

## APPLICATION INSTRUCTIONS

Individual businesses requesting a business sign on a specific information panel must submit a logo signing application to the Iowa DOT's Traffic and Safety Bureau. The applications are available from the DOT's area maintenance offices, the Traffic and Safety Bureau, and [www.iowadot.gov/iowaroadsigns](http://www.iowadot.gov/iowaroadsigns).

The initial fee (non-refundable), payable at the time of application, is \$100. After the application is approved, the applicant should forward a copy of the proposed sign design to the Department for approval. Once approved, the applicant must furnish appropriate business signs to the DOT. The signs must be fabricated in accordance with DOT specifications. If your application is denied, you will be notified in writing.

Business signs that do not meet specifications will be rejected. If you have any questions about the specifications please contact the Traffic and Safety Bureau prior to fabrication of the business signs.

A separate application and application fee are required for **each type** of motorist service for which you are applying. The application(s) shall be completed as follows:

- Lines 1 & 2** Identify the highway and interchange where your business is located.
- Lines 3 & 4** Give distance and direction from nearest ramp terminal (the point where the exit ramp from the interstate or freeway connects to the intersecting roadway) to the nearest entrance to your business.
- Line 5** Indicate whether your business establishment (including on-premise signing or other identifying features) is visible from either ramp terminal.
- Lines 6-10** Below the appropriate type of service, place a check mark in all applicable blanks.
- Line 11** Enter approved state license number and the date it was issued.
- Line 12** Enter hours, days and months of operation. If your business is operated on a seasonal basis, enter dates of reduced hours or closed season.

The applicant's certification must be signed. Applications cannot be processed without this signature or if portions are left blank.

BUSINESS SIGN BLANK SPECIFICATIONS			BUSINESS SIGN FACE SPECIFICATIONS		
MAINLINE	RAMP	TRAILBLAZER	MAINLINE	RAMP	TRAILBLAZER
<p style="text-align: center;"><b>GAS SIGN</b></p>	<p style="text-align: center;"><b>GAS SIGN</b></p>	<p style="text-align: center;"><b>GAS SIGN</b></p>	<p style="text-align: center;"><b>GAS SIGN - TYPICAL LOGO LAYOUT</b></p>	<p style="text-align: center;"><b>GAS SIGN - TYPICAL LOGO LAYOUT</b></p>	<p style="text-align: center;"><b>GAS SIGN - TYPICAL LOGO LAYOUT</b></p>
<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, OR ATTRACTION SIGN</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, OR ATTRACTION SIGN</b></p>	<p style="text-align: center;"><b>GAS, FOOD, LODGING, CAMPING, OR ATTRACTION SIGN</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</b></p>
<p>The sign blank shall be fabricated from flat sheet aluminum of between .074 inch minimum and .125 inch maximum thickness.</p> <p>The mounting holes are to be drilled with a No. 30 drill (.128 inch diameter) at the locations shown for individual signs.</p>			<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, OR ATTRACTION SIGN - TYPICAL LOGO LAYOUT</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, OR ATTRACTION SIGN - TYPICAL LOGO LAYOUT</b></p>	<p style="text-align: center;"><b>FOOD, LODGING, CAMPING, OR ATTRACTION SIGN - TYPICAL LOGO LAYOUT</b></p>

## BUSINESS SIGN FACE SPECIFICATIONS

Logo Sign Designs must be one of the following and can not be a combination of both.

- **Legend layout.** A legend layout shall reflect the name of the business in white letters on a blue background (3M 883N Blue or other matching product). Recommended letter height is 10 inches on a mainline business sign, 4 inches on a ramp business sign, and 3 inches on a trailblazing business sign. The recommended number of text lines is one or two. Reducing the letter height or adding a third text line will reduce the legibility of the message.

- **Logo layout.** A logo layout shall reflect the nationally, regionally, or locally known symbol or trademark of the business, using colors consistent with customary use of the symbol or trademark and resembling the business's on-premises sign. The symbol or trademark may be modified to improve legibility. The background may be blue or color customarily used when logo is used. All signs must be retroreflective.

