



Keep Kern Roads Clean Recognition Panel Guidelines

Kern County Roads Department
2700 "M" Street, Suite 400
Bakersfield, California, 93301

Recognition Panel Dimensions: Recognition panel dimensions are 22" L x 6" H.

Logos: Only logos that are the symbol or trademark commonly used by an organization or business are permitted.

Decorative Type: Decorative type styles are not permitted. Group names will be displayed in plain, sans-serif lettering such as Helvetica or Arial.

White Background Required: Recognition panels must have a reflective white background comprising at least 50% of the panel. (The area covered by the name and/or the logo cannot exceed 50% of the panel.) Panel design must allow for white margins on all four sides of the panel. A 1-inch margin is required on small sign and a 2-inch margin is required on large signs. Margin area is counted toward the 50% white background requirement but white lettering is not.

Use of Colors Other Than Black: Colors are permitted, however, the use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the panel. Fluorescent, neon, reflective or 'dayglow' colors may not be used on lettering or logos.

Same-Named Entities: If necessary to identify a business or organization as different from another same-named business or organization, the panel may indicate the community name. If there is more than one same-named business in a community, the street name where the business is located may be displayed on the panel instead of the community name. If an organization can be uniquely identified by a number, such as a troop, club, or post number, then the addition of the community name is not needed. Street names are not permitted on panels for organizations.

Political Entities: Panels may not reference an office held or an individual title. Appropriate recognition may include the elected officials name and/or recognition of their staffs or volunteers. Examples include "John Smith and Friends," "Staff of John Smith," etc.

Memorials: Only the words, "In Memory Of", plus a deceased person's name(s) are permitted.

Alcohol and Tobacco Products: Recognition of alcohol or tobacco products is not permitted under any circumstance, but recognition of tourist-related winery and brewery facilities is acceptable. In addition, recognition of enterprises that provide sexually-explicit materials or services will not be permitted.

Web-Based Entities: Only entities that operate exclusively on the Internet and whose legal business or organizational name is the same as their Internet domain name are permitted to display their domain name on their recognition panels.

All items displayed on recognition panels shall be approved by the Kern County Roads Department.

(REV 05/2008)