

Chapter 2. Adopt-A-Highway Signs

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PURPOSE OF SIGNS

Caltrans recognizes donations made through the Adopt-A-Highway Program with Adopt-A-Highway courtesy signs. Courtesy signs also alert motorists and the California Highway Patrol that workers may be present on the roadside. And, courtesy signs are the primary means of informing the public about the existence of the Adopt-A-Highway Program.

The Adopt-A-Highway Program and its courtesy signs are not a forum for advertisement or public discourse. Although there is advertising value inherent in the signs, they are not an advertising medium. Their purpose is to recognize who is providing the adoption service, not what services they provide, what products they sell, or where they are located. In all circumstances, the content of recognition panels is solely determined by Caltrans.

The Adopt-A-Highway Program and its courtesy signs are not a forum for advertisement or public discourse.

WHAT CAN BE DISPLAYED ON RECOGNITION PANELS?

The name of the business, organization, or individual entered on the Adopt-A-Highway Program Application will be displayed on the recognition panel portion of the sign. As explained in this chapter, additional elements may be added under the following circumstances:

- More than one applicant will be sharing the adoption.
- A business or organization wishes to display their logo.
- More than one same-named business or organization exists.
- The adoption work is being performed as a memorial.
- A parent company wishes to display the name of a subsidiary.

COST OF SIGNS

Adopt-A-Highway courtesy signs will be provided, installed, and maintained by Caltrans for each adoption at no cost to the adopter. Recognition panel “overlays” are attached to the courtesy signs when a site has been adopted. Depending on the recognition panel style chosen, adopters may incur some cost for their recognition panel(s).



Section 1: Recognition Panel Design

RECOGNITION PANEL STYLES

There are three styles of recognition panels: standard, standard with logo, and custom. A work sheet for designing custom panels is available to prospective adopters on the AAH Internet site. A copy of the work sheet is located at the end of this chapter.

A work sheet for designing custom panels is available to prospective adopters on the AAH Internet site.

Standard Panel (Name Only)

Caltrans will provide standard recognition panels at no cost to the adopter. Standard panels display the group's name in black, standard highway font.



Standard Recognition Panel with Logo

Logos for organizations or businesses can be added to a standard panel. (Logos are not permitted for individuals.) Logos must have adhesive backing and be provided by the adopter at their own cost. There is no fee charged for placing a logo onto a panel.



Design Proof Required: Adopters who wish to add a logo to a standard panel, must submit a scaled (reduced proportionally) and colored proof of the logo to the District AAH Coordinator for approval.



Custom Recognition Panels

If all panel elements are provided by the adopter, the panel is considered to be a "custom" panel. Panel elements must have adhesive backing and be provided by the adopter at their own cost. Elements can be provided to Caltrans for application onto a blank panel, or, a completed panel can be supplied. Caltrans will provide blank recognition panels at no cost to participants who choose the latter option. There is no fee charged for placing panel elements onto a panel or for installation of a completed panel.



Custom panels for individuals must only display a name. Custom panels for organizations or businesses can display a name, a logo, or both. Words in a logo may not be combined with part of a name to create the full name.



Not Acceptable

Words in a logo may not be combined with part of a name to create the full name.



Acceptable
Name-Only Panel



Acceptable
Name and Logo Panel



Acceptable
Logo-Only Panel

Design Proof Required: Individuals, organizations, and businesses must submit a scaled (reduced proportionally) and colored proof of the entire panel's design to the District AAH Coordinator for approval.



GENERAL PANEL DESIGN RULES

Reflective White Background and Margins

The graphic on the next page helps to illustrate the following rules:

- At least 50% of a recognition panel shall have a reflective white background. White lettering, even if cut out (and therefore reflective), may not be counted as part of the background.
- White margins along all four sides of a small panel must be a minimum of 1 inch. White margins along all four sides of a large panel must be a minimum of 2 inches.

White lettering, even if cut out (and therefore reflective), may not be counted as part of the background.

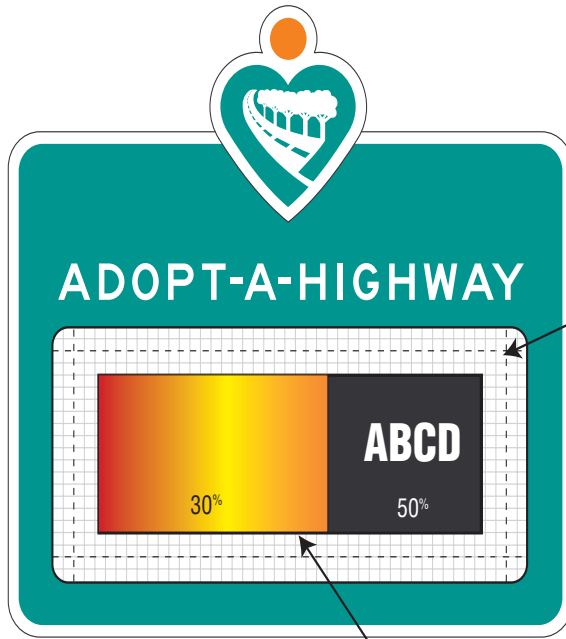
Safety Concerns

Panels must not distract drivers, therefore:

- The use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the entire panel area.