Regardless of whether a logo or the name of the business is used, the display shall be centered both vertically and horizontally on the business sign. Supplemental messages such as "DIESEL" or "OPEN 24 HOURS" may be added with prior written approval from the department provided the height is at least five inches.

The mainline business signs shall have a 3/4-inch white border; ramp business signs shall have a 1/2-inch white border. If a logo layout is used, the logo may utilize the full space, up to the white border. No inset border is allowed on legend layouts, and no inset border is allowed on logo layouts unless it is customary usage for the symbol or trademark.

The trailblazing business signs shall have a 1/2-inch white border and the legend shall be 3-inch letters, whether capital or lower case, if two lines of copy are utilized; and at least 3-inch letters if there is only one line of copy. If a logo layout is used, the logo may utilize the full space, up to the white border.

Any messages, trademarks or symbols that imitate or resemble any official warning or regulatory traffic sign, signal or device are prohibited.

## INTRODUCTION

The Iowa Billboard Control Law, Chapter 306C of the Iowa Code, requires the Iowa Department of Transportation (DOT) to place signs within interstate and freeway rights-of-way to provide motorists with specific information. These signs are to be located at appropriate distances from interchanges on those highway systems. This program, commonly identified as “Logo Signing,” is designed to provide motorists information about the “GAS,” “FOOD,” “LODGING,” “CAMPING” or “ATTRACTION” services available at the next interchange. It is not intended to provide private advertising within the public highway right-of-way.

Under the logo signing program, a business which provides services designated above may have its business sign displayed on “Specific Information Panels” if the business meets criteria listed in this brochure; pays the fees which are set by law; and provides a business sign that meets the DOT specifications in this brochure.

A “specific information panel” is an official sign located within the highway right-of-way that identifies the type of motorist service — “GAS,” “FOOD,” “LODGING,” “CAMPING” or “ATTRACTION” — and provides directional information and space for one or more individual signs to identify the businesses providing that service.

A “business sign” is a separate sign, mounted on the specific information panel, to show the brand, trademark or name of the motorist services available on a crossroad at or near an interchange.

## GENERAL INFORMATION

1. The DOT will perform all required installation, routine maintenance, removal, and replacement of business signs on specific information panels. IT IS ILLEGAL FOR THE PUBLIC TO WORK WITHIN THE RIGHT-OF-WAY OF INTERSTATE OR FREEWAY PRIMARY HIGHWAYS.
2. No business sign can be displayed that does not meet DOT specifications; which would mislead or misinform the traveling public; or which is unsightly, badly faded or dilapidated.
3. The annual fees—as set by law—are \$230 for each business sign displayed. The fees must be paid in advance.
4. The DOT is not responsible for damage to business signs caused by vandalism or natural forces. If such damage requires the repair or replacement of the sign, the business shall provide a new or renovated business sign, and pay a \$50 service charge to have the damaged one replaced.

## GENERAL CRITERIA

Business signs may be permitted on information panels along the mainline of the highway, provided the business displayed complies with the following criteria.

1. The individual business whose name, symbol or trademark appears on a sign shall file written assurance that the business conforms with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex or national origin, and shall comply with that written assurance.

2. “GAS,” “FOOD,” “LODGING,” “CAMPING” or “ATTRACTION” services must be located within three miles of the exit, measured from the end of the exit ramp off the interstate or freeway. Exceptions are possible if space is available on the panel. Please check with the Traffic and Safety Bureau to see if an exception can be made.

3. **GAS and associated services**—to qualify for a business sign on a panel the business shall have:

- appropriate licensing as required by law;
- vehicle services which shall include gas, oil and water;
- free air for tire inflation;
- restroom facilities and drinking water;
- continuous operation at least 12 hours per day, seven days a week, year-round; and
- a public telephone

card-operated fueling stations may be granted an exception.

