

## Adopt-a-Highway Sign Content Guidelines

*Following sign content guidelines for the Adopt-a-Highway Program.*

a. Adopt-a-Highway recognition signs are the property of ADOT. The recognition sign is not intended to be an advertising medium but is intended to identify and recognize the volunteer organization that is responsible for the litter clean up in the area of the sign.

b. ADOT reserves the right to edit the wording of the sign and has final approval of the sign.

1. Recognition signs are text only, no logo's, symbols or trademarks.
2. Recognition signs are limited to the name of the volunteer or volunteer organization. Recognition signs are not for advertising. If the volunteer organization is a business, the sign should say "Friends of ...." or "Employees of ...."
3. No photographs, product names (with the exception of sign guideline number (7), slogans, telephone or fax numbers, street addresses, street names, electronic mail or Internet addresses, Ham Radio identification numbers, names or "handles", directions, or exit ramp numbers are permitted. A DBE (Disadvantaged Business Enterprise) is not an exception.
4. Abbreviations of professional degrees, such as DDS or PhD, are acceptable. A sign can recognize an individual or their business, but not both.
5. Memorials are permitted, such as "In Memory of . . . .", or "Friends of ...."
6. The name of a community or a troop number may be added to a sign to differentiate like signs from one another. "Veterans of Foreign Wars, Tucson" or "Eagle Scouts Troop 500" is acceptable.
7. Business names that include products are usually acceptable. Product names that are an integral part of the business or company are acceptable, such as "Burger King" or "Taco Bell". But it is considered advertising to say "Ace Hardware, Plumbing and Lumber" which is not acceptable (Ace Hardware is the business name, the words plumbing and lumber advertise what they sell).
8. The name of alcohol or tobacco products is not permitted under any circumstances, however recognition of tourist-related winery facility or name of the business is acceptable.
9. Businesses that sell pornographic products will not be permitted.
10. A web-based organization name may be displayed on the recognition sign if they operate exclusively on the Intranet. "AutoMall.com" is the name of an Internet-based business that has no physical location, but that can verify that this is their business name with a copy of their business license. ADOT has the responsibility to thoroughly examine the web address before approving the sign content. Web sites containing sexually-explicit text or images will not be permitted on the AAH recognition signs.