



## 1. Introduction

### 1.1. General

Specific Service Signs, which are referred to as Logo signs, are signs that identify and provide directions to qualifying gas, EV charging, food, lodging, camping, and attraction businesses that furnish services to motorists at or near full or partial controlled interchanges or intersections. The North Carolina Department of Transportation provides eligible businesses with the opportunity to participate in the Logo sign program and be listed on official signs within the right-of-way of fully or partially controlled access highways in accordance with G.S. 136-89.56 and the North Carolina Administrative Code.

Pursuant to North Carolina G.S. 136-89.56, the North Carolina Department of Transportation (NCDOT) utilizes a private Vendor to administer the Logo Program with oversight from the NCDOT. The Vendor is responsible for administration of all aspects of the NCDOT Specific Service Logo program.

### 1.2. Purpose

The purpose of the Logo Sign Privatization Manual is to provide guidance to NCDOT personnel, PEF personnel, Logo Sign Vendor personnel, and the public. This may include the designers, reviewers, project managers, construction managers and implementers of projects involving Logo signs, as well as those involved with the delivery of the Logo program, and the members of the public.

### 1.3. How to Use the Logo Sign Privatization Manual

The manual is divided into chapters as follows:

1. Introduction
2. Vendor Role
3. Logo Sign Coordination
4. Design Standards
5. Eligibility Requirements
6. Logo Business Panels
7. Appendices

Each chapter contains information including written descriptions and links to other resources.

### 1.4. Definitions

Definitions specific to the Logo Signing Program are as follows:

**APPLICANT** is a business that has submitted information to the vendor for acceptance into the Logo Program.

**BUSINESS** is a commercial establishment providing gas, EV charging, food, lodging, camping, or attraction services. See also: "Logo Business Panel" and "Logo Mileage Panel."

**BUSINESS ELIGIBILITY** are the conditions a business must meet to participate in the Logo Program as defined by the Department and verified by the Vendor.

**BUSINESS FEES (PARTICIPATION FEES)** are the contracted payment from a customer to the Vendor for displaying a business panel on Logo signs and Logo trailblazers.

**COMBINATION SPECIFIC SERVICE (LOGO) SIGN** is a rectangular, white-on-blue sign bearing the message, GAS, EV CHARGING, FOOD, LODGING, CAMPING, or ATTRACTION for two or more service types and appropriate directional information and including space for one or more individual business Logo panels (for example, GAS and FOOD, LODGING and CAMPING, etc.).

**CUSTOMER** is a business with a Logo Program contract that is in effect.

**DEPARTMENT** is the North Carolina Department of Transportation; the terms NCDOT, Department, Engineer, Project Manager and State are synonymous.

**DEPARTMENT PROGRAM MANAGER** is the Department representative responsible for oversight of the Logo Signing Program.

**EV CHARGING** is a business providing EV Charging as primary service.

**FEE STRUCTURE** is the system of rules for charging customers for participation in the Logo Program that is proposed by the Vendor and approved by the NC Board of Transportation.

**FIRST-COME, FIRST-SERVED** is a philosophy where when space is available on the sign, consideration is given to the first completed application received, based on date and time of receipt from interested business.

**FOOD** is a business providing food and beverage as primary service.

**FULL CONTROL OF ACCESS** is defined as having connections to a facility provided only via ramps at interchanges, all cross-streets are grade-separated, no private driveway connections are allowed, and a control of access fence is placed along the entire length of the facility. See the [NCDOT Access Control Map](https://ncdot.maps.arcgis.com/home/webmap/viewer.html?webmap=54666cce86f64925b9f51f560e849a44) at the address below:

<https://ncdot.maps.arcgis.com/home/webmap/viewer.html?webmap=54666cce86f64925b9f51f560e849a44>

**GAS** is a business service providing gasoline as primary service.

**LOCATION ELIGIBILITY** are the conditions an interchange must meet to qualify for Logo signs as defined by the Department and verified by the Vendor.

**LOGO BUSINESS PANEL** are a separately attached, rectangular sign that is owned by the participating business that bears the brand, symbol, trademark, or name (or any combination thereof) for the available service.

**LOGO MILEAGE PANEL** is a separately attached, rectangular panel fabricated by the Vendor to display the travel distance and initial direction of travel from an off-ramp placed directly under a logo business panel.

**LOGO PROGRAM** is a program authorized by North Carolina General Statute for specific service signs that is administered by the Vendor with Department oversight.

**LOGO TRAILBLAZER** is signage in addition to mainline and ramp Logo structures necessary to provide additional direction to otherwise qualifying businesses that are not located on, or visible from the crossroad. Logo trailblazer signs shall consist of a business Logo sign, identical to the ramp business Logo sign, a directional arrow and supports.

**MOST CURRENT and CURRENT** are the version of any standards or requirements that are in effect, including any changes, amendments or additions which occur, on the date the Contractor makes a submittal for signs to be constructed and / or the date the Contractor performs maintenance.

**NO CONTROL OF ACCESS** is defined as having connections to a facility provided via ramps at interchanges, at-grade intersections, and private driveways with no controlled access fence.

**ON-TIME DELIVERY** is the delivery of all items within a single order to the receiving point designated by the ordering entity within the delivery time required.

**PARTIAL CONTROL OF ACCESS** is defined as having connections to a facility provided via ramps at interchanges, at-grade intersections, and private driveways (one connection per parcel). A control of access fence is placed along the entire length of the facility, except at intersections and driveways. See the [NCDOT Access Control Map](https://ncdot.maps.arcgis.com/home/webmap/viewer.html?webmap=54666cce86f64925b9f51f560e849a44) at the address below:

<https://ncdot.maps.arcgis.com/home/webmap/viewer.html?webmap=54666cce86f64925b9f51f560e849a44>

**PARTICIPANT** is a business with a Logo Program contract that is in effect.

**PRIMARY SERVICE** is when under a particular service (gas, food, or lodging, etc.), over 50% of the sales revenue for the business at that specific business location must come from the type of service requested. For food service, beverage may be considered a portion of the food sales revenue only if at least one qualifying food/meal item is also available at the restaurant.

**PROVISIONAL CONTRACT** is a contract type used when certain conditions that can enable participation are applicable.

**RURAL INTERCHANGE** is an interchange along a freeway (interstate or other fully controlled access arterial highway) that is located either in a rural unincorporated area or within the corporate limits of a city/town with a population of less than 40,000.

**SPECIFIC SERVICE SIGN or LOGO SIGN** is a rectangular, white-on-blue sign bearing the message GAS, EV CHARGING, FOOD, LODGING, CAMPING, or ATTRACTION and appropriate directional information and including space for three or more individual business Logo panels.

**STATE** is The State of North Carolina, including any of its sub-units recognized under North Carolina law.

**SUPPLEMENTAL SERVICE SIGN** is a rectangular, white-on-blue sign bearing the message GAS, EV CHARGING, FOOD, LODGING, or CAMPING, (or any combination thereof up to a maximum of three service types) that is installed below a mainline logo or guide sign. These are only allowed when there is no space for a separate mainline Logo sign for the service specified. ATTRACTION is not allowed as a service on supplemental service sign because of the variability of what an attraction business may be.

**URBAN INTERCHANGE** is an interchange along a freeway (interstate or other fully controlled access arterial highway) that is located either in or within one mile of the corporate limits of a city/town with a population equal to or greater than 40,000.

**VENDOR** is the team, Design-Build team, supplier, bidder, proposer, company, firm, corporation, partnership, individual or other entity contracted to the Department to administer the Logo Sign Program.

**WAIT LIST** is a list maintained by the Vendor for qualifying businesses interested in participating at a location where there are no available spaces for the service requested.

### 1.5. References

- Current program participants or parties interested in learning more about the NCDOT Logo Program should reference the NCDOT Logo Program (future link) website.
- Reference the Signing and Delineation Unit (SDU) Procedures Manual ([link](#)) for additional technical information.

## 2. Vendor Role

### 2.1. General

Pursuant to North Carolina G.S. 136-89.56, the North Carolina Department of Transportation (NCDOT) utilizes a private Vendor to administer the Logo Program with oversight from the Department. The following chapter outlines the role of the Vendor.

### 2.2. Administration

The Vendor is responsible for the administration of all aspects of the NCDOT Logo Program including management of the overall strategy and processes.

### 2.3. Financial

The Vendor is authorized to contract with Participants (businesses) to provide Logo sign services on behalf of the NCDOT. The Vendor is responsible for invoicing and receiving payment for Logo sign services. The Vendor is also responsible for financing all activities needed to administer the program.

### 2.4. Marketing

The Vendor is responsible for marketing the Logo Program, including marketing sales strategy, participant and potential participant outreach, website marketing and informational brochures, web based and paper application forms, and other marketing strategies.

### 2.5. Customer Service

The Vendor is responsible for customer service for existing and potential participants. Customer service includes customer service strategy, customer outreach, providing and maintaining a public website, on-line account access for existing and potential participants, web mapping services, marketing data analytics, and customer assistance.

### 2.6. Business Eligibility

The Vendor is responsible for accepting applications, determining eligibility to participate in the program, and responding to applicants. Eligibility determination is carried out based on requirements established by the NCDOT.

### 2.7. Business Panel Administration

The Vendor is responsible for administration of business panel services including coordinating with the businesses, approval of logo designs, installation and removal of business panels. Business panels will be provided by the businesses and remain the property of the businesses. The Vendor may also separately provide services to design, fabricate, and provide business panels.

### 2.8. Design

The Vendor is responsible for developing design plans in accordance with the MUTCD and NCDOT standards per Chapter 4 Design Standards. The Vendor's design plans are subject to Department approval.

### 2.9. Construction

The Vendor is responsible for the fabrication and installation of signs, business mileage panels and trailblazers as required to implement the Logo Program. Installation includes sign supports, sign panels, work zone traffic control, and all activities required for construction.

### 2.10. Maintenance

The Vendor is responsible maintenance of signs, including inspections, inventories, scheduled maintenance, and repairs. Maintenance includes required activities in response to unplanned events such as vehicular crashes and natural disasters.

### 2.11. Project Coordination

The Vendor is responsible for coordinating with the Department for Logo sign construction and maintenance. Additionally, the Vendor is responsible for coordinating on construction projects by NCDOT or others that impact Logo signs. See Section 3 for more information.

### 2.12. Data and Records

The Vendor is responsible for developing and maintaining all data and records services for the program including data security, management of access, backups, Department access and participant access.

## 3. Logo Sign Coordination

### 3.1. General

The NCDOT utilizes a Vendor to administer the statewide Logo Program. Due to the Vendor's roles and responsibilities as well as contractual obligations, specific lines of coordination are outlined in this chapter. These requirements are intended for use by the Department and the Department's business partners who in any way interact with Specific Service (Logo) signs.

Please note that this document does not describe all coordination between the Vendor and the Department that is required by the contract.

#### 3.1.1 Vendor Contact Information

Vendor Program Manager:

Matt Johnston

919-342-6140

[matt.johnston@northcarolinasigningprogram.com](mailto:matt.johnston@northcarolinasigningprogram.com)

Vendor Website:

[www.ncsigningprogram.com](http://www.ncsigningprogram.com)

Vendor Maintenance & Project Coordination Contact:

Tyler Starr

919-342-6140

[tyler@ncsigningprogram.com](mailto:tyler@ncsigningprogram.com)

Vendor Physical and Mailing Address:

1312 Kirkland Rd, STE 117, Raleigh, NC 27603

#### 3.1.2 NCDOT Logo Program Contact Information

Department Program Manager:

Matt Springer, PE

919-814-5025

[mspringer@ncdot.gov](mailto:mspringer@ncdot.gov)

### 3.2. Public and Business Inquiries

#### 3.2.1 Inquiry about the Logo Program from a business or the public.

If a Department staff member receives an inquiry regarding the Logo Program from a business or the public, the inquiry shall be forwarded to the Logo Vendor. The Department staff member may also provide the Logo Vendor's contact information to the inquirer.

#### 3.2.2 Escalation if business contacts NCDOT with complaint.

If a business contacts a Department staff member regarding an escalation complaint regarding the Logo Program, forward the complaint to the Department Program Manager.

### 3.3. Maintenance

#### 3.3.1 General

All maintenance and repair of Logo Signs outside of NCDOT construction areas is the responsibility of the Vendor. This is inclusive of clearing vegetation for sight distance but does not include mowing around the signs.

### 3.3.2 Logo Sign Damage Report:

If a Logo Sign has been damaged, the damage shall be reported to the Vendor via email, copying the Department Program Manager. Any known information regarding the cause of the damage, including crash reports, shall be provided to the Vendor for their pursuit of damage recovery funds.

### 3.3.3 Member of the public reports Logo Sign damage or poor condition:

If a Contact Us request is submitted by a member of the public, the request shall be forwarded directly to the Vendor's maintenance email address, copying the Department Program Manager.

### 3.3.4 Logo Sign needs clearing for visibility:

Clearing vegetation for visibility is a contractual requirement of the Vendor. All Logo Signs with limited visibility due to vegetation overgrowth shall be forwarded to the Vendor's maintenance email address, copying the Department Program Manager.

### 3.3.5 Mowing around Logo Sign:

NCDOT is responsible for mowing around Logo signs. Damage to Logo signs during mowing activities shall be immediately reported to the Vendor, copying the Department Program Manager. A schedule of mowing activities shall be provided to the Vendor during routine Division Coordination.

### 3.3.6 Vendor maintenance of signs activity:

When performing routine maintenance on Logo signs, the Vendor shall inform the Division of the schedule of such activities at least 14 days prior to the activity. For unplanned Vendor responses to damages reported by NCDOT or the public, the Vendor shall provide the Division notice before commencement of emergency repairs.

## 3.4. NCDOT Project Design and Construction

### 3.4.1 NCDOT design project has existing Logo Signs within the project limits:

The Logo Vendor is administering the Logo signs and needs to know that the signs may be impacted. The design team shall contact the Vendor and Department Program Manager via email to provide notice of possible impact. Signing design reviewers shall verify that coordination has taken place.

### 3.4.2 NCDOT construction project impacts Logo Signs:

The Logo Vendor is administering the Logo signs and has contracts with the businesses to display their business panels. The Vendor's contract requires notification to the businesses and reimbursement of fees if the signs are out of service more than 60 days. Therefore, the Division shall contact the Vendor and Department Program Manager via email minimum 30 days prior to temporary or permanent covering or removal of Logo signs. Business panels are provided by and owned by the businesses and shall be returned to the Vendor for delivery to the businesses in the case of permanent removal.

