



## Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-15-4
CHAPTER 2	Signing
SECTION 15	Comprehensive Guiding Policies
SUBJECT 4	Pictographs on Signs

### A. Purpose

This guideline provides criteria for determining when pictographs *may* be allowed on supplemental traffic generator signs which qualify for a permit under TGM 2-15-3 (Sign Categories and Policy for Directional Signing). The term “pictograph” is defined by the Federal Highway Administration as a pictorial representation used to identify a governmental jurisdiction, a governmental agency, a governmental approved university or college, or a branch of the military service. In general, the use of pictographs is limited to those conditions where an easily recognized, widely understood pictograph *may* add to the effectiveness of a standard text sign by providing a quick visual cue to drivers in need of guidance. This guideline establishes criteria for determining when pictographs *may* be used, and establishes standards for the type and design of pictographs in order to assure their effective use through consistent application. The guideline also is intended to prevent the inappropriate use of pictographs as a means of promoting or advertising destinations, as advertising on the right of way is not legal.

### B. Definitions

Freeways are defined as divided arterial highway facilities that have full controlled access, by means of grade separation at interchanges only.

Expressways are defined as divided arterial highway facilities that have partial control of access and generally with grade separations at major intersections.

Conventional Highways are defined as either divided or undivided roadway facilities that have no control of access with grade separations at intersections. These highways can be two lane or multilane facilities.

Pictographs are defined as a pictorial representation used to identify a governmental jurisdiction, a governmental agency, a military base or branch of service, a governmental-approved university or college, or a government-approved institution.

Logos are defined as a distinctive emblem or trademark that identifies a commercial business and/or the product or service offered by the business.

Symbols are defined as the approved design of a pictorial representation of a specific traffic control message for signs, pavement markings, traffic control signals, or other traffic control devices, as shown in the MUTCD.

### C. Policy

Pictographs *may* be used on supplemental traffic generator signs provided that the following criteria are met:

- The supplemental traffic generator sign **shall** be approved for installation by meeting the criteria outlined in TGM policy 2-15-3 (Sign Categories and Policy for Directional Signing). Central Office approval **shall** be obtained for any pictograph requests.
- Pictographs **shall** only be allowed for guide signs that are listed below:
  - College/Universities
  - Auto Tour Route (Great River Road, Lake Michigan/Superior Circle Tour).
  - Wayfinding Signing
  - Airport Signing
  - Street name signs, including overhead
  - Military Branch
  - Qualifying Federal Government Facilities (U.S. Fish & Wildlife Service, National Park Service, U.S. Forest Service).
- College and University pictographs **shall** be the official seal adopted by the educational institution. Pictorial representations of college and university programs are not permitted.
- Advanced Street Name signs **shall not** contain pictographs.
- Auto Tour Route pictographs **shall not** be displayed on advance guide or exit direction signs. Auto Tour Route pictographs **shall** only be displayed on supplemental guide signs on freeways and expressways. For conventional highways, Auto Tour Route pictographs shall be displayed on conventional route assemblies.
- Military Branch pictographs **shall not** be displayed on advance guide or exit direction signs. Military Branch pictographs, related to military installations, **shall** only be displayed on supplemental guide signs.
- Commercial graphics for businesses **shall not** be used on community wayfinding signs, including within the pictographs.

- Wayfinding signing **shall** be approved for installation by meeting the criteria outlined in TGM policy 2-15-6.
- The pictograph **shall** fit within the sign face and should be placed to the left of the accompanying message. Whenever the addition of a pictograph requires a change in the size or shape of a sign, all costs of the change must be paid by the requestor.
- The maximum dimension (height or width) of a pictograph **shall not** exceed the size of the route shield on the guide sign. If the guide sign does not include a route shield, the maximum size of the pictograph (height or width) **shall not** exceed two times the height of the destination legend.

#### Typical Sizes of Pictographs

<u>Lettering Size on Sign</u>	<u>Pictograph Dimensions</u>
6" upper case / 4 ½" lower case	12" x 12"
8" upper case / 6" lower case	16" x 16"
10" upper case / 8" lower case	20" x 20"
13.33" upper case / 10" lower case	26" x 26"
16" upper case / 12" lower case	32" x 32"
20" upper case / 15" lower case	40" x 40"

- Pictographs **shall** be retroreflective. Colors, arrows and borders of the logos *should* meet the requirements defined in TGM 2-15-6.
- Pictographs that resemble an official traffic control device **shall** not be used.
- The sign requestor **shall** pay for the manufacture, installation and maintenance of all pictographs, including the sign(s) and posts. The actual method of pictograph installation will be left up to the discretion of each Regional Traffic Section.
- Pictographs currently installed that do not meet the criteria in this policy, will be allowed to remain in place until the end of their useful life. Useful life ends when the pictograph message no longer meets legibility or condition standards. Existing pictographs **shall** be removed prior to the end of their useful life when opportunities arise such as knockdown or damage, when other work is occurring nearby, or projects make removal practical.