4. **FOOD** — to qualify for a business sign on a panel, the business shall have:

- appropriate licensing as required by law;
- continuous operation, year-round, six days a week, serving at least two meals a day (breakfast, lunch, or dinner). Breakfast is considered the first meal of the day and served no later than 10 a.m., and consisting of eggs, bacon, ham, sausage, pancakes, waffles, oatmeal, cereal, fruit, muffins, toast croissants, donuts, or rolls. Breakfast shall also consist of at least two of the following drinks: coffee, juice, tea, or milk.
- a minimum of 10 spaces available for seating; and
- a public telephone.

5. **LODGING** — to qualify for a business sign on a panel the business shall have:

- appropriate licensing as required by law;
- adequate sleeping accommodations, with a minimum of 10 units, each including bathroom and sleeping room (Exception: A bed and breakfast establishment is not required to have more than two guest rooms or provide separate bathroom facilities for each room.); and
- a public telephone.

6. **CAMPING** — to qualify for a business sign on a panel, the business shall have:

- have a minimum of 20 spaces for camping or parking of camping vehicles.
- appropriate licensing as required by local and state law;
- adequate parking accommodations;
- agreed to removal or masking of logo signs—by the department—during off season, if seasonal operation, or the months of operation may be posted as a supplemental message on the business sign; and
- a public telephone.

7. **ATTRACTION** —to qualify for a business sign on a panel, the attraction shall:

- have appropriate licensing as required by law;
- be nationally or regionally known;
- be of significant interest to the traveling public;
- have qualified as a:
  - area of natural beauty or phenomena;
  - historic, cultural site or museum;
  - scientific site;

- four-year accredited college or university;
- religious site;
- area of outdoor recreation;
- winery, brewery, or distillery with on-site production, tours, gift shop, and tasting room;
- amusement park;
- botanical park or zoological facility;
- casino;
- Stadium, coliseum, arena, or racetrack with a seating capacity of at least 5000;
- antique mall with at least 20,000 square feet devoted to retail sales or area containing eight or more antique shops within a three-block radius;
- shopping mall or retail outlet with a minimum, active store count of 50, excluding kiosks and temporary booths within the common areas, and including only those stores that occupy owned or leased areas whose boundaries are defined by permanent walls with doors or gates;
- sporting goods store or recreational retail outlet with at least 100,000 square feet devoted to retail sales or;
- cultural and entertainment district as officially designated by the department of cultural affairs, provided that the local jurisdiction implements a signing plan to direct motorists to the various cultural and entertainment sites within the district.

- maintain normal business hours at least five days per week, totaling at least 40 hours per week. Stadium, coliseum, arena, or racetrack listed above are excepted from this requirement;
- provide restroom facilities and drinking water;
- have adequate parking;
- agree to removal or masking of logo signs - by the department - during off season, if seasonal operation, or the months of operation may be posted as a supplemental message on the business sign; and
- have a public telephone.

Following review by the DOT, each application is evaluated by the Tourist Signing Committee and either approved or denied.

8. Placing a new advertising device, or maintaining an existing one in violation of Section 306C.11 or Section 306C.13 of the Iowa Code by a business shall disqualify that business from obtaining a business sign on any specific information panel.
9. In addition to mainline business signs, ramp business signs are required when the advertising activity or on-premise signing is not visible from the ramp terminal, except where ramp-specific information panels cannot be erected due to ramp design, spacing requirements, or at the Iowa DOT’s discretion.
10. Trailblazing signs (small signs similar to ramp signs) will be put along the most desirable routes on primary highways, secondary roads, and city streets to guide motorists from the interstate highway or freeway to the business if the business is not located on the road intersecting the interstate or freeway. No more than two trailblazing signs shall be erected for a business. If more than two trailblazing signs are required to guide motorists to the business, the business does not qualify for logo signing. Trailblazing signs are exempt from annual fees.



# LOGO BUSINESS SIGN

Information and application instructions

[www.iowadot.gov/iowaroadsigns](http://www.iowadot.gov/iowaroadsigns)

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