

District 1



Good example - large letters, simple message, easy to read, good placement for the situation



Good example - large letters, simple message, gets attention, good placement



OK, **temporary**, but color is hard to read and will fade. Should be replaced with professionally made sign



Bad example - individual names can't be read, lettering too small & cluttered, should not be on state barricade

District 1
with black letters on white background.



Another option to consider, assuming there is a good place to hang it, would be to install a temporary banner over the highway. These are allowed for community promotion, but may not include any commercial advertising.

Contact Barb Gassen, WisDOT District One Traffic, at 608-243-3383 for more information or to obtain a permit application.