### 3.4.3 NCDOT project relocates or installs Logo Signs:

If Logo signs are relocated or installed by any party other than the Vendor, the Division shall contact the Vendor and Department Program Manager via email 30 days in advance of the relocation or installation. The Division shall contact the Vendor and Department Program Manager when the installation has been performed because the Vendor will take over maintenance of the signs and has the right to inspect signs prior to acceptance. The



Vendor shall provide inspection results and notice of acceptance to the Division prior to NCDOT final acceptance.

### 3.5. Vendor Construction of Signs.

#### 3.5.1 Pre-Construction

The Vendor shall submit plans to the Department Program Manager for design review and approval. Upon approval, the Vendor shall coordinate with the local Division office before starting work to confirm sign locations, clearing limits, construction inspections, utilities, work zone traffic control requirements and date of availability of the affected roadsides. The Vendor will also coordinate with all applicable local Traffic Operation Centers and Interstate Roadside Managers.

#### 3.5.2 Construction

The Vendor shall coordinate with Division regarding required construction inspections and oversight.

#### 3.5.3 Post Construction

The Vendor shall coordinate with Division regarding inspections of installed signs and supports. Inspections are at the discretion of the Division. Any deficiencies associated with installations identified by the Department shall be the responsibility of the Vendor.

## 4. Design Standards

### 4.1. General

- 4.1.1. For logo program projects, the Vendor shall prepare Logo Signing Plans for each individual interchange, including the mainline approaches, all ramps, and logo trailblazers as outlined below. For other projects that involve logo signs, all Design Standards requirements herein shall apply to the logo signs except that project delivery requirements should follow the standards of the primary project.
- 4.1.2. Prepare Logo Program Signing Plans and projects that involve logo signs in accordance with the latest version of the following references:
  - Manual on Uniform Traffic Control Devices (MUTCD)
  - NC Supplement to the Manual on Uniform Traffic Control Devices
  - NCDOT Standard Specifications for Roads and Structures
  - NCDOT Roadway Standard Drawings (RSD)
  - NCDOT Signing and Delineation Unit (SDU) Website
  - NCDOT Logo Privatization Manual
- 4.1.3. All Logo Signing Plans shall be submitted to the Department for review and approval on all projects including new sign support installations and support modifications, changes of sign sizes, and changes in service types on existing supports. Logo Signing Plans are not required for logo sign panel replacements of the same size and service.
- 4.1.4. The general workflow of Logo Program Signing Plans includes:
  - The Vendor shall conduct a visit to document existing sign spacing and determine proposed sign locations in accordance with the current MUTCD.
  - The Vendor shall submit design plans that meet the Logo Signing Plans Criteria of the current NCDOT Logo Sign Privatization Manual to NCDOT for review and approval.
  - The Vendor shall revise and resubmit the Logo Signing Plans addressing any Department comments for final Release for Construction (RFC) approval.
  - After approval of RFC Logo Signing Plans, the Vendor shall provide the final Logo Signing Plans to the Department in .pdf and NCDOT approved CADD format.
  - All Logo Signing Plans shall be approved by the Department prior to all construction activities.

## 4.2. Project Delivery Requirements

### 4.2.1. Administrative Requirements:

- Title sheet with vicinity map, contact information, NCDOT RSD references, and project number.
- Support Design Chart.
- Plan sheets with simplified linework showing all existing and proposed signs, sign spacings, logo sign sizes, and guardrail in the vicinity of logo signs. Plan sheets shall show location references such as Secondary Road numbers with street names, creek names, north arrow, etc., if applicable.
- Logo Signing Plans shall include all applicable Work Zone Traffic Control plans or RSD references.
- Logo Signing Plans Shall use NCDOT SDU sign numbering conventions and standard NCDOT pay items.
- Logo Signing Designs and Plans shall adhere to all NCBELS requirements for construction documents and shall be signed by a NC registered professional engineer.
- Any Logo sign designer shall be prequalified for the following discipline codes:
  - 0097 – Guide Sign Design – Conventional Roads
  - 0098 – Guide Sign Design – Expressways and Freeways
- Logo Signing Plans and supporting documentation shall use the standard Logo Project naming convention: L-DD-RRRR-EEEE
  - L – Logo
  - DD – NCDOT Division number
  - RRRR – Route number or other identifier
  - EEEE – Exit Number or other identifier
  - Examples
    - a. L-04-I95-E121 (Division 4, I-95 at US 264 ALT)
    - b. L-04-US64-E468A (Division 4, US 64 at US 301 Bypass)
    - c. L-02-NC11-E119 (Division 2, NC 11 Bypass at US 13/US 264 ALT)
    - d. L-02-US17-US17BUS (Division 2, US 17 at Business US 17)
    - e. L-07-Bryan-NGR (Division 7, Bryan Blvd at New Garden Rd)

### 4.2.2. Submittals

Logo Signing Plan submittals include two submittals (90% and 100% [Release for Construction (RFC)]), plus revisions as necessary according to the following criteria:

- 90%
  - Logo Signing Plans (11x17, PDF)
  - Support Design worksheets (8.5x11, PDF)
  - Logo Panel Designs (8.5x11, PDF)
  - Quantities (8.5x11, PDF)
- 100% / RFC
  - Signed and Sealed Logo Signing Plans (11x17, PDF)
  - Final Support Design worksheets (8.5x11, PDF)
  - Final Logo Panel Designs (8.5x11, PDF)
  - Final Quantities (8.5x11, PDF)

### 4.3. Design Criteria

The design of Logo Signing shall conform to the requirements of MUTCD Chapter 2J Specific Service signs, the references listed above, the typical layouts in Appendix A and the following:

#### 4.3.1. General Signing Layout

The design of Logo Signing shall conform to the requirements of MUTCD Chapter 2J Specific Service signs and the following:

- The maximum number of Logo Signs along an approach to an interchange or intersection is four signs. The maximum number of Logo Signs along a ramp or loop is four signs.
- The maximum number of services on each Logo Sign is three. The maximum number of available business panel spots per Logo Sign is six.
- Chapter 4.3.3. lists the possible panel configurations of services and businesses.
- A Service shall only appear on a maximum of two Logo Signs, including any dual-exit indications.
- Except as noted in the MUTCD, all services shall appear in this order approaching an interchange where the services are available: ATTRACTION, CAMPING, LODGING, FOOD, EV CHARGING, GAS.
- The legend of text on mainline Logo Signs shall use the “SERVICE – EXIT XXX” format with the appropriate specific service type and exit number.

- Mainline Logo Signs shall use the exit number if the guide signs for the interchange where services are available include exit numbers. If a facility does not have exit numbers, the specific service sign messaging shall match the messaging on used on the associated primary guide signs. Messaging such as NEXT EXIT or SECOND EXIT shall be used with EXIT X MILES and NEXT RIGHT or SECOND RIGHT shall be used with RIGHT X MILES. NEXT RIGHT (LEFT) or SECOND RIGHT (LEFT) shall be used for intersections without primary guide signs. If a facility has posted reference markers (mile markers), the designer shall coordinate the with the Department regarding the appropriate messaging to use as the Department may elect to modify the guide signs with exit numbers.
- The legend of text on a ramp or loop Logo Sign shall use the Service type.
- A General Service sign may be installed supplemental to logo or guide signing where mainline spacing is limited and the Sign Spacing requirements of Chapter 4.3.2 cannot be met. See Chapter 4.4 for more information on General Service signs.
- Logo Trailblazers may be required for individual businesses and shall be included in the Logo Signing Plans. See Chapter 4.5 for more information related to Logo Trailblazers signing.
- For Logo Signs installed along partial control of access facilities for intersections, the Logo Signs shall be located after the Junction route marker assembly and in advance of any directional turn assemblies.

### 4.3.2. Sign Spacing

- All existing sign spacing shall be determined in the field or obtained using the latest proposed sign spacing from design plans for NCDOT TIP projects.
- Proposed Logo Sign locations shall meet the minimum spacing requirements in the current MUTCD, in addition to the following:
  - Mainline Logo Spacings
    - a. At least 800' spacing from guide signs and other logo signs.
    - b. At least 400' spacing from regulatory signs, warning signs and route confirmation markers.
    - c. At least 400' spacing from permanent dynamic message signs.
    - d. Placed such that mile markers do not block the Logo Sign.
  - Ramp Logo Signs
    - a. At least 200' spacing from destination guide signs
    - b. At least 100' spacing from exit gore signs
    - c. At least 150' spacing from other logo signs
    - d. At least 150' spacing from regulatory/warning signs

- Intersection Logo Signs
  - a. Since intersection designs may vary greatly, refer to sign spacing requirements in the various chapter of the current version of the MUTCD for regulatory, warning, guide and specific service signs to determine appropriate sign spacing.
  - b. The Department shall approve all sign spacings for Intersection Logo Signs.
- Exemptions may be granted by the Department for existing sign spacing if the designer is proposing a Logo Sign Panel on existing supports.

### 4.3.3. Logo Panel Layout Configuration

Logo Signs, both mainline and ramps, shall be one of the following panel formats:

- Single Service
  - 3 Logo Business Panels – One row, three columns
  - 6 Logo Business Panels – two rows, three columns
  - 6 panel – three rows, two columns (use only when ROW is limited)
- Two Services or Double-Exits (A and B)
  - Services shall be shown on the Logo Sign from the bottom to top of the sign in the same order as the listed in Chapter 4.3.1. Double exits shall be shown on the sign with the closest on the top to the furthers on the bottom section.
  - a. 3/3 Combination
    - Service 1 or Exit A: 3 Logo Business Panels in single row
    - Service 2 or Exit B: 3 Logo Business Panels in single row
  - b. 4/2 Combination
    - Service 1 or Exit A 4 Logo Business Panels in a two row, two column matrix
    - Service 2 or Exit B: 2 Logo Business Panels in single row
  - c. 2/4 Combination
    - Service 1 or Exit A: 2 Logo Business Panels in a single row
    - Service 2 or Exit B: 4 Logo Business Panels in a two row, two column matrix
- Three Services
  - Services shall be shown on the Logo Sign from bottom to top in the same order as the listed in Chapter 4.3.1.
  - a. 2/2/2 Combination
    - Service 1: 2 Logo Business Panels in a single row
    - Service 2: 2 Logo Business Panels in a single row
    - Service 3: 2 Logo Business Panels in a single row

### 4.3.4. Panel Designs

- Proposed Panel designs shall be designed using GuideSign software in a conventional NCDOT SDU format.
- See Appendix B for standard panel design layouts for the options given in Chapter 4.2.3.
- The panel design shall show the placement of Logo Business Panels and Logo Milage Panels in the Symbol chart.
- For signs with long sign messaging the following accommodations are allowed with approval by the Department.
  - A reduced letter spacings (70% minimum)
  - A reduced border margin (7 inch minimum)

### 4.3.5. A reduced inter-word spacing – includes the spaces on either side of the hyphen (5 inch minimum)

### 4.3.6. Support Design

- Supports shall be designed in accordance with the latest version of the NCDOT Roadway Standard Drawings using the latest NCDOT Support Selection program available on the NCDOT SDU website.
- The lateral offset shall be measured from the edge of the travel lane closest to the shoulder to the closest sign edge. Sign supports shall be located to span roadside ditches where applicable or outside of ditches. Unless otherwise approved by the department, the minimum lateral offsets for all logo signs on breakaway supports are:
  - Freeways and expressways mainlines: 30 feet.
  - Freeways and expressways ramps 18 feet.
  - Inside of freeways and expressway loops with curb and gutter: 12 feet.
- All Logo Signs on simple (non-breakaway) supports shall be protected by guardrail, barrier or another form of approved positive protection. The minimum lateral distance between the face of positive protection and the closest Logo Sign edge shall be six feet.
- If larger Logo Signs are proposed on existing supports, the existing supports shall be analyzed by the Vendor. This analysis shall be submitted to the Department for review and approval. The plans shall include all information necessary to replace “H” sections if required.
- If smaller Logo Signs are proposed on existing supports, the existing supports shall be replaced or cut above the top of the proposed panel. The Logo Signing Plans shall notate the required repair painting per NCDOT standard specifications.
- The bottom of all proposed Logo Signs or proposed supplemental panels erected on breakaway steel supports shall be mounted at the support hinge per the latest NCDOT Roadway Standard Drawings. The Vendor shall verify that the height of existing hinges provides the required 7’ vertical clearance from the adjacent edge of travel (or at a mounting height allowable per the current version of the MUTCD Chapter 2A).

### 4.4. General Service Signs

Supplemental General Service signs may be used on mainline approaches when approved by the department. Responsibilities for general service signs shall be as follows:

- 4.4.1. If a mainline Logo Sign for a particular service cannot be installed due to spacing limitations, a supplemental General Service sign listing the additional services, up to a maximum of three, may be erected below mainline Logo Sign(s).
- 4.4.2. If there is limited spacing for mainline Logo Signs, but there is room for separate ramp Logo Signs, a General Service sign for the services not installed on the mainline shall be installed underneath another mainline Logo Sign(s). If there are no other Logo Signs along the mainline for that approach, General Service signing may be installed underneath other guide sign(s).
- 4.4.3. A mainline general service sign shall not be installed without a corresponding ramp Logo Sign(s). Likewise, ramp Logo Signs shall not be installed without a mainline Logo Sign, or a General Service sign being installed.
- 4.4.4. General Service signs for services that participate in the Logo Program that are mounted supplemental to Logo Signs or stand-alone shall be the responsibility of the Vendor, including design, construction, and maintenance.
- 4.4.5. General Service signs for services that do not participate in the Logo Program such as HOSPITAL that are mounted supplemental to Logo signs shall be the responsibility of the Vendor, including design, construction, and maintenance. General Service signs for non-logo services that are proposed by others to be mounted supplemental to Logo signs shall be approved by the Department. For such signs proposed by others, the Vendor shall not be responsible for design or construction but shall be responsible for maintenance of the non-logo service supplemental sign.
- 4.4.6. General Service signs for services that participate in the Logo Program that are mounted supplemental to Department owned signs that are not part of the Logo sign program are the responsibility of the Department, including design, installation, and maintenance. The Vendor shall coordinate with the Department regarding any changes that are needed, such as installation and removal.