RECOGNITION PANEL IMAGE GUIDE



Large Panel

45" x 21" (945 sq. in.)

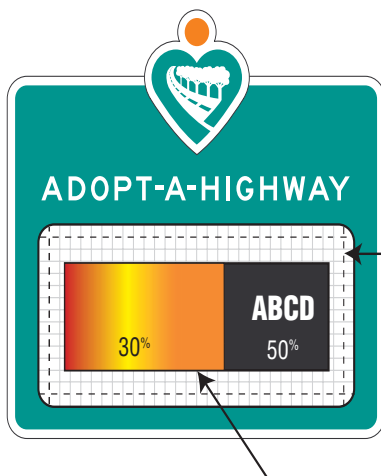
2" margins are required.

Image area within the margins is 41" x 17"

A maximum of 50% solid color (472.5 sq. in.) is permitted of which no more than 30% (283.5 sq. in.) can be red, yellow, orange, or any combination thereof.

Minimum Letter Height is 3"

Example: A solid-colored, rectangular logo that covers 472.5 sq. in. would be approximately 13" x 36.5" and have margins that are 4" on the top and bottom and 4.25" on the right and left sides.



Small Panel

30" x 15" (450 sq. in.)

1" margin is required

Image area within the margins is 28" x 13"

A maximum of 50% solid color (225 sq. in.) is permitted of which no more than 30% (135 sq. in.) can be red, yellow, orange, or any combination thereof.

Minimum Letter Height is 2"

Example: A solid-colored, rectangular logo that covers 225 sq. in. would be approximately 9" x 25" and have margins that are 3" on the top and bottom and 2.5" on the right and left sides.

Safety Concerns, Continued

- Fluorescent, neon, reflective, or ‘dayglow’ colors are prohibited. However, use of transparent ink (ink that allows the reflective white panel to show through the image) is permissible.
- Messages, lights, symbols, and trademarks that resemble any official traffic control device are prohibited.
- Light-emitting diodes, luminous tubing, fiber optics, luminescent panels or flashing, moving, or animated features are prohibited.

Legibility and Safety

Panels that are difficult to read may distract drivers, even if the content and color are otherwise acceptable. District AAH Coordinators should use caution when approving such panels. Reducing the proposed recognition panel design to 1/2” in height will help to determine whether or not the logo and lettering will be legible to passing motorists. The examples below demonstrate that light-colored or light-weight lettering will be more difficult to read than a standard panel.



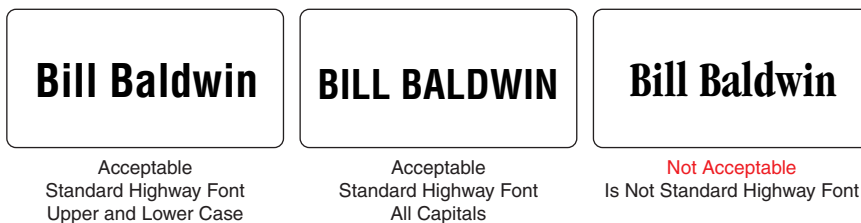
LETTERING REQUIREMENTS

Font, Case, Size, and Color of Adopter’s Name

Unless part of a logo, lettering for adopter’s names must be displayed in the same case, a single size, and a single color.

Font: All lettering must be Standard Highway Signs alphabet series or similar sans-serif* font (i.e. Arial, Helvetica, etc.).

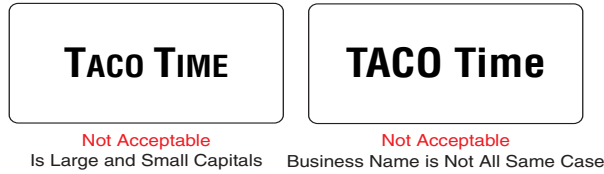
Unless part of a logo, lettering for adopter’s names must be displayed in the same case, a single size, and a single color.



*Serifs are the short lines that stem from the upper and lower ends of the strokes of a letter. The words in this footnote are printed in a serif font. Sans-serif means no serifs.

