

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

1. Adopt a Highway Volunteer Program 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 litter clean up in the area of the sign.
2. ADOT reserves the right to edit the wording of the sign and has final approval of the sign.
3. Recognition signs are text only, no logos, symbols or trademarks.
4. The use of characters that are not necessary to denote the chapter or branch of an organization or group are prohibited.
5. 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 "
6. No photographs, product names (with the exception of sign guideline number (7), slogans, telephone 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.
7. Abbreviations of professional degrees, such as DDS or PhD, are acceptable. A sign can recognize an individual or business, but not both.
8. Memorials are permitted, such as "In Memory of. . .", or "Friends of "
9. 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.
10. 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).
11. The name of alcohol or tobacco products is not permitted under any circumstances, however recognition of tourist-related winery facilities or name of the business is acceptable.
12. A web-based organization name may be displayed on the recognition sign if they operate exclusively on the intranet. Verify with a copy of their company business license. ADOT has the responsibility to thoroughly examine the web address before approving sign content.
13. Businesses that sell pornographic products will not be permitted. Web-based organizations that contain sexually-explicit text or images will not be permitted.