

**SPECIFICATIONS FOR  
 FUEL, FOOD, LODGING AND CAMPING BUSINESS SIGNS**

**1. CONTENT:**

- a) Only a business name, brand name, trademark, logo, commercial symbol, or combination of these shall be used. If a nationally, regionally or logically recognized commercial symbol, logo or trademark is available, it shall be used in preference to any other form of business identification.
- b) Any message which serves to advertise rather than identify the business is strictly prohibited; except that as to "FUEL" business signs, the word "diesel," "LPG," or "natural gas," or a Department-approved symbol for the appropriate fuel may be included on the business sign.
- c) Messages, logos, symbols, or trademarks, which interfere with, imitate, or resemble any official warning or regulatory signs, signals or traffic control devices, or attempt or appear to attempt to direct the movement of traffic is prohibited.
- d) See attached "Typical Business Sign Details".

**2. SIZE:**

- a) Sign sizes, including the border, if any, shall be:

<u>Type of Sign</u>	<u>Freeway</u>		<u>Off-Ramp</u>	
Fuel, Food, Lodging, Camping	Width	Height	Width	Height
	48"	36"	18"	12"
Riders – Diesel, LPG, Etc.	Width	Height	Letter Height	
	N/A	8"	6"	

- b) The corners of the sign shall be trimmed to conform to the required radius as shown on attached "Typical Business Sign Details". All edges shall be smooth and free of burrs.

**3. MATERIAL:**

- a) All materials shall conform to the current Caltrans reflective sheeting sign contract specifications. See attached "Retro reflective Sheeting Details".
- b) The color black shall be non-reflective.
- c) Aluminum sheeting shall be 0.63 gauge for Freeway & Off-Ramp signs.
- d) Screening inks shall comply with the manufacturer's specifications for reflective sheeting.

4. **DESIGN:**

a) Logo Message

1. Any symbol, logo or trademark shall be reproduced in reflective material with the colors, General shape and design consistent with customary use and any on-site signs.
2. When used as part of a symbol, logo or trademark, any legend shall be proportionate thereto in Size.
3. The design shall cover as much of the rectangular sign surface as possible and shall be centered both vertically and horizontally.
4. A border is not required.

b) Name Message

1. The business name and border shall be as approved.
2. The layout of the legend should be as shown on attached "Typical Business Sign Details" shall cover as much of the rectangular sign surface as possible, and shall be centered both vertically and horizontally. Consistent with good graphic layout practices, the letter size and stroke width may be adjusted, when necessary, to conform to the space limitation. Upper or lower-case letters of any type style with good readability may be used. **The minimum height requirement for the mainline signs is 9-inch, and the off-ramp signs is 4-inch.**
3. Lateral spacing to the outside edge of the vertical borders and between adjacent words on a line of copy shall be not less than one-half the vertical dimension of the largest letter in that Line.
4. Vertical spacing to the outside edge of the horizontal borders and interline spacing shall be not Less than one-half the vertical dimension of the largest letter in that line.
5. A border is required and shall be the width shown on attached "Typical Business Sign Details".

**BUSINESS SIGNS THAT DO NOT MEET THE DEPARTMENT'S SPECIFICATIONS WILL BE REJECTED.  
IF YOU HAVE ANY QUESTIONS ABOUT THE SPECIFICATIONS CONTACT THE LOGO  
COORDINATOR PRIOR TO FABRICATION OF THE BUSINESS SIGN.**