### 4.5. Logo Trailblazers

All logo trailblazer signs shall adhere to the following:

- 4.5.1. The Vendor shall determine the locations of all necessary logo trailblazers for a specific business.
- 4.5.2. Logo trailblazers are required in advance of each turn to the business except where the business sign is clearly visible at the turn into the business or shopping center.
- 4.5.3. Any distance greater than two miles prior to a turn that requires a logo trailblazer shall require a pull-through logo trailblazer installed at about the halfway point between the ramp terminus and the turn for the business.
- 4.5.4. Additional pull-through logo trailblazers spaced closer than two miles between turns may be requested by the Department Program Manager if the through distance to the business seems excessive such that the driver may be uncertain as to whether or not he/she is traveling in the right direction.



- 4.5.5. If a local ordinance prohibits the installation of necessary logo trailblazers, affected businesses shall not be allowed to participate on mainline or ramp logo signs.
- 4.5.6. All logo trailblazer locations and designs are required to be shown in the Logo Signing Plans and submitted to NCDOT for approval.

### 4.6. Logo Mileage Panels

All logo mileage panels shall be designed, fabricated and installed by the Vendor and shall adhere to the following:

- 4.6.1. Logo Mileage Panels shall be affixed to the ramp Logo Signs, one Logo Mileage Panel underneath each Logo Business Panel, to display the travel distance to the business and to display a directional arrow to indicate the direction of travel to the business from the ramp.
- 4.6.2. All new Logo Mileage Panels shall show stacked fraction distances according to current MUTCD requirements rounded to the nearest quarter mile. Logo Signs shall not display any Logo Mileage Panels with decimal distances and fraction distances on the same Logo Sign. See Appendix D.
- 4.6.3. Travel distances shall be measured from the ramp terminal to the point on the public road perpendicular to the nearest wall of the main building of the business. If the building is more than a quarter mile from the nearest public road, that distance is to be included in the distance shown on the ramp sign.
- 4.6.4. Logo Mileage Panel designs are not required to be included in the Logo Signing Plans and do not require Department approval.
- 4.6.5. For NCDOT projects that involve logo signs, the designer or contractor shall coordinate with the Vendor per the requirements of Chapter 3 - Coordination.

### 4.7. Post RFC Logo Sign Plan Approvals

- 4.7.1. The Vendor shall submit all revisions to the RFC Logo Signing Plans to the Department for review and approval prior to construction.
- 4.7.2. After completion of installation activities, the Vendor shall provide as-built Logo Signing Plans to the Department if there are changes that occurred during construction. At a minimum, the as-built Logo Signing Plans shall include all revisions that occurred during construction. The as-built Logo Signing Plans shall be provided in .pdf and NCDOT approved CADD format.

## 5. Eligibility Requirements

### 5.1. General

#### 5.1.1. Services participating in the program shall comply with the following:

- Services must meet the requirements specific to its service type as described herein.
- The individual service location shall give in writing assurance of the service's conformity with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, sex, age, disability, or national origin.
- An individual service under construction, may apply to participate in the program by giving written assurance of the service's conformity with all applicable laws and requirements for the requested type of service, by a specified date of opening to be within 60 days of the date of application. No business panel shall be displayed for a service that is not open for business and in full compliance with the standards required by the program. A service under construction shall not be allowed to apply for participation in the program if its participation would prevent an existing open service from participating, unless the existing service qualifies for or has a provisional contract.

#### 5.1.2. Services may qualify for logo signs for the primary service provided. To qualify under a particular service (Gas, Food, or Lodging, etc.), over 50% of the sales revenue for the business at that specific service location must be generated by the type of service requested. For food service, beverage may be considered a portion of the food sales revenue only if at least one qualifying food/meal item is also available at the restaurant.

#### 5.1.3. Locations that provide more than one service (example: gas and food) may qualify for more than one service if the location separately meets the qualification of each service and the revenue is generally evenly split between the qualifying services. In this case, separate service contracts are required for each service and individual business logo panels shall only include one service type and shall only be allowed on the corresponding service sign.

#### 5.1.4. Services may participate on a First-Come, First-Served basis. Where space is available on the sign, consideration is given to the first completed application received, based on date and time of receipt from interested services. The Vendor will maintain a waiting list of new or interested services only when all spaces on the logo sign are taken by fully qualifying services.

#### 5.1.5. Services apply for participation in the program on a First-Come, First-Served basis until the maximum number of panels on the logo sign for that service is reached. Once an interchange or intersection is full and there are no logo spaces available, services will be placed on a wait list, maintained by the Vendor. If a service's panel is removed and space is available on the sign, or one or more of the existing services have provisional contracts, the next fully qualifying service on the waiting list shall be allowed priority for the vacant space.

### 5.1.6. Additionally, the following limitations apply:

- Logo signs are not allowed at system (freeway to freeway) interchanges.
- Logo signs may be denied at a freeway to non-freeway interchange when it is determined that the route is difficult to sign or follow, or in cases that unfamiliar motorists may find it difficult to find their way back to the freeway from the service location.
- Logo Signs are to be installed as ground mounted only treatments. Overhead applications of Logo Signs are prohibited.

### 5.2. Location Eligibility

#### 5.2.1. Before a service location can be evaluated for eligibility, the roadway facility eligibility must be determined according to the following:

- Mainline Logo signs shall only be installed along fully or partially controlled access highways. If a specific location for a mainline Logo sign falls within the uncontrolled access section adjacent to a full or partially controlled section, it shall not be installed even if the interchange/intersection is full or partial control of access.
- There shall be room for adequate sign spacing available on the mainline and ramps to install Logo signing in accordance with the Manual on Uniform Traffic Control Devices (MUTCD).
- Logo signs shall not be installed along mainline approaches of one fully controlled access facility to another fully controlled access facility (*full control of access facility interchange with other full control of access facility*).
- Logo signs shall not be installed at an interchange where the driver cannot conveniently re-enter the freeway and continue in the same direction of travel.
- Urban vs. rural shall be determined according to the following:
  - a. **Urban** location is defined as an interchange/intersection that is located either in or within one mile of the corporate limits of a city/town with a population equal to or greater than 40,000.
  - b. **Rural** location is defined as an interchange/intersection that is located either in a rural unincorporated area or within the corporate limits of a city/town with a population of less than 40,000 and doesn't qualify as urban.

### 5.3. Service Eligibility

The Logo Program offers participation for the following services: gas, EV charging, food, lodging, camping, and attractions, as follows:

#### 5.3.1. General

- The maximum distance that a gas, EV charging, food, or lodging service may be located from the fully or partially controlled access highway shall not exceed three miles at rural interchange/intersection approaches and one mile at urban interchange/intersection approaches in either direction via an all-weather road. Where no qualifying services exist within three miles (rural) or one mile (urban), provisional contracts are permitted where the maximum distance may be increased to six miles at rural interchange/intersection approaches and three miles at urban interchange/intersection approaches, provided the total travel distance to the service and return to the interchange does not exceed twelve miles. Provisional contracts shall contain a clause that if a closer service applies, qualifies, and is within the three miles (rural) or one mile (urban) distance as applicable, and there is not otherwise room on the sign for the new services, then the provisional contract of the furthest service from the intersection shall be cancelled and the business panels shall be removed at the annual contract renewal date. The maximum distance for a camping or attraction service shall not exceed 15 miles in either direction via an all-weather road.
- If a participating gas, EV charging, food, or lodging service at a rural interchange is further than one mile and has a Standard agreement, and the interchange becomes an urban interchange due to population growth, then the Vendor will cancel the Standard agreement held by the participant and offer a Provisional agreement. If at that time, a service located within the one-mile distance requests participation, and there is not otherwise room on the sign for the requesting services, then the contract for the furthest service from the interchange (that is further than one mile from the interchange), shall be cancelled and the business panels shall be removed at the annual contract renewal date.

#### 5.3.2. GAS Service

Gas service provides gas as the primary service. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark for the fuel or must be a recognizable gas service name or logo. If the gas service name or logo is not recognizable to the general motorist as a gas service, the word “Gas” or “Fuel” must also be included in the business Logo panel.

Criteria for erection of a business panel on a gas sign shall include the following:

- Licensing as required by law.
- Year-round operation at least 16 continuous hours per day, seven days a week.
- Vehicle services including gasoline, oil, and water.
- On-premises public restroom facilities and drinking water.

To qualify as a gas service, the participant must sell traditional gas. Alternative fuels for vehicles may be offered and may be listed as a supplemental message on the business panel, such as EV Charging, CNG, or LP gas, etc. Services that sell only LP gas for non-motor vehicle use are not allowed to participate in the program.

### 5.3.3. EV CHARGING Service

EV Charging service provides EV Charging as the primary service. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark for the service or must be a recognizable EV Charging service name or logo. If the EV Charging service name or logo is not recognizable to the general motorist as an EV Charging service, the words “EV Charging” or “Charging” must also be included in the business Logo panel.

Criteria for erection of a business panel on an EV charging sign shall include the following:

- Licensing as required by law.
- Year-round operation at least 16 continuous hours per day, seven days a week
- Vehicle services for EV charging including a minimum of 8 charging ports that meet the criteria for Direct Current Fast Chargers provided in 23 CFR 680.106 and provide the capability of simultaneously charging at least eight EV’s.
- On-premises public restroom facilities
- Security strategies including physical elements such as lighting as well as cybersecurity and secure electronic payment.

### 5.3.4. EV CHARGING Supplemental Message

EV charging services may be provided by services that qualify for, and are displayed for, other service categories. Criteria for an “EV Charging” supplemental message as part of their business identification sign panel shall include the following:

- Licensing as required by law.
- Hours of operation shall include the hours of operation for the primary business at minimum.
- Offer electric vehicle charging to the general public without purchasing the primary service (gas, food, lodging, or camping, as appropriate).
- For the service categories of gas, food, and attraction, provide EV chargers meeting the criteria for Direct Current Fast Chargers (DCFC) provided in 23 CFR 680.106.
- For the service categories of camping and lodging, provide EV chargers meeting the criteria for DCFCs provided in 23 CFR 680.106 and/or AC Level 2 Charging.
- Offer a minimum of four charging ports that provide the capability of simultaneously charging at least four EV’s.
- Security strategies including physical elements such as lighting as well as cybersecurity.

### 5.3.5. FOOD Service

Food service provides food and beverage as the primary service. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark for the food or must be a recognizable food service name or logo. If the food services name or logo is not recognizable to the general motorist as a food service, the word “Food” must also be included in the business Logo panel. Food service includes full service and fast service restaurants serving meals prepared on-premises.

Criteria for erection of a business panel on a food sign shall include:

- Licensing as required by law, and a permit to operate by the health department.
- Year-round operation at least eight continuous hours per day, six days per week.
- Indoor seating for at least 20 persons.
- Adequate parking accommodations.
- On-premises public restroom facilities.

Adequate parking must be provided. Typically, on-site parking shall be provided; however, on-street parking (metered and/or not metered) is acceptable if the spaces are located adjacent to the service. A parking deck located several blocks away from the service does not constitute adequate parking if it is the only parking readily available.

Food courts in malls will not in general qualify for Logo signing; however, if an individual service in a food court in a mall has their name clearly posted on the outside of the mall, travel to and from the service is not confusing, and a separate entrance is provided for the food service, the Department would consider allowing the food service to participate in the program.

Food halls may qualify for food service signing provided the food hall meets all food Service requirements. The name and logo of the food hall shall be displayed on the business panel. Individual vendors participating in the food hall do not qualify for food service signing if the food hall qualifies for food service.

Food items shall be served the entire time the service is open. Serving beverages, without qualifying meal items, is not considered qualifying for food Logo sign participation.

Coffee shops can only participate in the program if they meet the eligibility requirements for a food service and they can demonstrate that over 50% of the sales revenue for the service at that specific location must come from the type of service requested. For a food service, beverage is not considered a food.

The following examples represent minimums to qualify as a food service:

- Sandwiches and salads that are prepared on the premises.
- Donuts or pastry items made on-premises.
- Ice cream dishes, or similar frozen food items, combined on-site with a variety of other ingredients such as fruit and nuts.
- Primarily non-alcoholic beverages such as specialty coffee drinks or smoothies that are prepared on-premises with several ingredients such as fruit and cream may be considered qualifying only if a fully qualifying food (not beverage) item is also provided.

The following examples do not qualify as a food service:

- Ice cream products, frozen yogurt, etc., served by themselves, in cones, or pre-packaged.
- A facility selling primarily alcoholic beverages.
- Pre-packaged food items, whether packaged in quantity or individually.
- Food items prepared off the premises, and transported to the service for serving, or heating and serving.

### 5.3.6. LODGING Service

Lodging service provides lodging as the primary service. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark or must be a recognizable lodging service name or logo. If the lodging service name or logo is not recognizable to the general motorist as a lodging service, the word “Lodging” must also be included in the business Logo panel.

Criteria for erection of a business panel on a sign shall include:

- Licensing as required by law, and a permit to operate by the health department.
- Year-round operation.
- Overnight sleeping accommodations consisting of a minimum of 10 units, each including bathroom and sleeping room. See exception for “Bed and Breakfast” below.
- Adequate parking accommodations.

Lodging services operating as a "Bed and Breakfast" establishment with fewer than 10 units may participate. "Bed and Breakfast" services shall be identified on the Logo signs by the standard message "Bed and Breakfast." "Bed and Breakfast" services shall only be allowed to participate in the program if qualified Lodging services do not occupy all available spaces on the Logo signs. All "Bed and Breakfast" services shall have provisional contracts. If a Bed and Breakfast service is the only lodging choice at a specific interchange/intersection, a Bed and Breakfast general service sign may be used.

### 5.3.7. CAMPING Service

Camping service provides camping as the primary service. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark for the camping or must be a recognizable camping service name or logo. If the camping service name or logo is not recognizable to the general motorist as a camping service, the word “Camping” or “Campground” must also be included in the service Logo panel.

Criteria for erection of a business panel on a sign shall include:

- Licensing as required by law, including meeting all state and county health and sanitation codes and having water and sewer systems that have been duly inspected and approved by the local health authority.
- At least 10 campsites with accommodations (including on-premises public restroom facilities in a permanent structure) for all types of travel-trailers, tents, and camping vehicles.
- Adequate parking accommodations.

- Continuous operation, seven days a week during the "business season", defined as the times of year the campground is open to the public.
- Removal or masking of business panel during "non-business season", defined as the times of year the campground is not open to the public, if operated on a seasonal basis.

