device.

- Light-emitting diodes, luminous tubing, fiber optics, luminescent panels or other flashing, moving, or animated features.

Limited exceptions to this rule are described more fully below. They are:

- Addition of a community or street name.
- Business names that include products or services.

3. Logos must be the symbol or trademark commonly used by the business or organization. A logo may contain a graphic only, text only, or both. It is important to note that most entities have more than one "version" of their logo.

4. Memorials are permitted, such as "In Memory of . . .", or "Friends of . . ." and follow the *Panel Rules for Individuals* (below).

5. Recognition of alcohol or tobacco products is not permitted; however recognition of tourist-related winery facility or name of the business is acceptable. Recognition of pornographic product names is not permitted.

VERIFYING A LOGO:



Slogan Not Acceptable
(Business name is Taco Bell Corporation)



Services Provided Not Acceptable
(Business name is Interactive Resources, Inc.)



Exception May Be Granted
(Slogan is an established and integral part of the logo graphic.)

PANEL RULES FOR BUSINESSES AND CORPORATIONS

Corporate logos are permitted on recognition panels.

ADDITION OF COMMUNITY NAMES OR STREETS

If necessary to identify a business as different from another same-named business, the recognition panel may indicate the community name. If two same-named business are located in the same community, the panel may indicate the street name (not the address) of the business providing the service. Use of both the community name and street name is not permitted.

BUSINESS NAMES THAT INCLUDE COMMUNITY OR STREET NAMES

Community or street names that are an established and integral part of the participant's business or company name are acceptable. Examples include "Phoenix Signs" and "Central Avenue Pharmacy."

BUSINESS NAMES THAT INCLUDE PRODUCTS OR SERVICES

Product names or services provided, that are an established and integral part of the business or company name are usually acceptable. For example, names such as “Burger King,” or “Action Plumbing” would be acceptable.

Recognition pornographic product names are not permitted under any circumstance. This includes generic terms, such as “cigarettes” and “beer.” However, recognition of tourist related winery and brewery facilities is acceptable.



DISPLAYING LOGOS OF MULTIPLE FRANCHISES

Increasing numbers of business owners are combining two or more franchise operations at the same location. For example, Ned Smith has a business license under the name of Ned’s Gas Stop. Ned also owns franchises for 76 Gasoline and Taco Bell and he operates both franchises at Ned’s Gas Stop. Ned can display both the 76 and Taco Bell logos on his panel along with the words, Ned’s Gas Stop.

BROKERS AND AGENTS

Because of the unique nature of their businesses, commodities brokers, real estate agents, authorized automobile dealerships, and insurance agents may display the logo of the corporation they represent. However, the panel wording can recognize the individual or their business, but not both.

PROFESSIONAL TITLES

Abbreviations of academic degrees, such as D.D.S or Ph.D., are acceptable. The panel wording can recognize the individual or their business, but not both.



POLITICAL CANDIDATES, ELECTED OFFICIALS, AND APPOINTED OFFICIALS

Panels for elected officials, appointed officials, or political candidates may not reference the office held or their individual title. In addition, any logos on these panels shall not reference the office held or political party.



PANEL RULES FOR CLUBS, COMMITTEES, AND ORGANIZATIONS

Organizational logos (except for political party logos) are permitted on recognition panels.

ADDITION OF COMMUNITY NAMES

If necessary to identify an organization as different from another same named organization, the panel may indicate 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 clubs or organizations.

**Veterans of
Foreign Wars**
Post 2498

Acceptable

**Veterans of
Foreign Wars**
Post 2498, Turlock

Not Acceptable

**Scrapbookers
Anonymous**
Turlock

Acceptable
(If more than one club exists)

STAFFS OR COMMITTEES FOR POLITICAL CANDIDATES, ELECTED OFFICIALS, AND APPOINTED OFFICIALS

Political action committees or staffs of elected officials, appointed officials, or political candidates may not reference the office held or individual title. Appropriate recognition may include the elected official's name and/or recognition of their staffs or volunteers. Examples include "Friends of John Smith," "John Smith and Friends," "Staff of John Smith," etc. In addition, logos on these panels shall not reference the office held or political party. However, a panel displaying just the words, "Young Republicans," would be acceptable because it does not reference an office held or the title of a political individual. In addition, groups like Young Republicans would be considered clubs or organizations, not political action committees.

**Friends of
Jane Doe**

Acceptable

**Friends of
Senator Jane Doe**

Not Acceptable

 **Committee
to Re-elect
Jane Doe**

Not Acceptable

PANEL RULES FOR INDIVIDUALS

Individuals are not permitted to use logos or graphics on their panels.

Martha Montez

Acceptable


Martha Montez


Not Acceptable

 **Martha
Montez**

Not Acceptable

If necessary to identify an individual as different from another same named individual, the panel may display a single, descriptive term. All such terms must be approved by the Statewide AAH Coordinator on a case-by-case basis.