
341 LOGO SIGN PROGRAM FOR FREEWAYS

The Logo Sign Program provides travelers with business identification and directional information for motorist services such as fuel, food, lodging, camping, and tourist activities. With the elimination of billboards for off-premise advertising, logo signs provide businesses not located along the highway with a means to advertise to motorists by displaying logo signs on specific service sign panels.

Arizona began a program to install logo signs along its rural Interstate highways and awarded the program to a private contractor. The first contract was awarded to the Arizona Logo Sign Group, an affiliate of Logo Signs of America, Inc. on December 21, 1987 for an initial 5-year period with the option to renew for 3 additional 5-year periods. The current Interstate Logo Sign Program contract is in effect from January 1, 1998 until December 31, 2002. The program is authorized by the current version of Arizona Administrative Code R-17-3-902.

A contract to expand the Logo Sign Program onto other rural State highways (Rural Logo Sign Program) was awarded to the same Contractor on March 14, 1995 for a 5-year period. See Section 342 of this document.

The Contractor is responsible for determining if businesses comply with eligibility requirements; marketing the program to eligible businesses; applying to ADOT for an encroachment permit for the specific service sign panels; collecting fees from the businesses; and installing, maintaining, and administering the sign panels and logo signs.

Applications for logo signs can be obtained from the Arizona Logo Sign Group at (800) 637-1432.

ADOT sign designers should recognize that anytime a new sign on a roadway project interferes with an existing logo sign installation, they should make provisions for the relocation of the logo sign to a more appropriate location. These provisions should include a pay item to move the logo sign in the project contract.