

Sec. 13b-96-44. Identification of taxicabs

(a) Each and every vehicle authorized and placed in taxicab service within six (6) months after the implementation of these regulations shall be painted according to uniform color scheme chosen by the certificate holder. All of the motor vehicles operated as taxicabs in a certificate holder's fleet shall have one uniform lettering and color scheme. All certificate holders shall register the color scheme with the commissioner within six (6) months from the date of implementation of these regulations.

(b) Any certificate holder operating a taxicab pursuant to a certificate from the commissioner may adopt one trade name or design for each certificate subject to approval by the commissioner. Such trade name shall not reflect the name of a town or area not authorized under the certificate or resemble any other mode of transportation other than that of a taxicab service. Such trade name or design shall:

(1) Have a permanently affixed decal or be permanently painted on both sides of the vehicle; and

(2) Include the name of the certificate holder or trade name under which business is conducted.

(c) Every taxicab shall be equipped with an operating exterior taxicab dome light on the roof which shall be illuminated at all times when the vehicle is in service.

(d) All mandatory lettering, identification numbers and wording, whether in a particular trade name or design, as required by this section and approved by the commissioner, shall be not less than three (3) inches in size, shall be clearly identifiable and shall contrast distinctly with the body color of the taxicab.

(e) No vehicle operated as a taxicab shall have any advertisement placed in the interior or on the exterior window of the vehicle.

(Adopted effective November 3, 2000)