

761—118.7(306C) Business sign face specifications. Business signs shall meet the following specifications for the sign face and shall not be installed until they are inspected and approved by the department. Businesses shall submit a proposed sign design to the department for approval before proceeding with fabrication.

118.7(1) Design layout. A legend layout or a logo layout, but not both, shall be used for the design of the sign's message.

a. Legend layout. A legend layout shall reflect the name of the business in white letters on a blue background. Recommended letter height is 10 inches on a main line business sign, 4 inches on a ramp business sign, and 3 inches on a trailblazing business sign. The recommended number of text lines is one or two. Reducing the letter height or adding a third text line will reduce the legibility of the message.

b. Logo layout. A logo layout shall reflect the nationally, regionally, or locally known symbol or trademark of the business, using colors consistent with customary use of the symbol or trademark and resembling the business's on-premises sign. The symbol or trademark may be modified to improve legibility.

118.7(2) Borders. Main line business signs shall have a white $\frac{3}{4}$ -inch border on the outside edge of the sign. Ramp business signs shall have a white $\frac{1}{2}$ -inch border on the outside edge of the sign. Trailblazing business signs shall have a white $\frac{1}{2}$ -inch border on the outside edge of the sign. If a logo layout has a white background, no border is required. No inset border is allowed on legend layouts, and no inset border is allowed on logo layouts unless it is customary usage for the symbol or trademark.

118.7(3) Reflectorization. All business signs must be retroreflective.

118.7(4) Supplemental messages.

a. With department approval, a supplemental message such as "OPEN 24 HRS," "DIESEL," "E-85," "MECHANIC ON DUTY," "24 HR TOWING," "RV ACCESS," or the dates of operation for seasonal operations may be displayed on a main line business sign provided the letter height is at least 5 inches. Approval shall be limited to essential motorist information and does not extend to messages such as, but not limited to, "INDOOR POOL," "CAR WASH" or "PLAY AREA."

b. With departmental approval, a scaled-down version of the supplemental message used on the main line business sign may be displayed on ramp business signs provided the letter height is at least 2 inches.

c. Business signs are limited to one supplemental message per business sign.

118.7(5) Misleading or dilapidated signs. No business sign shall be displayed if it would mislead or misinform the traveling public, or if it is unsightly, badly faded, or dilapidated. The department may remove or mask business signs that violate these provisions. The department shall require a business to provide a renovated or new business sign to replace a misleading, unsightly, badly faded or dilapidated sign and shall assess a \$50 service fee to install the renovated or new sign.

118.7(6) Signs that interfere with or imitate official signs. Messages, trademarks, or brand symbols that interfere with, imitate, or resemble any official warning or regulatory traffic sign, signal or device are prohibited.

118.7(7) Damaged signs. The department is not responsible for damages to business signs caused by vandalism, vehicle accidents or acts of God. If a business sign is so damaged and it requires repair or replacement, the business shall provide a renovated or new business sign to the department for replacement of the damaged business sign. If a specific service sign is damaged beyond repair, the department shall erect a temporary specific service sign to accommodate the reattachment of the affected business signs.

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