Any qualifying camping service that is only open seasonally is still required to pay the standard annual fees. No proration of fees will apply. Seasonal camping shall have their business panels removed or masked during their "off" season. There is no charge to the service for this activity. During its normal operating season, the service must meet all the eligibility criteria. As an alternate to masking or removing a business panel for a seasonal camping service during their "off" season, a business Logo panel may include the months of open operation. The letter size must meet the minimum criteria specified for mainline and ramp business panels. The service must be open for the entire month and not a portion of a month shown on the business panel.

### 5.3.8. ATTRACTION Service

Attraction services shall include only facilities that have the primary purpose of providing amusement, historical, cultural, or leisure activities of regional significance to the public. It must comply with all administrative code requirements. The Logo must include a recognizable name, symbol, or trademark for the attraction or must be a recognizable attraction service name or logo.

Criteria for erection of a business panel on a sign for any service or establishment shall include:

- Licensing as required by law.
- Continuously open to the public without appointment at least eight hours per day, five days per week.
- Adequate parking accommodations.
- On-premises public restroom facilities in a permanent structure.
- Only facilities whose primary purpose is providing amusement, historical, cultural, or leisure activities to the public and are categorized as follows shall be allowed signing:
  - Amusement Parks: Permanent areas open to the general public including at least three of the following activities: roller coasters, entertainment rides, games, swimming, concerts, and exhibitions.
  - Cultural Centers or Facilities: Locations for cultural events including museums, outdoor theaters, or a facility that exhibits or sells antiques or items painted or crafted by local artists.
  - Historic Sites: Buildings, structures, or areas listed on the national or state historic register and recognized by the Department as historic attractions or locations.
  - Leisure or Recreation Activity Areas: Attractions that provide tourists with opportunities such as golfing (excluding miniature golf, driving ranges, and chip and putt areas), horseback riding, wind surfing, skiing, bicycling, boating, fishing, picnicking, hiking, and rafting.



- Manufacturing Facilities: Locations that manufacture or produce products of interest to tourists and offer tours at least four times daily on a scheduled year-round basis such as candy, ice cream, cookie, or pickle manufacturing facilities. Facilities shall produce or manufacture, and exhibit or sell their products at the facilities.
- Agricultural Facilities: Locations that provide tours and exhibit or sell their agricultural products or provide on-site samples of their products, such as vineyards and regional farmers markets.
- Zoological or Botanical Parks and Farms: Facilities that keep living animals or plants and exhibit them to the public.
- Natural Phenomena: Naturally occurring areas that are of outstanding interest to the public, such as waterfalls or caverns.
- Motor Sports Facilities: Locations including museums, racetracks, and race team headquarters that exhibit or sell items related to automobile or truck racing.

Any other attraction not listed above shall be approved by the State Traffic Engineer or designee.

Attraction facility should have regional significance to motorists and should be evaluated as an attraction service before installation of supplemental guide signing. *See the standard practice for Supplemental Guide signs for Moderate Traffic Generators (T-14).*

The Attraction facility must be on-site, within the boundary of the property. Providing a shuttle to an off-site attraction will not qualify an Attraction. Attraction signing is not intended for communities with amenities; however, a qualifying attraction may exist within a community.

The attraction facility shall have a permanent sign posted in a prominent and visible location that states the name of the service with the days and hours of operation. If the facility has stated they provide tours as part of their qualifying criteria, the facility shall have a permanent sign posted on the premises stating the times that tours are offered or stating that tours are available upon request. The sign shall be posted in a conspicuous location that is visible to customers entering the facility.

To qualify as “Leisure or Recreation Activity Areas”, all equipment, etc., necessary for the activity must be available on site (for rent or at no cost to the customer). For hiking and biking, trails must be signed and properly marked. To qualify as an attraction, a golf course must be open to the public and must offer tee times to the public within thirty minutes of arrival without requiring prior appointment. On-premises signs at the entrance (from the public road and from any subsequent drive) to any recreational facility, including a golf course, specifying “open to the public” or “public welcome” must be in place unless it is clearly a public attraction. Leisure or recreation activity area may be indoors (in a facility); however, the primary purpose of the facility must be to provide the leisure or recreation activity to the public. A sports entertainment complex may be considered for attractions logo if open to the general public and include at least 50 entertainment bays for leisure or recreation activity.

To qualify as “Manufacturing Facilities” guided tours shall be offered. Tour schedules must be posted on a permanent on-premises sign located conspicuously at or near the entrance to the facility. Tours shall meet the following:

- Directed by knowledgeable tour guide employee.
- Educational, informative, and entertaining in nature.
- Sufficient length to clearly describe materials, equipment, and processes used in the manufacturing facility (min 15 minutes).
- Conducted regularly during business hours with a minimum of two scheduled tours each day the facility is open to the public.

To qualify as “Agricultural Facilities” (other than regional farmer’s markets), requesters must have an actual working farm (or vineyard) on the same site as the facility to which motorists are directed. A guided tour of the farm or vineyard, as well as of any production processes used by the facility, must be offered. Tour times (or “Tours Available Upon Request” message) must be posted on a permanent on-premises sign located conspicuously at or near the entrance to the facility. Tours shall meet the following:

- Directed by knowledgeable tour guide employee.
- Educational, informative, and entertaining in nature.
- Sufficient length to clearly describe materials, equipment, and processes used in the production of agricultural products by the facility (min 15 minutes).
- Conducted regularly during business hours with a minimum of two scheduled tours each day the facility is open to the public. In the absence of regular tour times, upon customer demand (within thirty minutes of request).

Any qualifying attraction service that is only open seasonally is still required to pay the standard annual fees. No proration of fees will apply. Seasonal attractions shall have their business panels removed or masked during their “off” season. There is no charge to the service for this activity. During its normal operating season, the service must meet all the eligibility criteria. As an alternate to masking or removing a business panel for a seasonal attraction during their “off” season, a business Logo panel may include the months of open operation. The letter size must meet the minimum criteria specified for mainline and ramp business panels. The service must be open for the entire month period and not a portion of a month shown on the business panel.

If a qualified attraction does not meet the qualifying hours and days of operations or distance, a provisional contract is permitted. Provisional contracts shall contain a clause that if a fully qualifying service applies and there is not otherwise room on the sign for the new service, then the provisional contract of the service sign shall be cancelled at the annual contract renewal date. It is the responsibility of the services with provisional contracts to update their contracts to non-provisional contracts upon meeting all qualifications.

Ineligible Attractions include the following: shopping malls, furniture stores, drug stores, movie theaters; community business, historic, antique, or other districts; appliance stores, automobile or truck dealerships or garages, houses of worship, colleges, schools, real estate offices, sand and gravel facilities, produce stands, nurseries, grocery stores, restaurants, bars, lounges, adult establishments, and adult video, book, and novelty stores. An attraction is not eligible for both Specific Services (Logo) Signing and supplemental guide signing, such as Agriculture Tourism signing, at the same interchange.

### 6. Logo Business Panels

#### 6.1. General

Participating Businesses are required to furnish Logo Business Panels in accordance with the requirements herein and provide the business panels to the Vendor for installation. The participating business may elect to have the panel fabricated from the Vendor or another fabricator provided that all requirements of the Logo Business Panel are met.

#### 6.2. Specifications

6.2.1. Mainline, Ramp, and Trailblazer Logo Business Panels shall be made of a flat aluminum sheet having a minimum thickness of 0.063 inch.

##### 6.2.2. Hole Punching

- Mainline and Ramp Logo Business Panels shall be made with 5/32 inch holes (spaced as per punching detail) for attaching to the specific service sign.
- Trailblazer Business Panels shall be made with two 3/8 inch holes (spaced as per punching detail) for attaching to u-channel posts. See Appendix C - Logo Business Panel Details.

##### 6.2.3. Sizes

- The Mainline Logo Business Panels shall be 48 inches by 36 inches and shall have a ¾ inch white border and 3 inch corner radii.
- Ramp Logo Business Panels shall be 24 inches by 18 inches and shall have a ½ inch white border and 1 ½ inch corner radii
- Trailblazer Logo Business Panels shall be 24 inches by 18 inches and shall have a ½ inch white border and 1 ½ inch corner radii.
- Logo Business Panels used along partial control of access facilities for intersections may use the ramp size, 24 inches by 18 inches.

##### 6.2.4. Sheeting

- NC Grade C retroreflective sheeting shall be used for all colors except black.
- Non-reflective sheeting shall be used for black.
- All sheeting shall meet the specifications contained in the latest version of Section 1092 of the North Carolina Department of Transportation Standard Specifications for Roads and Structures.
- When the background color of a Logo Business Panel has a non-contrasting color, such as white, cream, yellow, silver, light blue, etc., a field of contrasting dark color shall be placed adjacent to the white border. When used, this field of contrasting dark color shall be at least 1 ½ inches wide on Mainline Logo Business Panels and at least ½ inches wide on Ramp and Trailblazer Logo Business Panels.

6.2.5. See Appendix C - Logo Business Panel Details for further information on the specifications of Logo Business Panels.

### 6.3. Letter Sizes

- 6.3.1. On Mainline Logo Business Panels when a symbol or trademark is not used, the legend copy shall consist of at least 8 inch upper case letters and 6 inch lower case, when either one line or two lines of copy are used.
- 6.3.2. On Ramp and Trailblazer Logo Business Panels, when a symbol or trademark is not used, the legend copy shall consist of at least 4 inch upper case letters and 3 inch lower case, when either one line or two lines of copy are used.
- 6.3.3. Any supplemental message used on Mainline Logo Business Panels shall consist of minimum 5 inch black letters with a type D font or broader stroke on a yellow background spanning the full width of the Logo Business Panel.
- 6.3.4. Any supplemental message used on Ramp or Trailblazer Logo Business Panels shall consist of minimum 2.5 inch black letters with a type D font or broader stroke on a yellow background spanning the full width of the Logo Business Panel.

### 6.4. Content

- 6.4.1. All Logo Business Panel messaging content is subject to approval by the Vendor and the Department.
- 6.4.2. Logo panels on the ramp signs and trailblazers shall be duplicates of a reduced size of those displayed on the mainline sign, including supplemental messages.
- 6.4.3. Qualifying businesses have the option of using either their recognized logo or the name of their business on Logo Business Panels. When a symbol or trademark is used instead of the business name, any legend thereon shall be proportional to the size customarily used on said symbol or trademark.
- 6.4.4. Any message and / or wording not directly related to the specific service is prohibited. The following is a partial list of messaging / wording that is prohibited on Logo Business Panels. All proposed messaging is subject to approval by the Department and the Vendor including:
  - Phone numbers
  - Web addresses
  - Prices
  - Credit cards accepted
  - ATM services offered
  - Play space, Playground, playland, etc.
  - Lottery tickets sales
  - “Travel Plaza”
  - “Truck Stop”
  - “Buses Welcome”
  - “Car Wash”
- 6.4.5. The use of slogans on Logo Business Panels is prohibited, unless it is part of their copyrighted name.

- 6.4.6. Words such as bar, saloon, lounge, or pub, etc. are prohibited on Logo Business Panels unless the wording is part of the official name of the business. (This type of wording will not be allowed as additional or related text).
- 6.4.7. Any message, trademark, or symbol, which interferes with, imitates or resembles any official warning or regulatory traffic sign, signal, or device is prohibited.
- 6.4.8. Hours of operation are acceptable on a Logo Business Panel as a supplemental message.
  - “24 HOURS” is acceptable on a GAS Logo Business Panel or a FOOD Logo Business Panel provided the business is fully operational during a 24-hour period.
  - If only the drive thru window is open 24 hours, it is acceptable to use “24 HR DRIVE THRU”
  - Messages such as “CLOSED SUNDAY” and “8 AM – 8PM” are also allowable.
  - Hours of operation combined with approved service specific information are allowed such as “24 HOURS/DIESEL” for GAS panels.
- 6.4.9. GAS Services
  - A gas business selling branded gas shall show the branded gas logo on the logo panel. A gas business selling unbranded gas shall show the name posted on the gas pumps and the word “Gas” or “Fuel.”
  - The logo shall include a recognizable name, symbol, or trademark of the gas sold. If the gas business name or logo is not recognizable to the general motorist as a gas service, the word “Gas” or “Fuel” shall also be included in the Logo Business Panel.
  - A gas business that offers alternative fuel may show the information, since it is directly related to the service, within the logo panel as a supplemental message. See Chapter 6.2.1 for minimum letter sizes. Acceptable Alternative fuel messages are:
    - DIESEL
    - LP GAS
    - EV CHARGING
    - CNG
- 6.4.10. FOOD Services
  - If the food business name is not recognizable as a restaurant, the word “Restaurant” shall also be included on the Logo Business Panel.
  - Two businesses of the same service type (for example, two food businesses) may not be shown on the same Logo Business Panel even if they are located in the same building and use the same cash register.
  - An EV Charging supplemental message may be added to a FOOD Logo Business Panel if the business meets the requirements of Chapter 5.3.4 – EV CHARGING Supplemental Message.

6.4.11. LODGING Services

- An EV Charging supplemental message may be added to a LODGING Logo Business Panel if the EV Charging facility meets the requirements of Chapter 5.3.4 – EV CHARGING Supplemental Message.

6.4.12. CAMPING Services

- An EV Charging supplemental message may be added to a CAMPING Logo Business Panel if the EV Charging facility meets the requirements of Chapter 5.3.4 – EV CHARGING Supplemental Message.

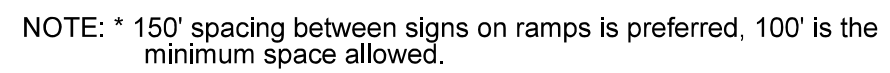
6.4.13. ATTRACTION Services

- The logo panel shall clearly indicate the ATTRACTION offered and be easily recognizable to the public.
- If, in the opinion of the Department or the Vendor, the logo/design is vague or does not clearly depict the attraction, additional wording shall be added to the panel design for clarification.
- Additional wording is considered supplemental message and letter size shall meet the standards specified herein shall satisfy the requirements of Chapter 5.2.2.
- An EV Charging supplemental message shall not be added to an ATTRACTION Logo Business Panel.