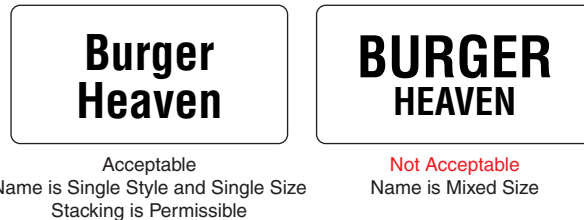
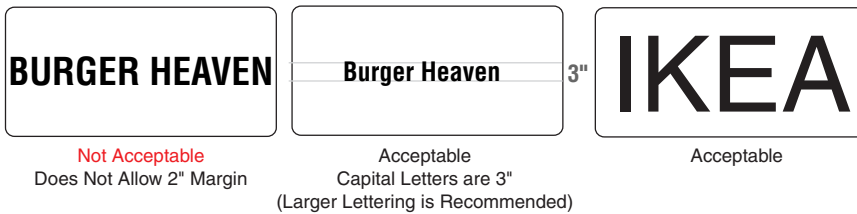


Case: All capital letters may be used. Initial capitals and lower case letters may be used. Combining large and small capitals or displaying some words in all capitals and some in upper and lower case is not permitted.



Size: Lettering on the small panel must be a minimum of 2 inches high. Lettering on the large panel must be a minimum of 3 inches high. If the lettering is upper and lower case, the capital letter(s) must meet the minimum height. There is no maximum lettering size, however, lettering must not enter the white margin area. Adopter names must be a single size. Words in names may be stacked.

There is no maximum lettering size, however, lettering must not enter the white margin area.



Color: Adopter names must be a single color.



LOGO REQUIREMENTS

A logo may contain a graphic only, text only, or both. In addition, most businesses have more than one logo “version.” For example, these are all acceptable versions of the Caltrans logo.



A logo may contain a graphic only, text only, or both.

Logo Size and Color

Small Panel: Recommended minimum height for logos on small panels is 8 inches. Logos must not cover more than 50% of the panel (225 square inches or approximately 9” x 25”).

Large Panel: Recommended minimum height for logos on large panels is 12 inches. Logos must not cover more than 50% of the panel (472.5 square inches or approximately 13” x 36.5”).



Acceptable



Not Acceptable
Even though margins are adequate,
logo covers more than 50% of Panel

Color: The use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the entire panel area. Logos that consist of light-colored lettering on solid, dark-colored backgrounds are permitted. However, adopters must be warned that such logos will not be visible at night.



Not Acceptable
Bright colors exceed 30%
of the panel.



Acceptable, but not visible at night.



PANEL RULES FOR BUSINESSES

Businesses may display their name, their logo, or both. Business can choose to display or omit corporate indicators, such as Inc., Co., etc.

New Business Name and Logo Verification Requirements

Beginning March 24, 2008, business applicants must **provide proof of legal business name**. If a logo is to be displayed, business applicants must **provide a colored example of the logo being used** in a corporate document. Applications will not be considered complete until verification documentation has been received. Acceptable documentation is listed below.

Applications will not be considered complete until verification documentation has been received.

Business Name Verification Documents

The following documents can be used to verify a business name.

- Business license
- City or county tax certificate
- Articles of incorporation
- Screen print from the Secretary of State's business portal showing an active status for domestic (in California) or foreign (out of state or country) corporation, LP, or LLP

<http://kepler.sos.ca.gov/list.html>

- Certificate of Registration (issued by the Secretary of State) is acceptable verification for out-of-state web entities

Parent Companies and Subsidiaries: Parent companies that own subsidiary businesses can display the name of a subsidiary on their panel. Subsidiaries may not be able to provide any of the documents listed above for name verification. In this case, one of the documents listed above must be submitted for the parent company along with a Fictitious Business Name Statement showing the parent company "doing business as" the subsidiary. AAH Program Applications must include both the name of the parent company and its subsidiary. In the example below, the parent company is Yummy Foods, Inc. and its subsidiary is Mandy's Cookie Shop.

APPLICANT INFORMATION

ORGANIZATION/BUSINESS NAME

Yummy Foods, Inc. / Mandy's Cookie Shop



Business Logo Verification Requirements

Businesses choosing to display their logo must provide an example of the proposed logo being “commonly used” in a corporate document. The following documents can be used to verify a logo.

- Business card
- Letterhead
- Photo of store signage
- Web site heading
- Corporate identity document
- Other corporate document

NOTE: Advertisements may not be used for logo verification.

Additional Logo Restrictions

Beginning March 24, 2008, logos containing the following items are not permitted unless they are a **part of a verified business name**.










