**Section 541.50 Sign Design**

a) Tourist oriented directional signs will contain the words "TOURIST ACTIVITIES" in white legend six inches in height on a blue background 12 inches in height and 72 inches in width.

b) Business signs will consist of the business' name in one or two lines of copy and shall not include any trademark or symbol. The business' name will be in white legend four inches in height on a blue background 18 inches in height and 72 inches in width and will contain the days and months of operation where applicable, and the mileage to the business measured to the nearest half mile. The mileage will not be shown where the distance is less than a half mile. Where necessary, the Department will abbreviate the name of the business so that it shall fit in the space provided.