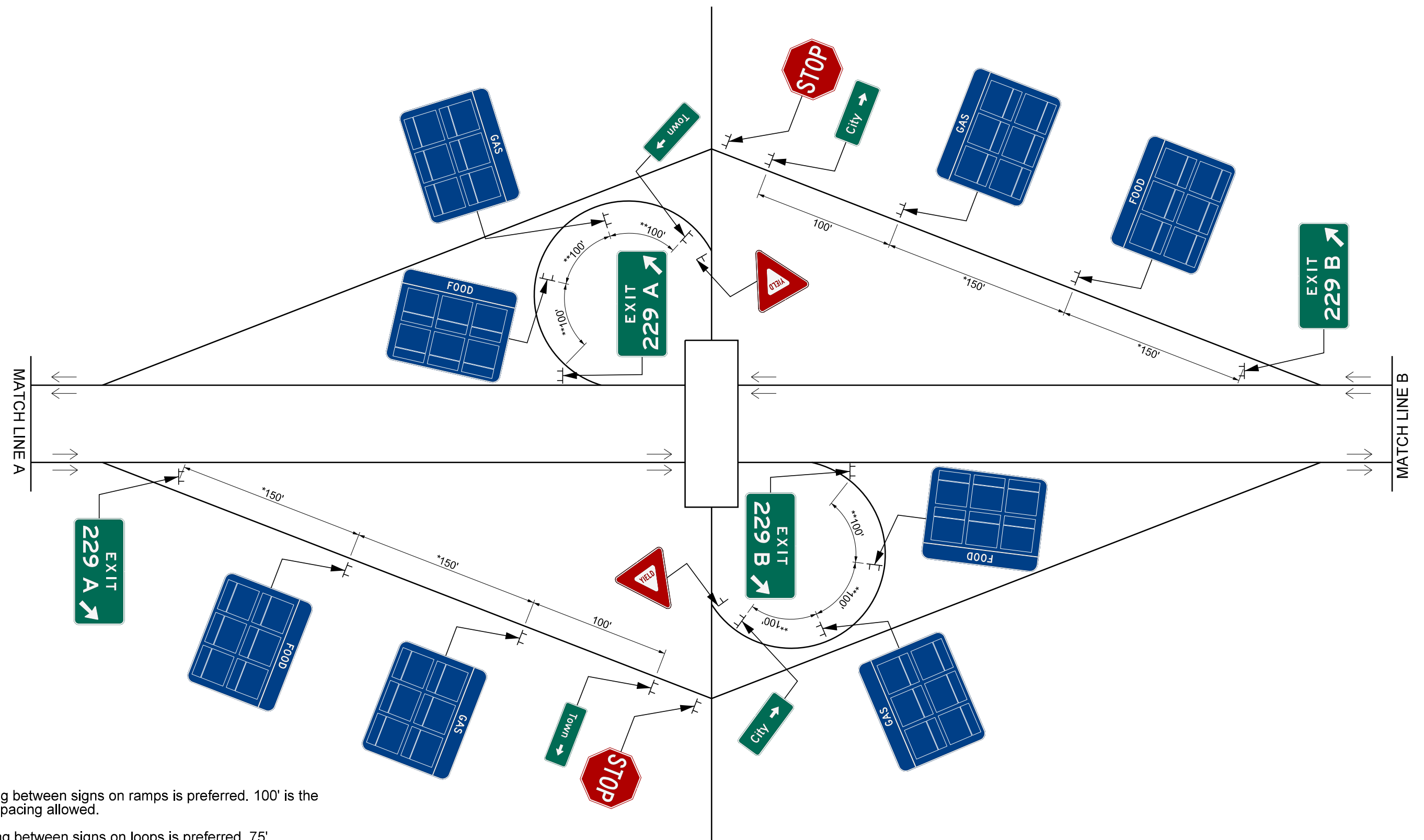
6.4.14. Only one service type such as GAS, FOOD, or LODGING shall be allowed on an individual Logo Business Panel.

6.4.15. Supplemental messages shall meet all the requirements of this Manual and shall be approved by the Department.

# APPENDIX A







NOTES:

\* 150' spacing between signs on ramps is preferred. 100' is the minimum spacing allowed.

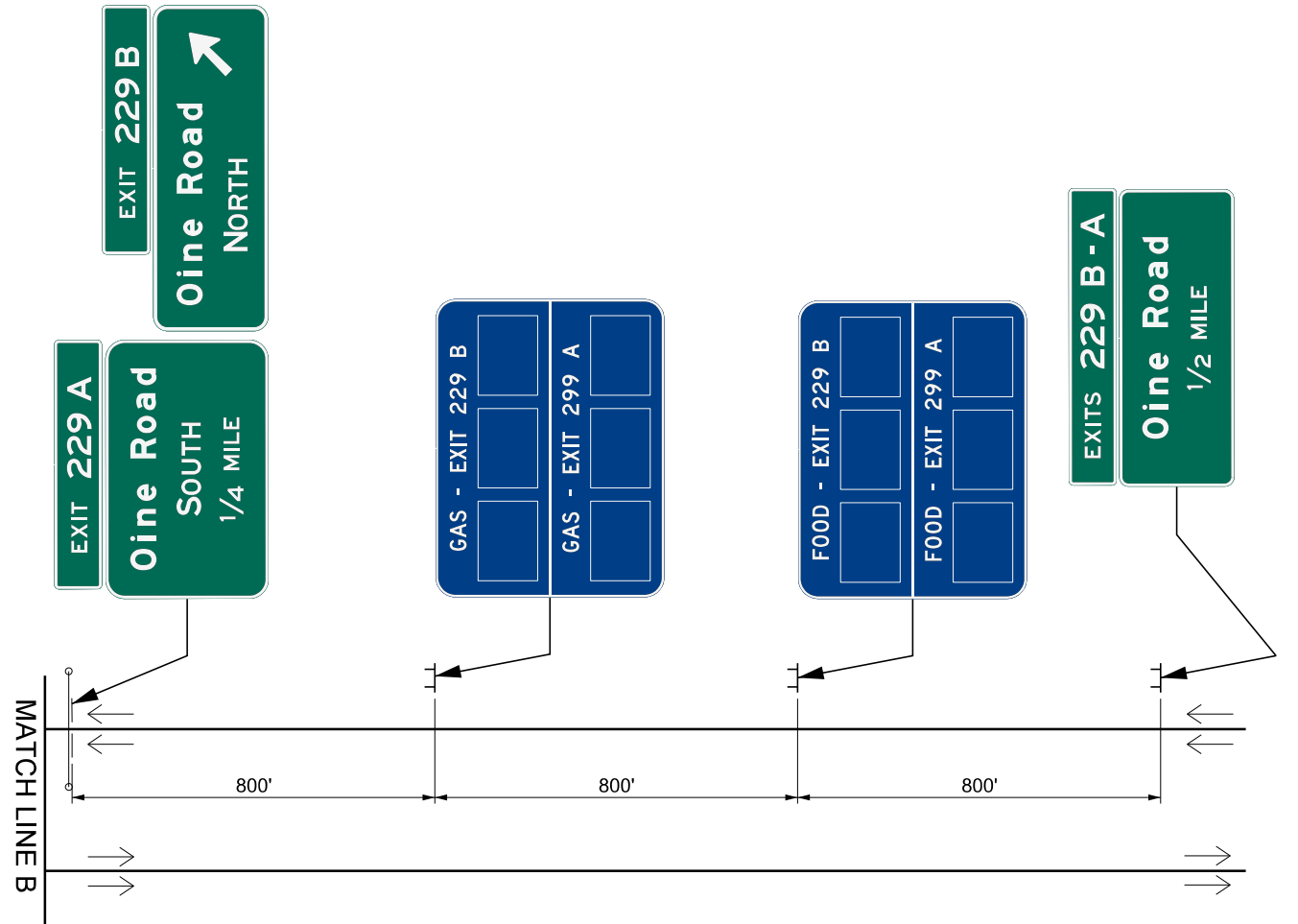
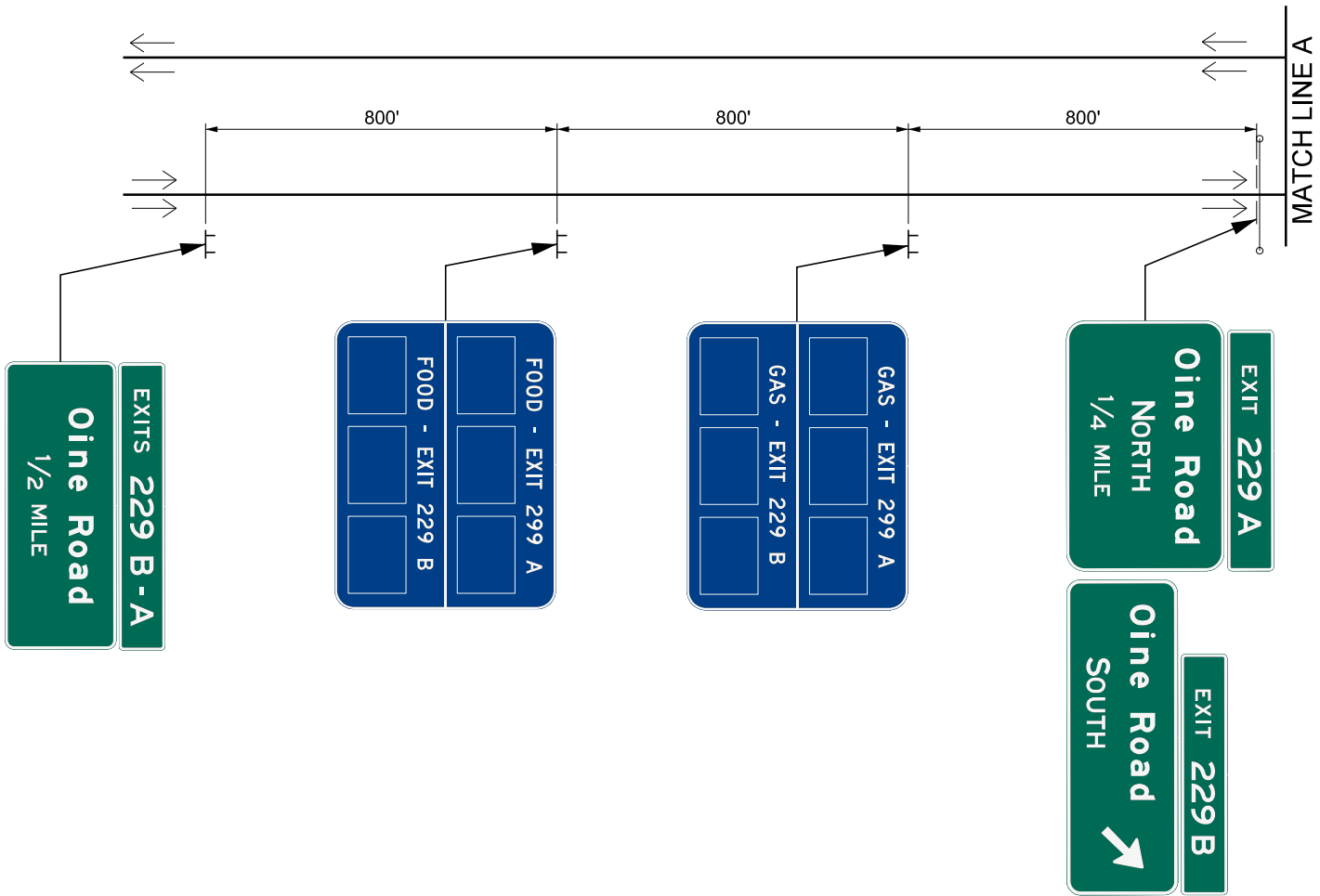
\*\* 100' spacing between signs on loops is preferred. 75' is the minimum spacing allowed.

Ramp and logo signs may contain more businesses than the mainline sign, but are limited to a maximum of four signs on each ramp and a service may only appear on a maximum of two signs.

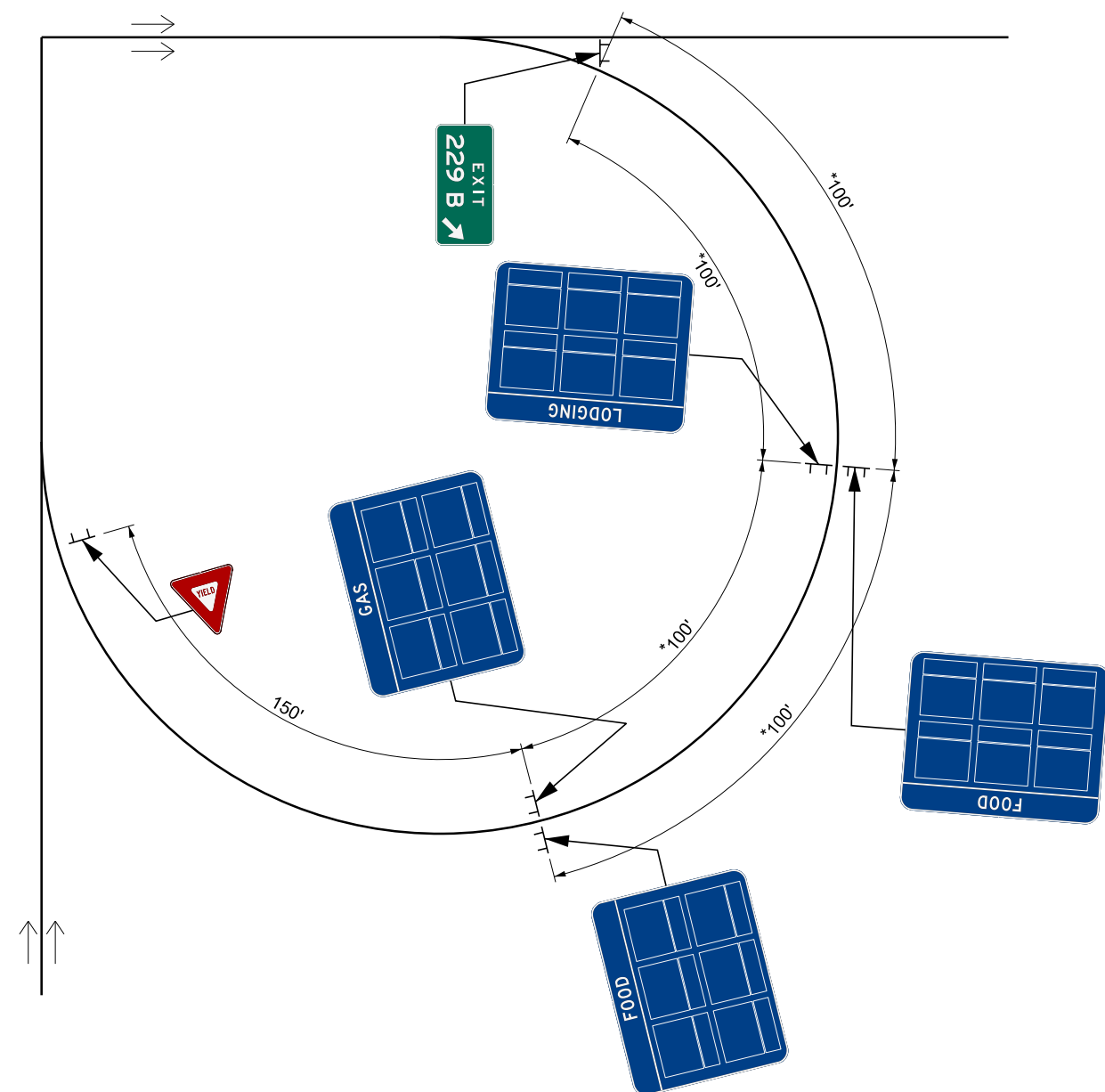
DATE: 1/27/25
REVISIONS:

**TYPICAL LOGO LAYOUT  
DOUBLE-EXIT  
INTERCHANGE**

**SHEET  
A-2.1**



# Loop Option



NOTES:

\* 100' spacing between signs on loops is preferred. 75' is the minimum spacing allowed.