- Slogans
- Services provided
- Products and product descriptions
- Telephone numbers, addresses (e-mail, Internet, street, etc.), directions, or exit ramps
- Any other form of advertisement

No Exceptions

Exceptions will not be granted even if the prohibited item is part of a trademarked logo. If a business or organization cannot provide an example of a commonly used logo that meets AAH design criteria, then they must use a name-only panel.

If a business cannot provide an example of a commonly used logo that meets AAH design criteria, then they must use a name-only panel.



<p>Name of Business: Interactive Resources</p>		
	<p>Services Offered Not Acceptable</p>	<p>Acceptable*</p>
<p>Name of Business: See's Candies, Inc.</p>		
	<p>Product Description Not Acceptable</p>	<p>Acceptable*</p>
<p>Name of Business: Climber's Zone, Inc.</p>		
	<p>Slogan Not Acceptable</p>	<p>Acceptable (Company does not have version of logo without slogan)</p>
<p>Name of Business: Orkin, Inc.</p>		
	<p>Phone Number Not Acceptable</p>	<p>Acceptable*</p>
<p>Name of Business: Lakeside Lumber Company</p>		<p>*If company provides corporate document using the alternate version of logo.</p>
	<p>Name of Product Acceptable</p>	

Business Names That Include Products or Services

Business names that include products or services, such as “Burger King,” or “Action Plumbing,” are usually acceptable. However, recognition of alcohol, tobacco, or 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.



Brokers, Agents, and Automobile Dealerships

Commodities brokers, real estate agents, authorized automobile dealerships, and insurance agents may display the *logo* of the corporation they represent. The panel can recognize an individual agent or the business, but not both. (The application and subsequent permit must show the agent's name or the business' name, but not both.) In the examples below, the name of the business is Redding Insurance Agency. It is an authorized State Farm Insurance agency. The agent's name is Pete Smith.



In the example below, Mel Rapton Honda is an authorized Honda dealership. Cars 4 Less is not an authorized Honda dealership.



Businesses Named After Individuals

A person's name and title may be displayed only if that is the legal name of their business.



Acceptable if This is a Business Name

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.



Addition of Community Name or Street Name

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. (Note: In the example below, “Taco Bell” is the business name.)

Use of both the community name and street name is not permitted.



Lettering style, size, and color requirements for community names or street names are the same as for group names with one exception. The community name or street name can be smaller than the group name as long as it meets minimum lettering height.

PANEL RULES FOR WEB-BASED ENTITIES

Entities that operate exclusively on the Internet and whose legal business or organizational name is the same as appears in their web address’ domain name, may be permitted to display the name portion of their domain name on their recognition panel. Very few businesses can meet all of these requirements. For example, Amazon.com would be acceptable panel text because:

Very few businesses can meet all of these requirements.



- Amazon.com is an Internet-based business. (There are no physical, Amazon.com stores.)
- Amazon.com is the domain name of their home page.
- Amazon.com has submitted proof that their business name is the same as their domain name.



Coordinators must carefully examine web sites to ensure that they operate exclusively on the Internet. If the site lists the address of a meeting location or a location where customers can obtain goods or services, then the organization would be disqualified. In addition, domain names of web sites containing sexually-explicit text or images or web sites that advocate violence or violation of the law will not be permitted on recognition panels.

Acronyms

Domain names that are acronyms of a business name are permitted. For example, SDGR.com would be permitted for an Internet business named StatewideDirectoryOfGourmetRestaurants.com.

PANEL RULES FOR TELEPHONE BUSINESSES

Entities that operate exclusively over the telephone and whose legal business name is the same as their phone number, may be permitted to display their phone number on their recognition panel. Such entities will be examined on a case-by-case basis and will be subject to the same verification rules and restrictions as web-based entities.

PANEL RULES FOR CLUBS, COMMITTEES, OR ORGANIZATIONS

Clubs, committees, or organizations may display their name, their logo, or both.

New Logo Verification Requirements for Clubs, Committees, or Organizations

Beginning March 24, 2008, clubs, committees, or organizations must **provide a colored example of their logo being used** in an official document before it will be approved. Applications will not be considered complete until verification documentation has been received. Acceptable documentation includes:

- Business card
- Photo of signage
- Other corporate document
- Letterhead
- Web site heading

NOTE: Advertisements may not be used for logo verification.

Applications will not be considered complete until verification documentation has been received.



Additional Logo Restrictions

In addition, logos containing the following items are not permitted unless they are a **part of a verified organization name**.

- Slogans
- Services provided
- Products and product descriptions
- Telephone numbers, addresses (e-mail, Internet, street, etc.), directions, or exit ramps
- Any other form of advertisement

Club, Committee, or Organization Name Verification

Name verification is not normally required for clubs, committees, or organizations. However, District Coordinators must require name verification if an organization's logo contains any of the prohibited items listed above. In addition to the documents listed for business name verification, organizational bylaws may be used to verify an organization's name.

