

LOGOS Program General Information

Business logos separately attached on a specific service sign shall show the logo, name, brand, or trademark of the fuel, food, lodging, camping or attraction facility located at or conveniently accessible from an interchange on the Interstate System or other selected highway. Each logo sign shall display only one business logo. Nationally, regionally, or locally known commercial symbols or trademarks shall be used when applicable. The brand or trademark identification symbol used shall be reproduced with the colors and general shape consistent with customary use. Any messages or trademarks of brand symbols which interfere with, imitate, or resemble any official warning or regulatory sign, signal or device shall not be permitted. If a logo is available, it shall be used in preference to any other form of business sign. Descriptive advertising words, phrases or slogans shall not be allowed on a business logo; e.g., "Open 24 Hours," "Great Food," "Free Coffee," "Credit Cards Accepted," "Food Mart," "Good Sam Club," etc. A portion of the bottom of a FOOD logo sign may be used to display the word "CLOSED" and the day of the week when the facility is closed. A portion at the bottom of a GAS logo sign may be used to display the legends for alternative fuels.

All business logos shall be furnished to the Department by the business participant at no cost to the Department and shall be manufactured using materials and workmanship which are in accordance with the latest adopted edition of the Alabama Department of Transportation Standard Specifications for Highway Construction and any supplements thereto. Sheeting shall be Type III or higher. Logo signs with dark background colors may use Super High Intensity Microprismatic sheeting. Type I-N (non-reflective vinyl) is not approved for use on business logos.

The business shall submit a layout of the proposed business logo for approval by the Department prior to fabrication. The Department will provide a BUSINESS SIGN REQUIREMENTS form to the applicant that itemizes the number of business logos required, the associated fees and remittance requirements. Businesses which fail to

submit the required forms, fees and layouts as noted above shall not be eligible to participate in the Program.

Each business applicant shall offer written assurance that it conforms with all applicable laws concerning the provision of public accommodations with regard to race, religion, color, age, sex, national origin or disability, and laws concerning the licensing and approval of service facilities.

NO BUSINESS WILL BE ELIGIBLE TO PARTICIPATE IN THE SPECIFIC SERVICE SIGNING PROGRAM WHICH HAS AN ILLEGAL OUTDOOR ADVERTISING SIGN.