

Specifications: Business Signs

Dimensions & Details:

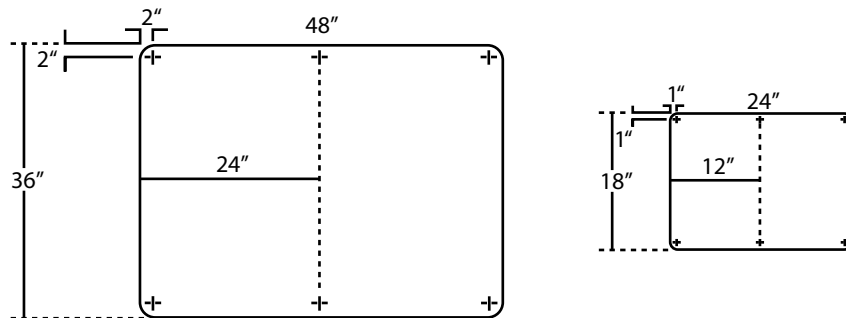
Mainline Business Sign				Ramp Business Sign			
Width x Height	Thickness A1	Corner Radius	Border Width	Width x Height	Thickness A1	Corner Radius	Border Width
48" x 36"	0.08	3"	3/4"	24" x 18"	0.08	1 1/2"	3/8"

Notes:

- All business signs shall be made from a single sheet of aluminum alloy (6061-T6, 5052-H38, or 5154-H38) conforming to South Carolina specifications for sign blanks (latest edition).
- Reflective sheeting shall be used which meets or exceeds the requirements of the South Carolina Department of Transportation's specifications for Type III reflective sheeting (latest edition).

Hole Punching Pattern:

All holes are to be drilled or punched 3/16" diameter.



Examples:



Provisions:

- Before any business sign is placed on a Specific Information Panel, Ramp Information Panel, or a Trailblazer Panel, the design, layout, and color scheme shall be submitted to the South Carolina Department of Transportation (SCDOT) for approval. All drawings submitted for approval shall be scaled graphic representations (maximum scale: 1/4" = 1") of the proposed business signs. Freehand drawings or drawings not-to-scale will not be accepted. The business shall submit two copies of the proposed business sign consisting of and indicating *completely* the following:
 - location of holes and borders,
 - colors to be used (Drawings need not be colored.), and
 - spacing of designs, lettering, and symbols if used.
- The designs will be reviewed by the SCDOT, and one will be returned approved or with revisions, corrections, and/or changes. The SCDOT will retain one copy.
- Businesses with designs previously approved for business signs need not resubmit designs unless a change is being made.
- All business signs for "chain" or "franchise" businesses shall be of the same design throughout the state of South Carolina. For example, all "Motel 6" lodging business signs will be the same.
- Only approved business signs are eligible to be installed on Specific Information Panels, Ramp Information Panels, or Trailblazer Panels. The SCDOT shall be solely responsible for approving the design of business signs.
- Business signs that contain an excessive amount of legend or that do not convey a clear and appropriate message will not be approved.
- Only one type of service is to be indicated on a business sign. For example, the words "Fireworks," "Gift Shop," "Liquor Store" and similar words that advertise another service or product may not be used on a logo sign.
- Businesses may display a supplemental message horizontally along the bottom of each business sign. The supplemental message should be displayed in a color to contrast effectively with the background of the business sign and will be separated from the other text or logo by a divider bar. The divider bar will be 3/4" thick and will span 48" across the entire width of the business sign. For ramp and trailblazer business signs, the divider bar will be 3/8" thick and will span 24" across the entire width of the sign. Text for the supplemental message will be at least 4" in height for mainline signs and at least 2" in height for ramp and trailblazer business signs. Presently, the SCDOT has approved supplemental messages for gas businesses that offer diesel fuel and for food businesses only open six days a week. Businesses may also use the "24 HOURS" supplemental message. Only one supplemental message can be displayed on a business sign. All designs must be approved by the SCDOT.
- No descriptive advertising words, phrases, or slogans such as "Lounge" or "Senior Citizens Discount" or any legend that constitutes advertisements, other than business name or symbol, will be permitted.
- When a business chooses to use a design that matches their on-premise signing or a design that is a nationally, regionally, or locally known symbol or trademark, documentation must be submitted along with the design for approval. A photograph of an existing on-premise sign that matches the design or documentation from the franchise headquarters will suffice for this documentation. Any legend or message not a part of the nationally, regionally, or locally known symbol or trademark shall contrast effectively with the background.