However, District Coordinators must require name verification if an organization's logo contains any of the prohibited items listed above.

Special Restrictions for Political Entities

Political action committees, 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. In addition, *logos* on these panels shall not reference the office held or political party.



Acceptable



Not Acceptable
Office Held Not Permitted



Not Acceptable
Party Symbol Not Permitted

Addition of a Community Name or Organization Number

If necessary to identify an organization as different from another same-named organization, the panel may display a community name or an organization number, but not both. Same-named student organizations, may display the name (or abbreviation) of their campus.

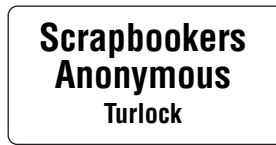




Acceptable



Not Acceptable
Community Name and
Post Number Not Permitted



Acceptable
(If more than one club exists)

Lettering style, size, and color requirements for community names organization numbers, or campuses are the same as for group names with one exception. The name, number, or campus can be smaller than the group name as long as it meets minimum lettering height.

The name, number, or campus can be smaller than the group name as long as it meets minimum lettering height.

PANEL RULES FOR INDIVIDUALS

Individuals may display only their name. This can be a first name or both first and last names. Individuals are NOT permitted to display:

- Salutations or titles, including abbreviations of academic degrees.
- Logos, graphics, borders, or lines.
- Photographs.
- Phone numbers, e-mail, web or street addresses, or contact information of any kind.
- Slogans.



Acceptable



Acceptable



Acceptable

PANEL RULES FOR GROUPS OF INDIVIDUALS

Informal groups of individuals can either abide by panel rules for individuals or those for clubs, committees, and organizations.



Acceptable



Acceptable



Acceptable



PANEL RULES FOR SHARED ADOPTIONS

More than one entity may apply under the same program application or they may apply under separate applications. Recognition panel rules are applied separately for each adopter. For example, if an individual and an organization were sharing an adoption, the individual would need to abide by the panel rules for individuals and the organization would need to abide by the panel rules for organizations.

PANEL RULES FOR MEMORIALS

In Memory of Mary Smith	In Memory of The Smith Family	In Loving Memory of Mary Smith
Acceptable	Example of Acceptable Family Pronoun	Not Acceptable Variation of the Words, In Memory of, is Not Permitted

Only the words, “In Memory of,” plus the deceased person’s name(s) can be placed on the panel. The deceased person’s first name(s) may be used without displaying the last name. If several family members are to be memorialized on a panel, use of family pronouns will be considered by Headquarters AAH Coordinators on a case-by-case basis. Variations of the words, “In Memory of,” will not be approved.

Variations of the words, “In Memory of,” will not be approved.

Note: Victims of DUI accidents may qualify for the Victims Memorial Sign Program offered by Caltrans Traffic Operations. For more information, refer to:

<http://www.dot.ca.gov/hq/traffops/signtech/signdel/victims.htm>

WHEN IN DOUBT ABOUT A PANEL’S ACCEPTABILITY

Determining whether or not panel contents and design meet requirements can be difficult. If in doubt, coordinators can:

- Use photo editing software to cut and paste proposed panel colors into sections to verify a 50% white background or 30% combined use of red, orange, and yellow.
- Contact the sign manufacturer to ask for an estimated number of square inches the panel images will use.
- Seek a second opinion from other AAH Coordinators.



Section 2: Sign and Panel Maintenance

DESCRIPTION OF SIGNS

Adopt-A-Highway courtesy signs consist of three components: a base sign with an attached Adopt-A-Highway logo (S32/32A), an icon depicting the adoption-type (S32-1 through S32-5), and a recognition panel “overlay” (S32B). The recognition panel displays the adopter’s name and/or logo and is riveted onto the base sign.

The recognition panel displays the adopter’s name and/or logo and is riveted onto the base sign.

Courtesy signs are available in two sizes. Sign components are manufactured with predrilled holes. The words, Volunteer/Sponsor Call 1-866-ADOPTAHWY, are preprinted on base signs. This preprinted text is covered by the recognition panel when the site is adopted.

ORDERING SIGN COMPONENTS

Courtesy sign components are ordered by part number from the Caltrans Sacramento warehouse. Emergency orders can be purchased directly from the Caltrans-contracted sign manufacturer. Replacement logos, base signs, panels, and icons may be ordered individually. Illustrations of sign components and their part numbers are shown at the end of this chapter.

DETERMINING SIZE AND LOCATION OF SIGNS

Courtesy signs are to be placed near the beginning of each adoption site on the right shoulder. The exact location of courtesy signs will be determined by each District’s Division of Traffic Operations.

