



National Committee on Uniform Traffic Control Devices

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Attachment No. 2

Item No.: 17B.GMI.01

NCUTCD Council Meeting – January 4, 2018

NCUTCD Proposal for Changes to the Manual on Uniform Traffic Control Devices

TECHNICAL COMMITTEE: GMI Committee
ITEM NUMBER: 17B.GMI.01
TOPIC: Word Message Logo Sign Panels
ORIGIN OF REQUEST: Minnesota DOT, Heather Lott
AFFECTED SECTIONS OF MUTCD: 2J.03

DEVELOPMENT HISTORY:

- Approved by Technical Committee: 06/29/2017
- Approved by NCUTCD Council: 01/05/18

This is a proposal for recommended changes to the MUTCD that have been developed by a technical committee of the NCUTCD. The NCUTCD is distributing it to its sponsoring organizations for review and comment. Sponsor comments will be considered in revising the proposal prior to NCUTCD Council consideration. This proposal does not represent a revision of the MUTCD and does not constitute official MUTCD standards, guidance, or options. If approved by the NCUTCD Council, the recommended changes will be submitted to FHWA for consideration for inclusion in a future MUTCD revision. The MUTCD can be revised only through the federal rulemaking process.

SUMMARY:

The MUTCD provides guidance that word message logo sign panels should be white text on blue background. In order to allow additional color combinations, but maintain legibility and contrast, a change in the guidance statement is proposed.

DISCUSSION

Some businesses or facilities do not have a logo to display or their logo design is not suited to be viewed on a specific service panel due to legibility issues. These could include small businesses that may not have a corporate logo or historic or recreational activity sites that do not have a pictograph that is legible to highway users.

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37 Allowing different legend and background colors other than white on blue permits a participant
38 in the specific service program to match the color scheme of their specific service panel to the
39 color scheme of their business/facility's on site signage to help achieve association recognition.
40 This would also permit historic sites or recreational sites to utilize the white on brown color
41 scheme set intended for these categories. There is a variety of text / background color
42 combinations which equivalent contrast as compared to the white on blue combination. This
43 proposal references the luminance ration of 3:1 already utilized in the MUTCD to establish
44 acceptable legibility combinations. This proposal also adds clarification that a word message
45 panel should only have one background color and one text color to assure legibility.

46 47 **RECOMMENDED MUTCD CHANGES**

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49 The following present the proposed changes to the current MUTCD within the context of the
50 current MUTCD language. Proposed additions to the MUTCD are shown in blue underline and
51 proposed deletions from the MUTCD are shown in ~~red strikethrough~~. Changes previously
52 approved by NCUTCD Council (but not yet adopted by FHWA) are shown in green double
53 underline for additions and ~~green double strikethrough~~ for deletions. In some cases, background
54 comments may be provided with the MUTCD text. These comments are indicated by
55 highlighted light blue in brackets.

56 57 Section 2J.03 Logos and Logo Sign Panels

58 **Standard:**

59 01 **A logo shall be either an identification symbol/trademark or a word message. Each**
60 **logo shall be placed on a separate logo sign panel that shall be attached to the Specific**
61 **Service sign. Symbols or trademarks used alone for a logo shall be reproduced in the colors**
62 **and general shape consistent with customary use, and any integral legend shall be in**
63 **proportionate size. A logo that resembles an official traffic control device shall not be used.**

64 *Guidance:*

65 02 *A word message logo, not using a symbol or trademark, should have a blue single color*
66 *background with ~~white single color~~ legend and border. providing a minimum luminance ratio of*
67 *legend to background of 3:1.*

68 Support:

69 03 Section 2J.05 contains information regarding the minimum letter heights for logo sign
70 panels.

71 Option:

72 04 Where business identification symbols or trademarks are used alone for a logo, the border
73 may be omitted from the logo sign panel.

74 05 A portion of a logo sign panel may be used to display a supplemental message horizontally
75 along the bottom of the logo sign panel, provided that the message displays essential motorist
76 information (see Figure 2J-3).

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