



LOGO SIGNING PROGRAM

Shipping Information

Manufactured Logo signs are to be shipped to the following address:

*Arkansas Department of Transportation
Sign Fabrication Shop
11300 Baseline Road
Little Rock, Ar 72209*

The Logo signs should be packaged properly to avoid damage in shipment. The attached application must be shipped with the Logo sign for identification purposes.

Business Sign Specifications

The sign shall be fabricated on 0.063-inch flat sheet aluminum made of aluminum alloy (ASTM B 209, Alloy 5052 H 38), and sized as shown on the Typical Business Signs detail sheets. The business sign shall be reflectorized to show the same colors at night as in the day. The reflective sheeting used shall be Type III sheeting commonly called "High Intensity" or "Encapsulated Lens" sheeting, and shall meet the requirements of the "Standard Specifications for Construction of Roads and Bridges on Federal Highway Projects," 1985, FP-85. The sign shall also meet the requirements of the Arkansas Department of Transportation specifications "General Requirements for Signs." The sign shall have no holes for mounting.

The sign may consist of the business identification symbol, name, brand, trademark, or a combination of these. Words and messages that are definitely established as an integral part of the registered trademark may be used. Extra messages may not be used, e.g., "Telephone In Every Room," "Breakfast Served," etc. The full area of the blank must be utilized in the design of the sign for background, border, legend, logo, etc., to form a fully reflectorized sign of the size allowed. If applicable, "Open 24 Hours" may be used.

The mainline sign shall have a legend of 10-inch letters, and a $\frac{3}{4}$ -inch border of the same color as the letters. The ramp signs shall have a legend of 4-inch letters and a $\frac{1}{2}$ -inch border of the same color as the letters. Where business identification symbols or trademarks are used alone, the border may be omitted.

Messages, symbols, and trademarks which resemble any official traffic control device are prohibited.

IF YOU HAVE ANY QUESTIONS REGARDING COMPLIANCE WITH THESE SPECIFICATIONS, PLEASE SUBMIT A DETAILED DRAWING OF YOUR BUSINESS SIGN TO THE BEAUTIFICATION SECTION BEFORE MANUFACTURE.