The exact location of courtesy signs will be determined by each District’s Division of Traffic Operations.

The larger signs are to be used on freeways. The smaller signs are to be used on conventional highways (two-lane or those with traffic controls), scenic highways, city streets, and in park and rides. Small signs are to be used for ramps-only, vegetation control adoptions and they are to be placed on the city street portion of the interchange, not on the highway. If an adoption site encompasses more than one type of highway, the road type where the sign is placed will determine the sign’s size. Note: For other Caltrans signs, the speed limit where the sign is placed determines the sign’s size.



If signs are to be placed within a state park or recreation area, Districts should coordinate sign size and location with the regional office of the Department of Parks and Recreation. Communities which request smaller signs should be accommodated.

Groups With Adjacent Segments

Groups with multiple, contiguous adoptions may have a sign at each segment. However, District AAH Coordinators must request that Permittees relinquish one of the segments at the end of their permit period *if* a waiting list for either section has become established.

Single Segments Over Two Miles in Length

Groups cleaning only vista points and turnouts in sections over two miles in length will still receive just one sign per direction.

More Than One Adoption Type at the Same Location

In cases where a single group has multiple adoption types in the same segment, two adoption-type icons shall be displayed below the base sign on a single sign post. If two separate groups have different adoption types at the same location and the adoption is not shared, then two separate signs will be installed. Two panels on a single base sign or two base signs on a single post are not permitted.

Two panels on a single base sign or two base signs on a single post are not permitted.

INSTALLATION OF SIGNS AND PANELS

Installation Time

The maximum time from the completion of the group's safety orientation to installation of a courtesy sign and/or recognition panel should not exceed 30 days.

Sign Assembly Installation

Adopt-A-Highway courtesy sign assemblies (post, base signs, and icons) and shall only be installed by the Department's personnel. District Adopt-A-Highway Coordinators are responsible for requesting sign installation orders from the District Traffic Operations Division.

Panel Installation

Requests for recognition panel change-out only are considered to be sign maintenance work. There is no need to submit panel installation requests to Traffic Operations.



Recognition panels are usually installed by Department personnel, however, **if** certain conditions are met, Districts **must** allow the Permittee's contractor to install the panel(s). The handout on page 2-24 explains all conditions and rules. This handout may be printed from the AAH Internet site.

Installation of Panels That Were Not Approved

Adopters, or their contractors, must not:

- Provide or install a panel that has not been approved.
- Provide or install a panel different from the approved design.
- Add something to an approved panel once it has been installed.

Such panels will be removed **without notice** to the adopter and one or more of the following actions will be taken:

- A standard panel (name-only) will be installed and the adopter will lose the right to replace the standard panel with the originally-approved custom panel.
- A formal warning letter will be issued.
- The adopter's or contractor's permit will be revoked.
- The contractor will have panel installation privileges revoked in that district.

MAINTENANCE OF EXISTING SIGNS

Old-style, double-post signs should be replaced at vacant litter removal sites or when a new permit is issued at adopted locations.

Signs at Sites Under Construction

Encroachment permits must be suspended if more than 50 percent of an adopted area will be undergoing construction. The entire AAH sign assembly should be removed and stored by Caltrans and then reinstalled after the project is completed and a new site review has been performed.



If 50 percent or less of an adopted area will be undergoing construction, then the adopter can continue to work in the unaffected area. In this case, it may be necessary to relocate the courtesy sign for the duration of the construction. A permit rider may also need to be issued.

Repeated Vandalism

If an adopter's sign and/or panel is vandalized or stolen more than three times during a single permit period or five times during the group's participation, District Adopt-A-Highway Coordinators may ask the group to replace the damaged or missing sign components at their own cost.

Signs at Available Adoption Sites

Litter Removal Sites: Courtesy signs for litter removal adoptions should remain in place once installed. When a site becomes available, the recognition panel should be removed within 15 days of the permit's expiration date. If the base sign is not preprinted with the toll-free Adopt-A-Highway telephone number, then an overlay panel with the words, Volunteer/Sponsor Call 1-866-ADOPTAHWY, must be installed on the courtesy sign until the area becomes adopted. Former participants may be given the custom or State-produced panels in recognition of their efforts.

Non-Litter Sites: The entire courtesy sign assembly must be removed from vacant non-litter sites. Variations to this sign-removal policy must be submitted, in writing, to the Statewide Adopt-A-Highway Coordinator for approval and inclusion in the District Policy chapter of these Guidelines.

The entire courtesy sign assembly must be removed from vacant non-litter sites.

MAINTENANCE OF EXISTING RECOGNITION PANELS

Anytime a panel is replaced, the new panel must be compliant with current (March 2008) panel rules. This is regardless of whether or not the existing panel design was previously approved.