Due to the spacing limitations or terrain (ditches, etc.), ramp/loop Logo signs may be installed on both sides or either side of the ramp.

Locate signs with the same service on the same side of the loop when possible.

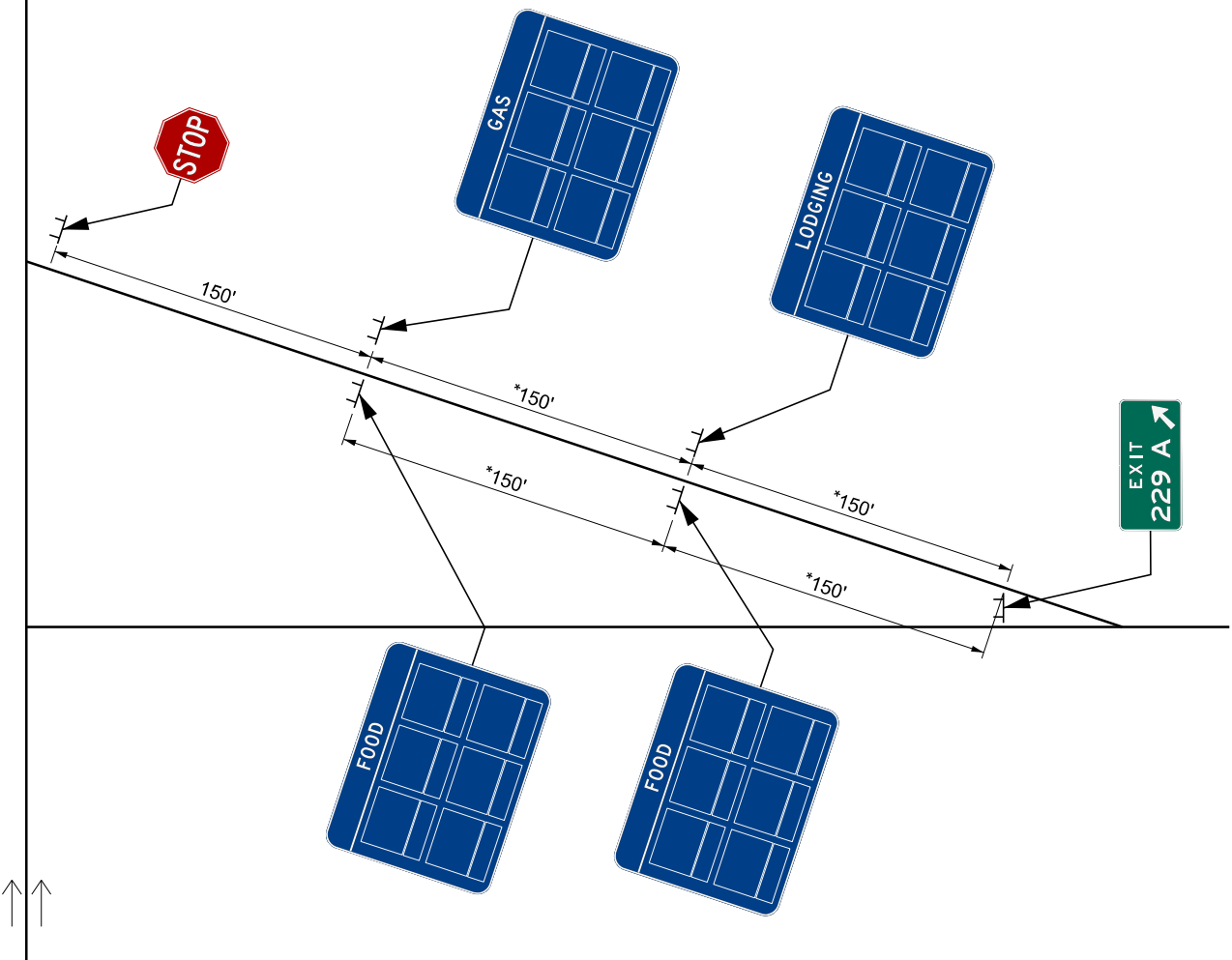
# Ramp Option

NOTES:

\* 150' spacing between signs on ramps is preferred. 100' is the minimum spacing allowed.

Due to the spacing limitations or terrain (ditches, etc.), ramp/loop Logo signs may be installed on both sides or either side of the ramp.

Locate signs with the same service on the same side of the ramp when possible.



FIRST AT - GRADE  
INTERSECTION AFTER  
END OF FREEWAY  
(SIGNAL OR STOP  
SIGN CONTROLLED)

END OF FULL  
CONTROL  
OF ACCESS

BEGINNING  
OF TAPER

MIN. 400' OR AS  
DIRECTED BY ENGINEER  
(SHOULD BE LOCATED IN  
ADVANCE OF TAPER  
FOR TURN LANES)

MIN 200' FROM  
OTHER SIGNS

MIN 200' FROM  
OTHER SIGNS

MIN 200' FROM  
OTHER SIGNS

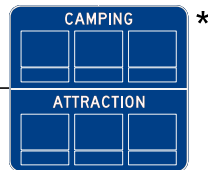
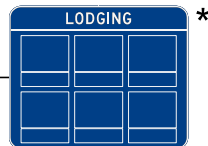
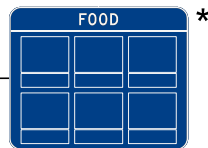
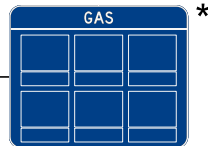
MIN 200' FROM  
OTHER SIGNS

MIN 300' FROM  
EXIT GORE  
SIGN

\* USE SAME DESIGN OPTIONS AS  
TRADITIONAL RAMP SIGNS INCLUDING  
ARROWS AND MILEAGES. THESE SIGNS  
MUST BE INSTALLED ALONG THE FULL  
CONTROL OF ACCESS ROADWAY.

LAST EXIT  
FROM  
FREEWAY

FREEWAY



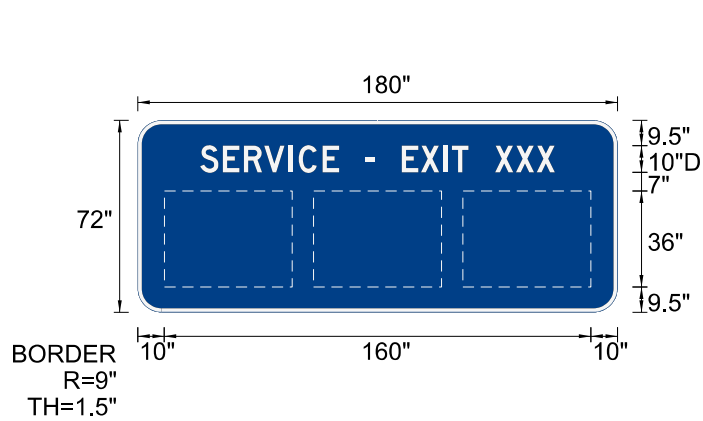
NO LOGO SIGNS FOR  
STRAIGHT MOVEMENT  
ALLOWED PRIOR TO LAST EXIT

DATE: 1/27/25
REVISIONS:

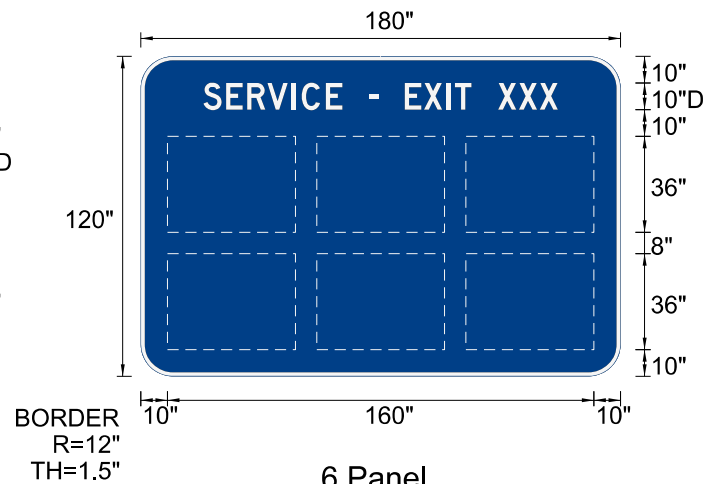
**TYPICAL LOGO LAYOUT  
SIGNING  
AT END OF FREEWAY**

**SHEET  
A-4**

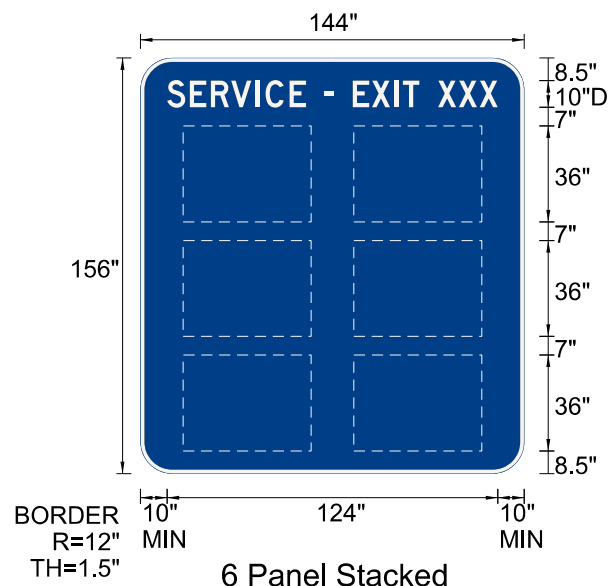
## APPENDIX B



3 Panel



6 Panel

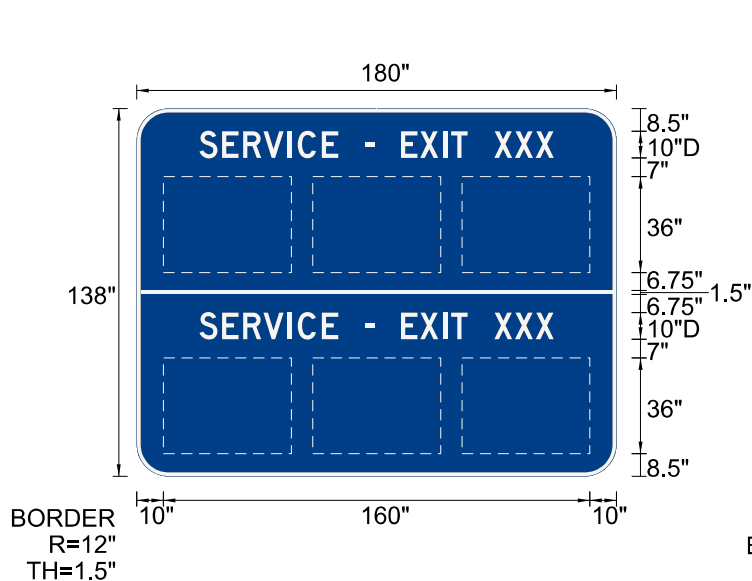


6 Panel Stacked

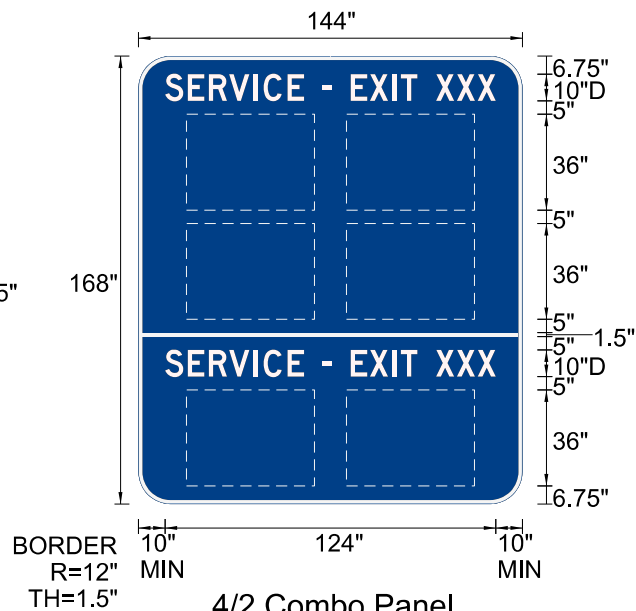
DATE: 1/27/25
REVISIONS:

