



State of Wisconsin
Department of Transportation

Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer		13-41-1
CHAPTER 13	Traffic Regulations	
SECTION 41	Illegal Signs	
SUBJECT 1	Interstate Shield Misuse	

The success and popularity of the Interstate Highway System has caused numerous cases wherein the Interstate shield has been used in advertising media. The shield itself is registered with the U. S. Patent Office under copyright obtained by the American Association of State Highway and Transportation Officials (AASHTO).

Any use of the shield to name a product, a service, a company or to use it in any way to imply state, federal or AASHTO endorsement of a product or service is illegal and *should* be reported to the Central Office.

Its use on private directional signing or maps indicating to the public how to get to motorist services, points of interest, etc., is acceptable.