Anytime a panel is replaced, the new panel must be compliant with current (March 2008) panel rules.



Previously-Approved Panels Which Are No Longer Compliant

Existing panels that were approved by an AAH Coordinator **in writing** may remain in place. If a dispute should develop over whether or not a non-compliant panel was approved, it will be the responsibility of the adopter (or their contractor) to produce copies of the approval. If an approved panel is being replaced for any reason, its replacement must be compliant with current panel rules.

Existing panels that were approved by an AAH Coordinator in writing may remain in place.

Changing a Panel at Permit Renewal

Adopters wishing to update a recognition panel must wait until they renew their permit.

District Coordinators should make an effort to obtain photographs of existing panels when sites are reviewed at the beginning of the permit renewal process. If a panel is found to be non-compliant (and it was not previously approved), then the Coordinator must inform the adopter, or their contractor, that a replacement is required.

In either case, applications for renewals will not be forwarded to the Permits Branch until a new panel design is approved.

Changing a Panel During a Permit Period - Provision for New Logos

If a business changes their logo during the permit period and the new logo is being actively used by the company on corporate documents, then an exception may be granted for the adopter to replace their panel.

Damaged or Stolen Panels

Damaged or missing sign components should be replaced or repaired as soon as possible. This includes removing graffiti and replacing signs lost during construction. Caltrans will replace damaged custom panels with standard panels at no cost to the adopter, or, the adopter can provide new custom panels. Replacement panels, provided by the adopter, will be installed at no cost. Replacement panels must bear the same design as was originally approved by the AAH Coordinator, unless it was not compliant with current panel rules.





ADOPT-A-HIGHWAY

Recognition Panel Installation by Adopt-A-Highway Service Contractors

Recognition panels are usually installed by Department personnel, however, **if** the sign's location and type meet all conditions listed below and the contractor wishes to do so, Districts **must** allow the Permittee's contractor to install the panel(s). Location acceptability is determined by Caltrans.

- The panel will be installed on a new-style, single post Adopt-A-Highway (AAH) sign.
- The sign must not be located on or within six feet of a traffic lane.
- A work vehicle must be able to be parked near the sign, a minimum of six feet from a traffic lane.
- The estimated time for panel replacement to be completed cannot exceed 20 minutes.

Permission for panel installation must be requested via the contractor's AAH Program Application. Permission for panel installation must be authorized via the contractor's Encroachment Permit. Subcontracting is not permitted. Upon request, Caltrans will supply the contractor with the appropriate number of blank recognition panels (one or two) at no cost. Contractors who fail to comply with the following rules will no longer be permitted to install panels in the District where the violation occurred.

Before Beginning Work

- The contractor must submit an accurate, scaled, and colored proof of their panel design to the District AAH Coordinator for approval prior to its manufacture and installation.
- Recognition panel installation must be specifically authorized on the contractor's Encroachment Permit.
- Panels may not be installed until a safety orientation for the specific AAH site takes place.
- The contractor must have an AAH panel installation order in hand when performing the work.
- Panels installed must have been supplied by Caltrans or exactly match Caltrans panel specifications.

Work Procedures

- Contractors must abide by all general safety procedures listed in the Encroachment Permit Special Provisions while working on the State's right of way. In addition:
- Contractors should avoid standing behind their work vehicle and exiting/entering the vehicle from the traffic side.
- A minimum of two (2) workers must be on site. One employee shall be assigned as a lookout while the employee(s) replacing the panel is working with their back facing traffic.
- When removing the old panel, the rivets must be drilled out, not knocked off with a hammer or other tool which may cause damage to the sign.
- The new panel overlay must be attached to the base sign with self-plugging, aluminum blind rivets that have a 3/16 inch by 5/8 inch shank. A number 10 drill bit shall be used for drilling holes. Panels with 12, predrilled holes are available from Caltrans; a minimum of 8 of the predrilled holes must be used. If the contractor is not installing a Caltrans-supplied panel, the contractor must use a Caltrans-supplied panel as a template for rivet hole placement. The panel shall never be attached by adhesives, nails, nuts and bolts, or screws.
- Panels removed during change-out that were not installed by the contractor are State property and must be returned to the local Caltrans maintenance station or other location if indicated on the AAH installation order.

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 who 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.



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 name may be displayed instead 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 exclusively on the Internet and 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.

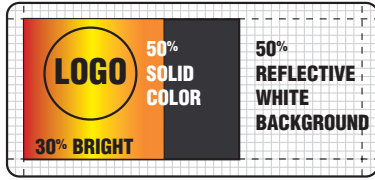
In all circumstances, the items to be displayed on recognition panels are solely determined by Caltrans. A complete copy of Adopt-A-Highway “Sign Restrictions and Controls” can be downloaded from our web site: <http://adopt-a-highway.dot.ca.gov>.