**MAINLINE LOGO  
SIGN STANDARDS  
SINGLE SERVICE**

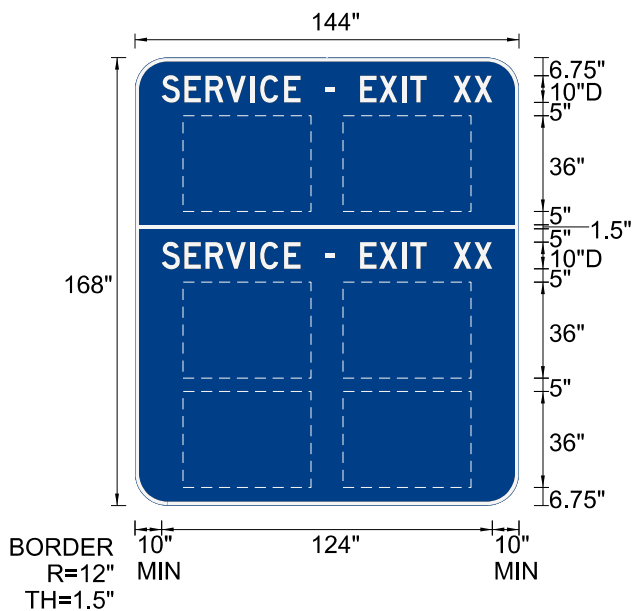
**SHEET  
B-1.1**



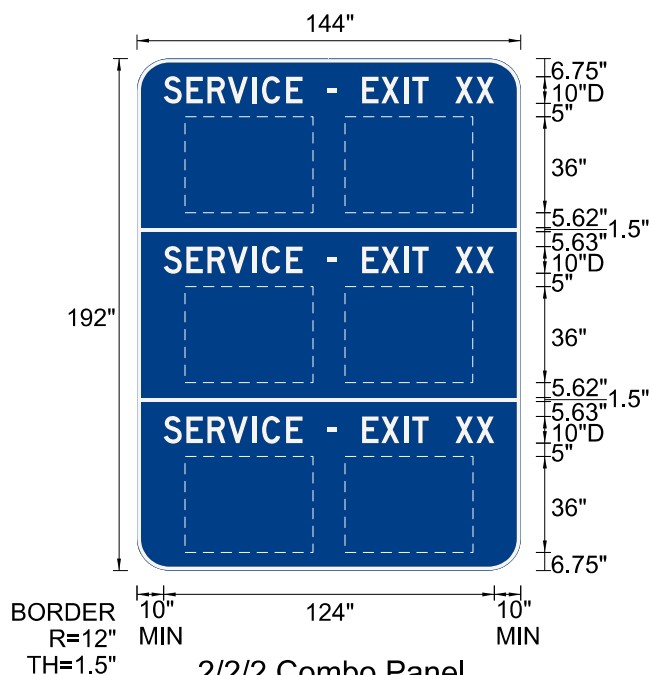
3/3 Combo Panel



4/2 Combo Panel



2/4 Combo Panel



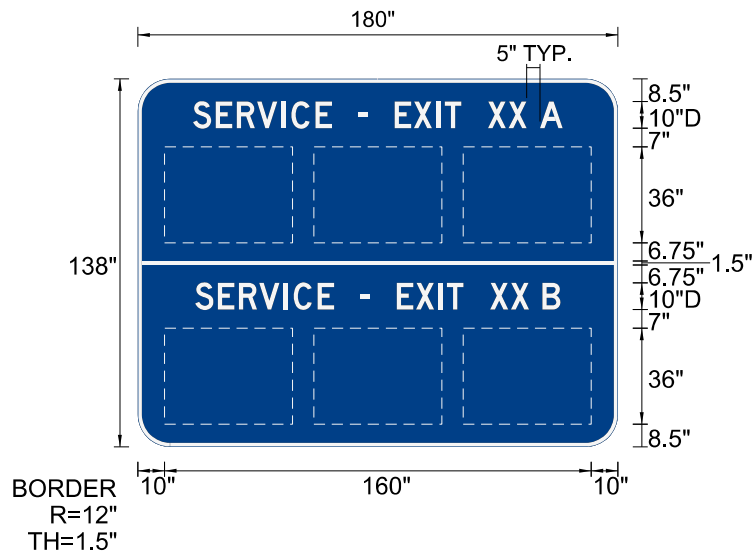
2/2/2 Combo Panel

DATE: 1/27/25

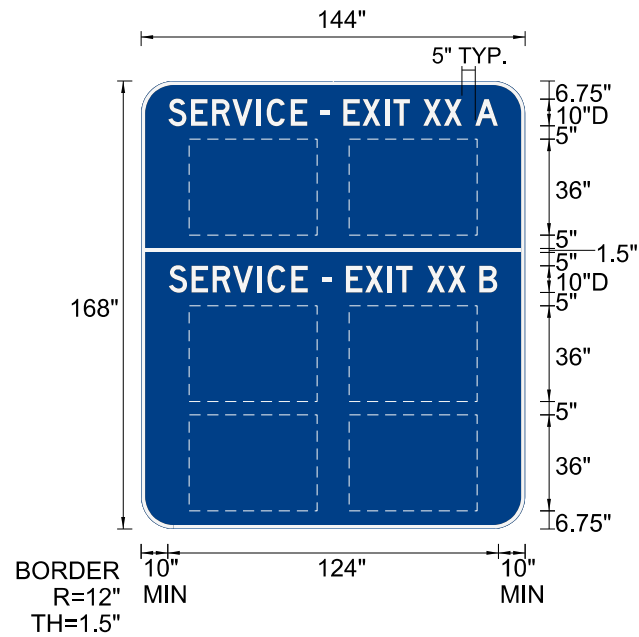
REVISIONS:

**MAINLINE LOGO  
SIGN STANDARDS  
MULTIPLE SERVICES**

**SHEET  
B-1.2**

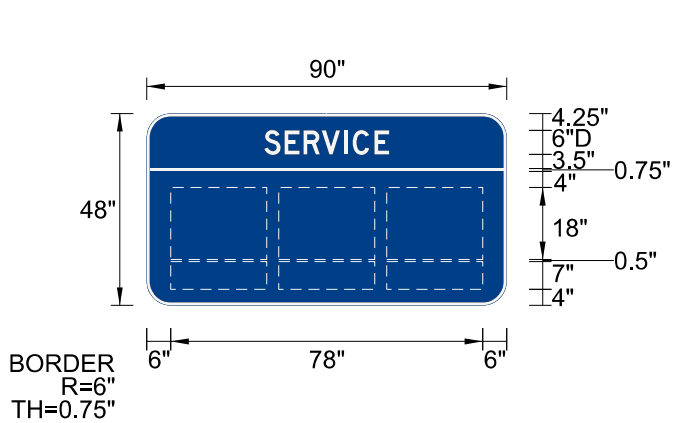


3/3 A/B Combo Panel

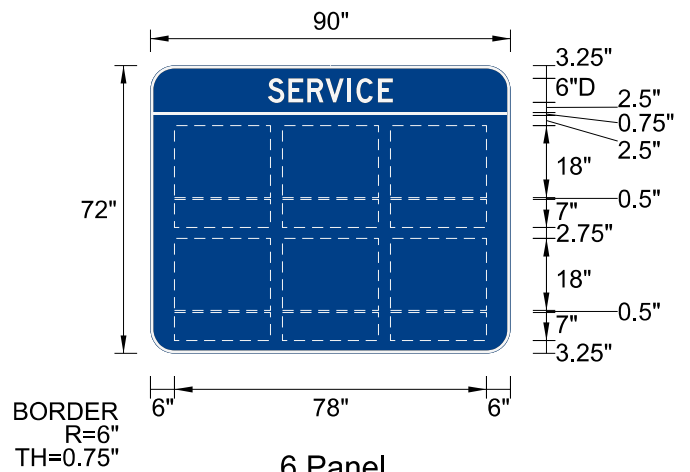


2/4 A/B Combo Panel

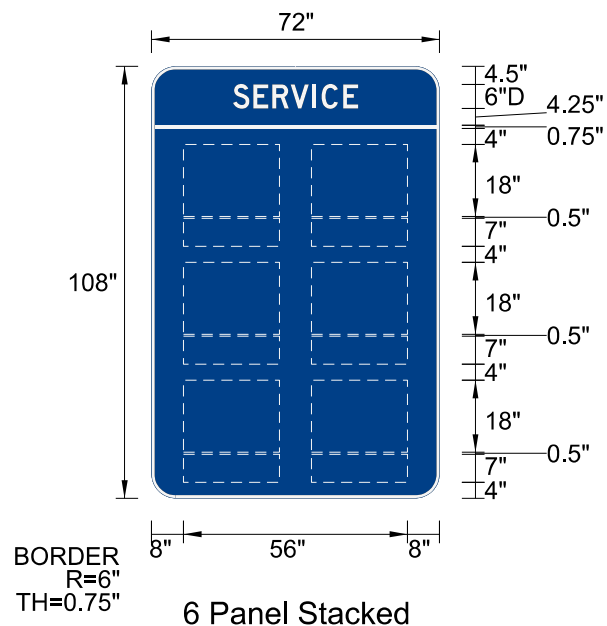




3 Panel



6 Panel

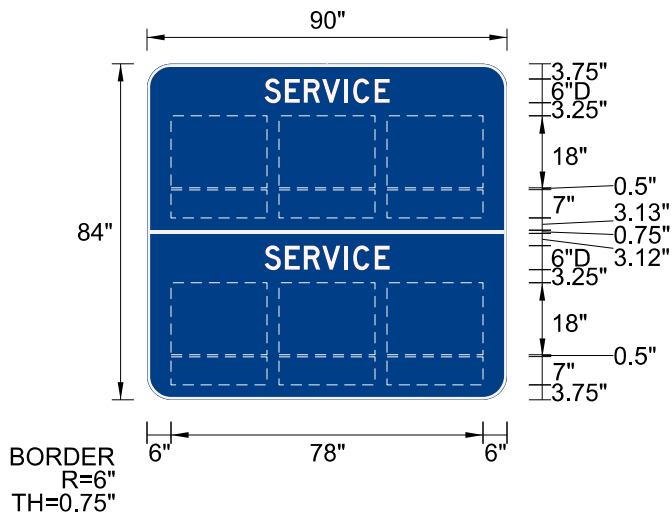


6 Panel Stacked

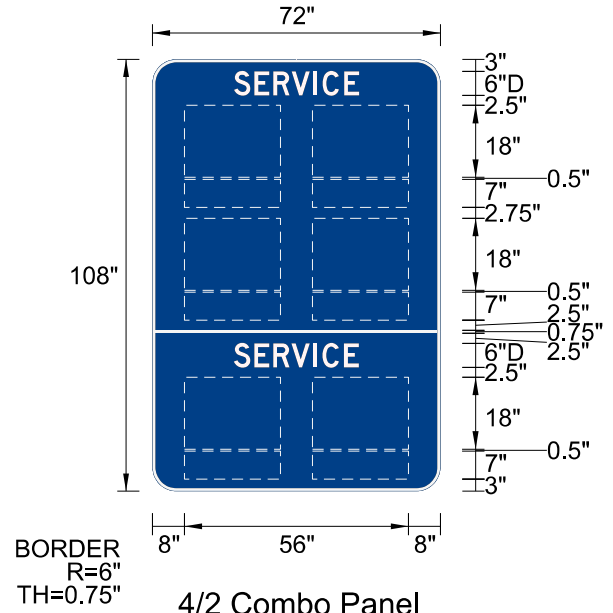
DATE: 1/27/25
REVISIONS:

