



# Oregon

Kate Brown, Governor

Travel Information Council

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## Thank you for your interest in Off-Interstate Logo Signs

Off-Interstate Logo signs consist of a blue sign panel with individual business logo plaques mounted on the panel. The legends, Gas, Food, Lodging and Camping, are in white above the customer plaques. The Travel Information Council (TIC) is limited to a maximum of four Logo signs per direction, per intersection. Often there is room for only one sign per direction, per intersection.

As their name implies, these Logo signs are located on secondary or conventional highways (not interstate) at the closest intersection to each applicant.

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 is one of the few States nationally that offer these smaller versions of Interstate Logo signs to businesses on conventional highway routes. They began in 1979 through the lobbying of a campground in Lincoln City. With the help of the Oregon Department of Transportation, TIC obtained Federal approval to begin this sign program.

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 Gas, Food, Lodging or Camping Off-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