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.

REV. 02/2008

LARGE SIGNS (Freeways)



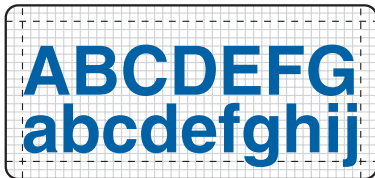
- Panel size is 45" x 21".
- Image area after 2" margin is 41" x 17".
- Minimum letter height is 3".
- Logos should be at least 12" tall.



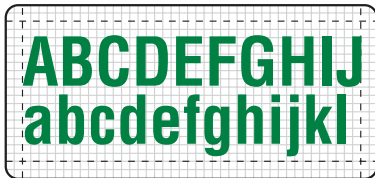
3" TYPE
15 Capital Letters
19 Lower Case Letters



3" CONDENSED
18 Capital Letters
23 Lower Case Letters

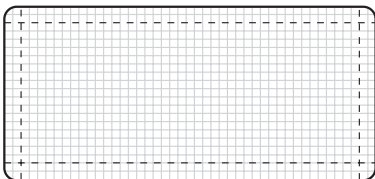
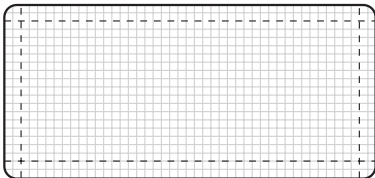


5" TYPE
7 Capital Letters
10 Lower Case Letters



5" CONDENSED
10 Capital Letters
12 Lower Case Letters

Try Out Your Ideas!



SMALL SIGNS (Conventional Highways)



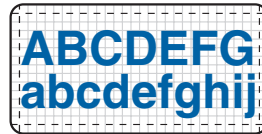
- Panel size is 30" x 15".
- Image area after 1" margin is 28" x 13".
- Minimum letter height is 2".
- Logos should be at least 8" tall.



2" TYPE
15 Capital Letters
19 Lower Case Letters



2" CONDENSED
18 Capital Letters
22 Lower Case Letters

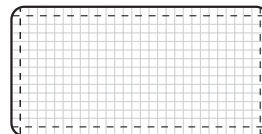
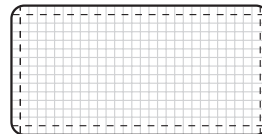
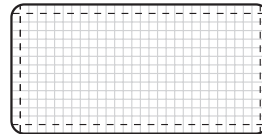


4" TYPE
7 Capital Letters
10 Lower Case Letters



4" CONDENSED
9 Capital Letters
12 Lower Case Letters

Try Out Your Ideas!



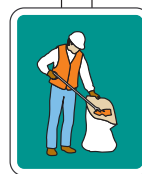
REV. 02/2008

**Large courtesy sign
to be used on access-controlled
highways (freeways).**



← Courtesy sign and
preattached logo
**S32/S32-A Assembly
54" x 42"**

*Allow a minimum of
5' in rural areas and
7' in urban areas between
bottom of base sign
and ground*



← 1" Spacing between signs

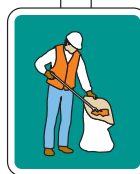
← Adoption-type icon

**Small courtesy sign
to be used on
all other
highway types.**



← Courtesy sign and preattached logo
**S32/S32-A Assembly
36" x 30"**

*Allow a minimum of
5' in rural areas and
7' in urban areas between
bottom of base sign
and ground*



← 1" Spacing between signs

← Adoption-type icon

Adopt-A-Highway Sign Assembly



S32/S32-A Assembly
54" x 42"



S32/S32-A Assembly
36" x 30"

Adopt-A-Highway Base Sign (For Replacement Purposes Only)



S32 54" x 42"



S32 36" x 30"

Adoption-Type Icons

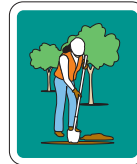
(Same Size Used For Both Base Sign Sizes)



LITTER
REMOVAL
S32-1
15" x 18"



WILDFLOWER
PLANTING
S32-2
15" x 18"



TREE AND
SHRUB PLANTING
S32-3
15" x 18"



GRAFFITI
CONTROL
S32-4
15" x 18"



VEGETATION
CONTROL
S32-5
15" x 18"

Recognition Panels



S32B 45" x 21"



S32B 30" x 15"

Adopt-A-Highway Logo

(For Replacement Purposes Only)



S32-A 15" x 18"



S32-A 10" x 12"

NOTE: Mission Bell adoptions continue to use the old-style, S16-8 sign.