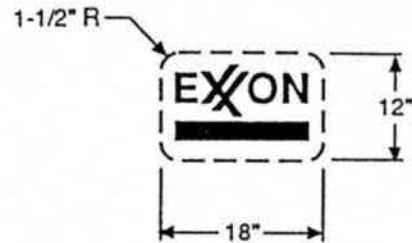
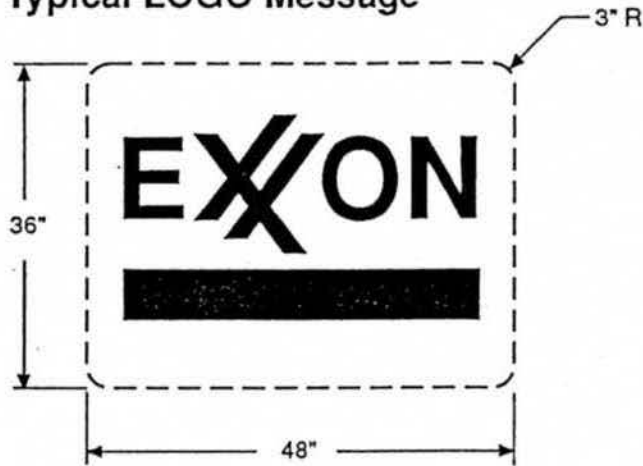
**District 1, TODS/Logo Coordination  
1656 Union Street  
Eureka, CA 95501  
(707) 445-6385**

# TYPICAL BUSINESS SIGN DETAILS

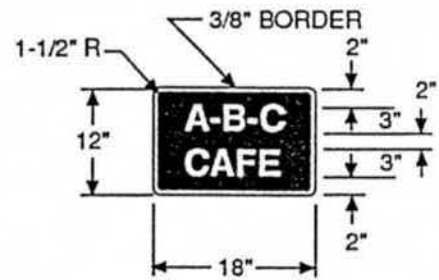
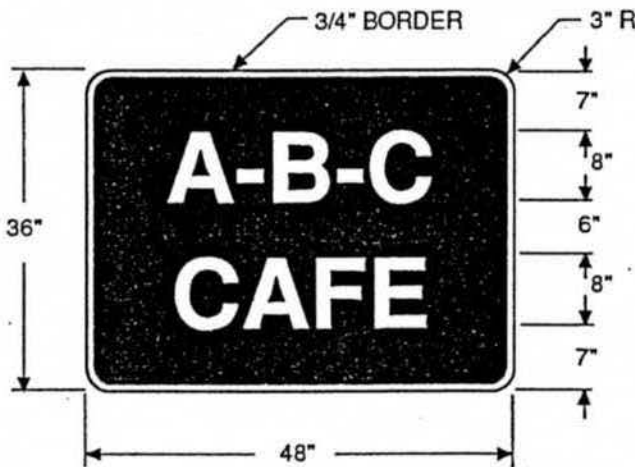
## FREEWAY

## OFF-RAMP

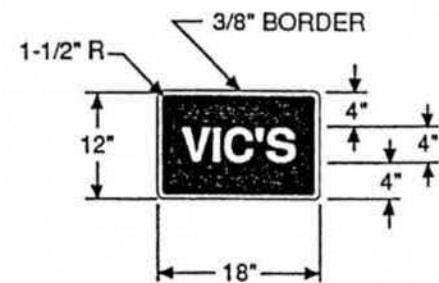
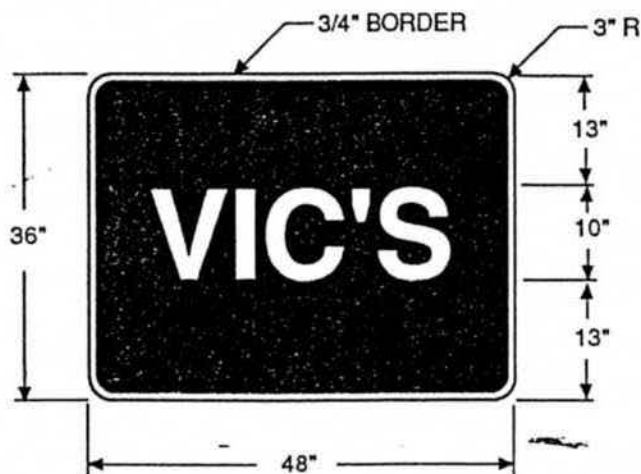
Typical LOGO Message



Typical NAME Message (Two-Line)



Typical NAME Message (One-Line)



NOTE: Drilling of mounting holes not required.