From:	Anderson, Janelle (DOT)
To:	Colton, Diane (DOT)
Subject:	FW: INFORMATION: Sponsorship Acknowledgment Signs and Plaques
Date:	Tuesday, August 12, 2014 1:26:20 PM
Attachments:	Acknowledgment Signs Exs.pdf
Importance:	High

Please add to the agenda under FHWA update. Thanks.

From: william.stein@dot.gov [mailto:william.stein@dot.gov]
Sent: Tuesday, August 12, 2014 12:04 PM
To: Anderson, Janelle (DOT); Lott, Heather (DOT)
Cc: Williams, Robert H (DOT)
Subject: INFORMATION: Sponsorship Acknowledgment Signs and Plaques
Importance: High

FYI. I can touch on this at Wednesday's mtg.

From: Sylvester, Kevin (FHWA)
Sent: Sunday, August 03, 2014 9:13 PM
To: MUTCDFIELD
Subject: INFORMATION: Sponsorship Acknowledgment Signs and Plaques
Importance: High

MUTCD Contacts:

A number of questions have arisen about designs and applications of sponsorship Acknowledgment signs and plaques in conjunction with the MUTCD and FHWA Order 5160.1A. Various sign concepts have been presented to State agencies as acceptable based on the fact that they have been observed in use. However, many of these signs pre-date the referenced Order.

Please be particularly aware that there might be instances where existing signs do not conform to the current policy and/or the MUTCD. Accordingly, those concepts are not acceptable for new installations.

The attached document provides a series of example sign designs with various elements identified as they relate to the MUTCD and the Order. The purpose of this document is to make the Divisions and the State agencies aware of what to look for when considering an Acknowledgment sign or plaque concept that a sponsor has proposed. Ultimately, the primary focus of any acknowledgment of sponsorship must be on the service and not on the sponsor. If that is not the case, then the device likely constitutes advertising rather than acknowledgment.

As a quick reference, the major criteria are as follows (please refer to the MUTCD and Order 5160.1A for all criteria):

Acknowledgment Sign:

- Max. sign area 24 S.F.;
- Max. sponsor logo area 1/3 area of entire sign assembly;
- Independent installation removed from other TCDs;
- Located near the sponsored service *.

  ** Rest area Acknowledgment sign may be located on highway mainline; see Order 5160.1A for details.*

Acknowledgment Plaque:

- Installed below qualifying General Service sign;

- Max. plaque area lesser of 1/3 area of General Service sign or 24 S.F.;
- Must include legend such as SPONSORED BY.

We hope that you and your State partners find this information helpful in developing acceptable forms of sponsor acknowledgment along the highway. Please also be sure to consult the FAQs on this topic for more information.

Regards,

Kevin J. Sylvester, P.E., PTOE
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