



Oregon

Kate Brown, Governor

Travel Information Council

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Salem, OR 97302-4386



Thank you for your interest in Attraction Interstate Logo Signs

Interstate Logo signs consist of large blue sign panels with individual business' logo plaques mounted on the panel. The legend, Attraction, is in white above the customer plaques. This legend may be combined with Gas, Food, Lodging or Camping legends for up to three on a single board. Gas, Food, Lodging, and Camping have their own application. The Travel Information Council (TIC) is limited to a maximum of four Logo signs per direction per exit. Often there is room for only one board per direction per exit.

As their name implies, these Logo signs are located on interstate highways and expressways at exits where the businesses are located.

Naturally, the signs are not only valuable to the motorist, but also to the businesses featured on the signs. While businesses may look at highway signs as a form of advertising or promotion, they are in fact classified as official traffic control devices and are regulated by Federal and State laws.

Oregon was one of the early States to adopt the Federal Highway Beautification Act and replace billboards with business Logo signs to direct motorists to essential services. Gas, Food, Lodging and Camping were the first logo signs offered by TIC in 1972. After a successful Oregon experimentation of Attraction Logo signs in the late 1990's, the Federal Highway Administration added Attraction to the list of permitted services on Logo signs in 2000.

The attached pages are designed to help you better understand our program. Please read them carefully. If you would like us to review your specific Attraction Interstate Logo sign request, complete the attached application and return it with all the requested materials.

Our agency is here to help you with your sign request. If you have any questions, don't hesitate to call.

Diane Cheyne
Sign Operations Administrator