

While much of the process of designing and developing a logo for scenic byway use is based on creativity and unlimited possibilities, some areas are subject to various regulations, standards, and guideline controls. The following defines some of the technical limitations of logo design.

Issue/Concern	Design Constraints	Remarks
Sign Size	24" x 24" (600 mm x 600 mm) suggested for trailblazer signs.	Some WSDOT regions use 18" x 18" (450 mm x 450 mm) route markers. Scenic Byway markers should not exceed the size of the prevailing route number markers on that roadway. Size must be approved by the regional Traffic Engineer.
Night Visibility	Reflectorized for trailblazer and supplemental guide signs. Back-lit, bottom-lit, or reflectorized for gateway signs.	When the logo image is being used as a route marker it must be reflectorized, back-lit, or bottom-lit for nighttime visibility.
Letter Style	Without serifs	<p>Letter styles should not have hooks or protrusions from the basic letter shape. Avoid typefaces with excessive contrast between thick and thin elements because they are harder to read.</p> <p>Lettering should be C series or better</p> <p>Recommended letter styles:</p> <p>ARIAL, arial ARIAL, arial CENTURY Gothic, CENTURY Gothic, Clearview, Clearview, HELVETICA, Helvetica, HELVETICA, Helvetica SWIS, swis Etc.</p> <p>If serifs are used they should not become so pronounced as to make the letter begin to look like a script style.</p>
Letter Size	3" (75 mm) minimum height	To achieve good readability, the letter size should be at least 3 inches (75 mm) tall when used on a sign 24" x 24" (600 mm x 600 mm). Letter size should be the same ratio on bigger signs.
Letter Stroke	14% to 20%	The ratio of letter line thickness to the letter's height should be 14-20% to provide best readability.

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Image Balance	1:2 ratio of blank space to image	Balance is the use of empty space to offset the image or message. Good balance will strengthen the image message by promoting contrast and simplicity. A 1:2 ratio is good (blank to image).																								
Directional Arrow	Black and White on trailblazer signs.	Arrows should be consistent with those used for other trailblazing purposes																								
Color	Traffic control color coding	<p>The MUTCD establishes general meanings for 8 colors in a total of 12 colors that have been identified as appropriate for use in conveying traffic control information. The following list shows colors and classes of traffic control devices in the Traffic Control Color Code:</p> <table border="0"> <tr> <td>YELLOW</td> <td>General warning</td> </tr> <tr> <td>RED</td> <td>Stop or prohibition</td> </tr> <tr> <td>BLUE</td> <td>Motorist services guidance</td> </tr> <tr> <td>GREEN</td> <td>Indicates movements permitted, direction guidance</td> </tr> <tr> <td>BROWN</td> <td>Recreational and cultural interest guidance</td> </tr> <tr> <td>ORANGE</td> <td>Construction and maintenance warning</td> </tr> <tr> <td>BLACK</td> <td>Regulation</td> </tr> <tr> <td>WHITE</td> <td>Regulation</td> </tr> <tr> <td>PURPLE</td> <td>Unassigned</td> </tr> <tr> <td>STRONG YELLOW GREEN</td> <td>Unassigned</td> </tr> <tr> <td>LIGHT BLUE</td> <td>Unassigned</td> </tr> <tr> <td>CORAL</td> <td>Unassigned</td> </tr> </table> <p>It is important to consult the WSDOT regional Traffic Office to ensure the color scheme does not create public confusion.</p>	YELLOW	General warning	RED	Stop or prohibition	BLUE	Motorist services guidance	GREEN	Indicates movements permitted, direction guidance	BROWN	Recreational and cultural interest guidance	ORANGE	Construction and maintenance warning	BLACK	Regulation	WHITE	Regulation	PURPLE	Unassigned	STRONG YELLOW GREEN	Unassigned	LIGHT BLUE	Unassigned	CORAL	Unassigned
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