**RAMP LOGO  
SIGN STANDARDS  
SINGLE SERVICE**

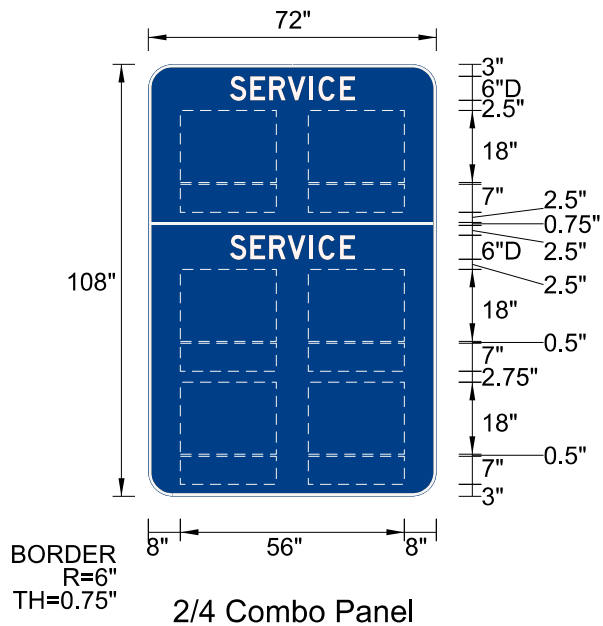
**SHEET  
B-2.1**



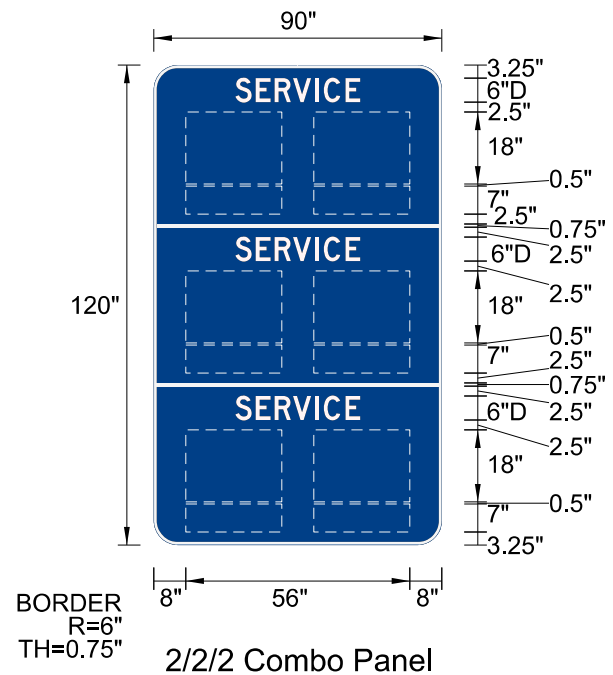
3/3 Combo Panel



4/2 Combo Panel



2/4 Combo Panel

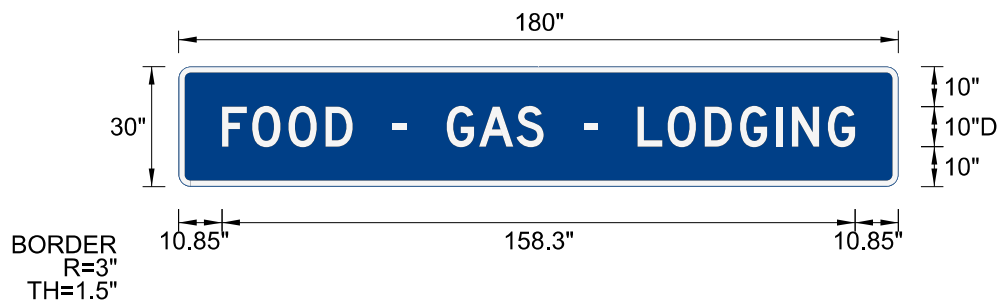
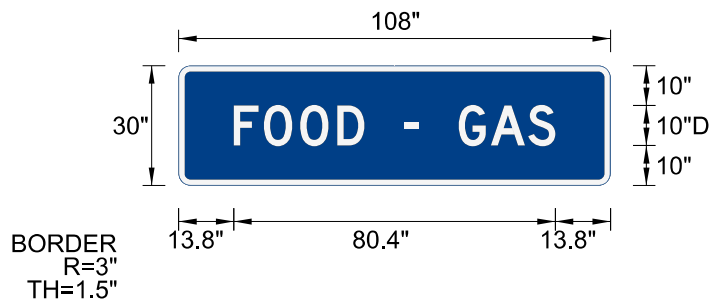
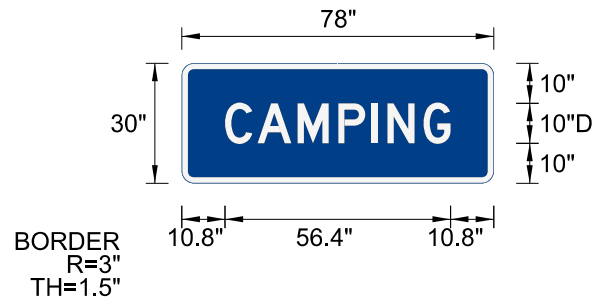
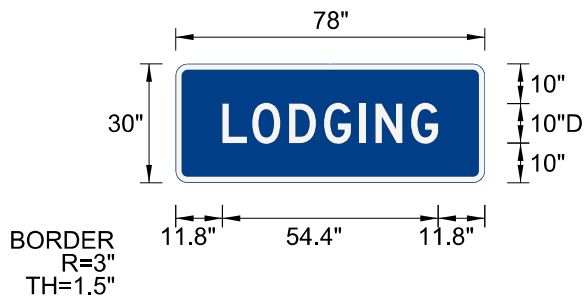
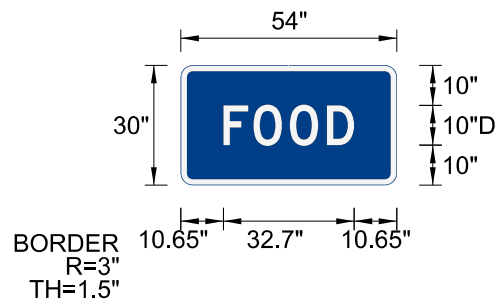
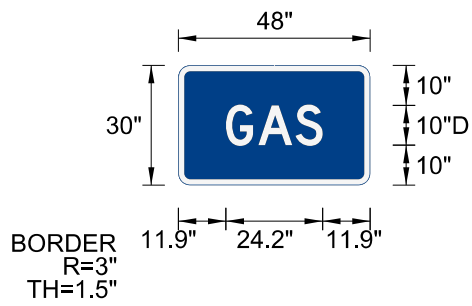


2/2/2 Combo Panel

DATE: 1/27/25
REVISIONS:

**RAMP LOGO  
SIGN STANDARDS  
MULTIPLE SERVICES**

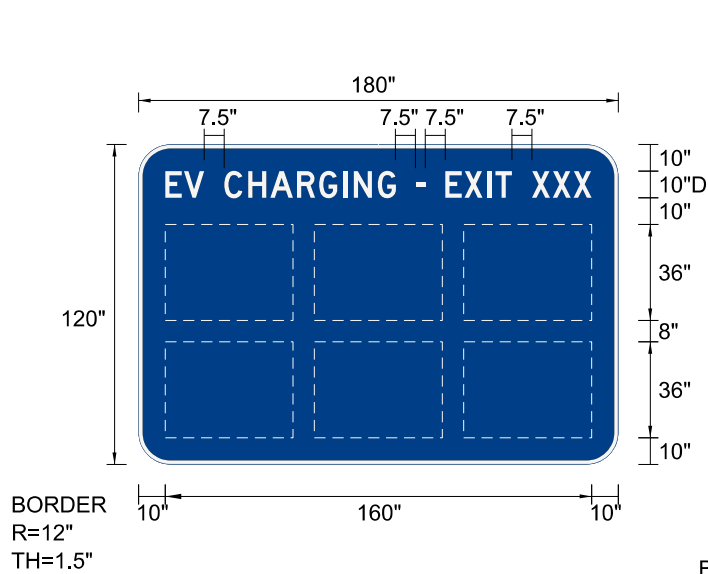
**SHEET  
B-2.2**



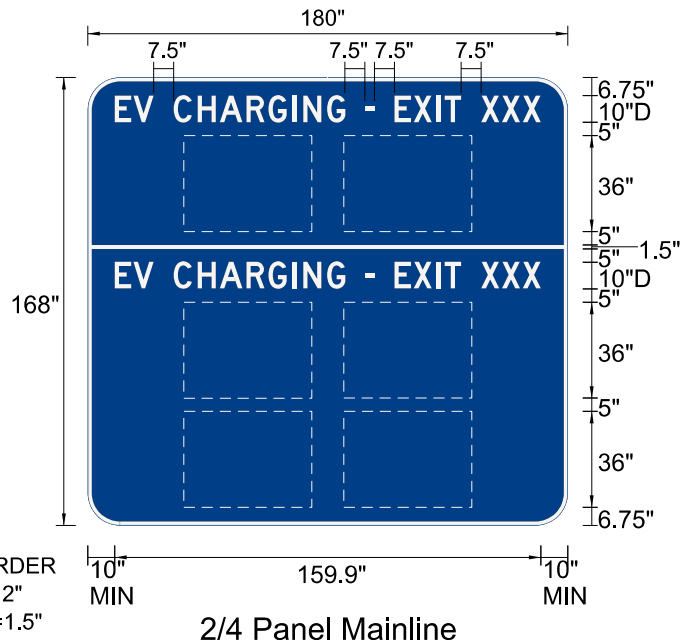
DATE: 1/27/25
REVISIONS:
10/28/25

**GENERAL SERVICE  
SIGN STANDARDS**

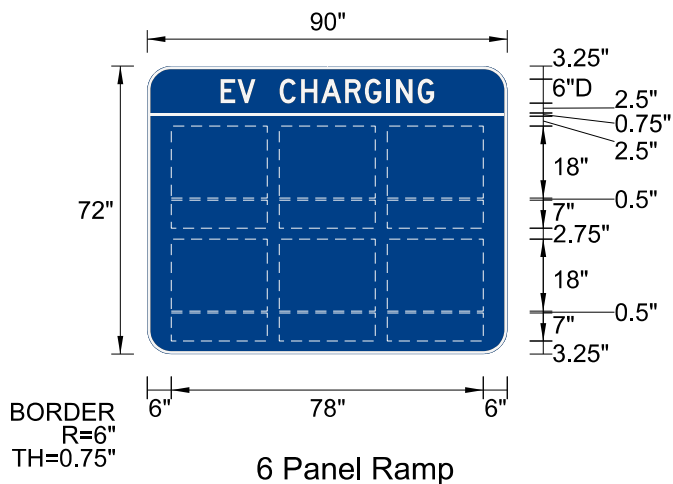
**SHEET  
B-3**



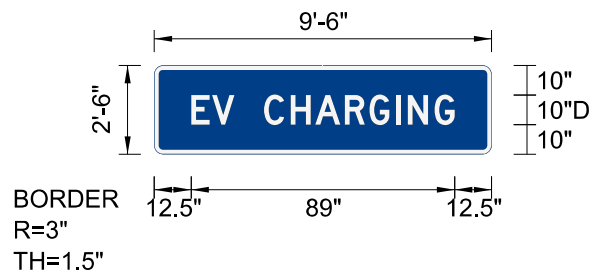
6 Panel Mainline



2/4 Panel Mainline



6 Panel Ramp



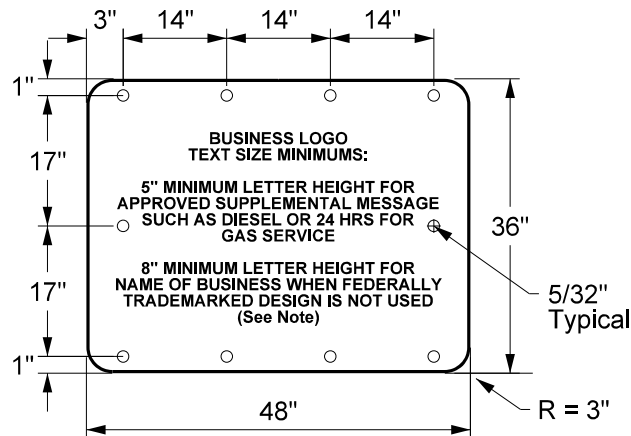
DATE: 1/27/25
REVISIONS:

**EV CHARGING LOGO  
SIGN STANDARDS**

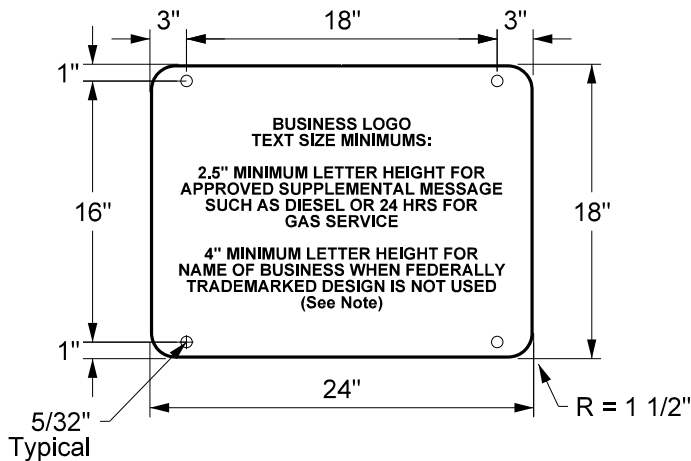
**SHEET  
B-4**

## APPENDIX C

## MAINLINE

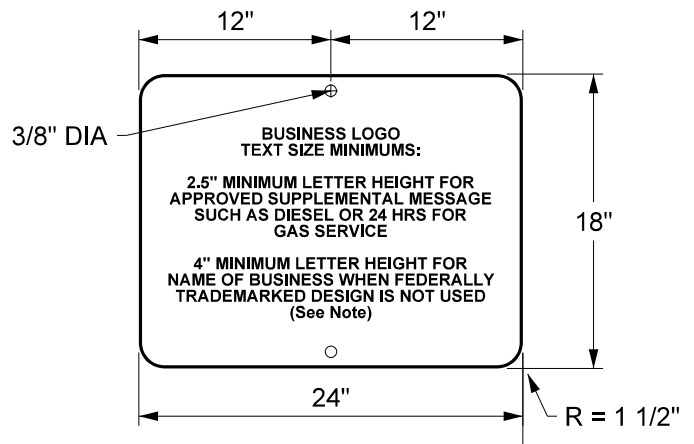


## RAMP



## TRAILBLAZING

### SIGNS



WHEN A BUSINESS DOES NOT HAVE A FEDERALLY REGISTERED (TRADEMARKED) DESIGN, BUT USES A PICTORAL DESIGN OR SYMBOL WITHIN THE PANEL DESIGN, THE MINIMUM LETTER SIZE FOR THE NAME OF BUSINESS MUST BE MET. THE LOGO DESIGN MUST NOT BE SIMILAR IN PART OR OVERALL TO ANY TRADEMARKED DESIGN. WORDS WITHIN FEDERALLY TRADEMARKED DESIGNS DO NOT HAVE A MINIMUM LETTER SIZE REQUIREMENT.

NOTE: WHEN A FEDERALLY REGISTERED (TRADEMARKED) DESIGN IS USED, THE DESIGN SHALL INCLUDE THE TRADEMARK REGISTRATION SYMBOL. WHEN REGISTRATION PERTAINS TO SERVICE MARK OR WORDS ONLY (NOT DESIGN), REGISTRATION SYMBOLS ARE NOT REQUIRED AND MINIMUM LETTER SIZES ARE REQUIRED

**MATERIALS:** 6061 T6, OR 5052-H38 AND NCDOT GRADE C OR GREATER REFLECTIVE SHEETING  
THE SIGN SHALL BE FABRICATED FROM FLAT SHEET ALUMINUM OF 0.063 INCH. SEE STANDARD SPECIFICATION SECTION 1092.

DATE: 1/27/25
REVISIONS:

**LOGO BUSINESS  
PANEL DETAILS**

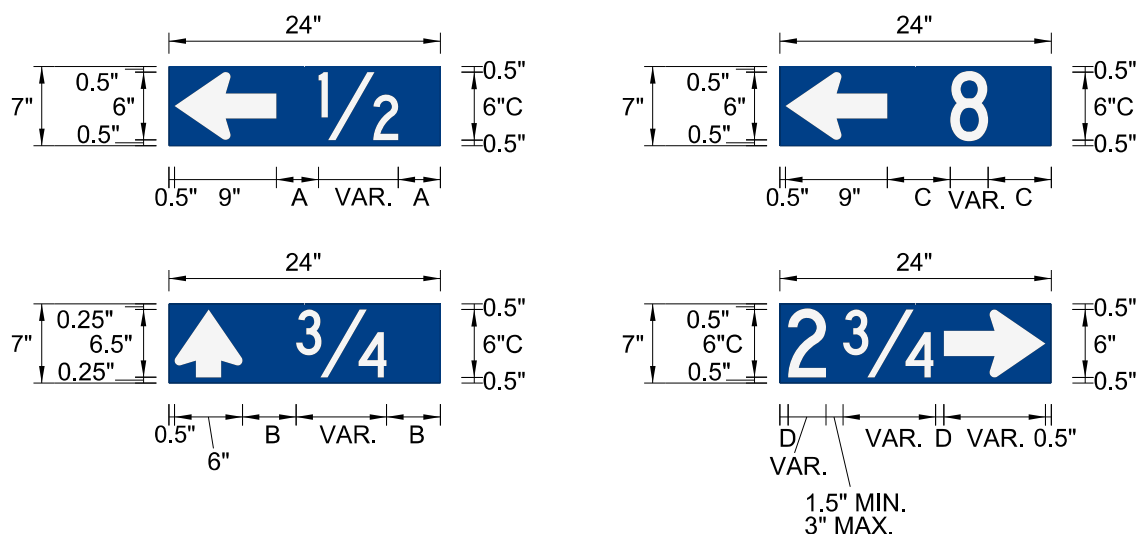
**SHEET  
C-1**

## APPENDIX D

THIS MILEAGE PANEL DESIGN STANDARD SHALL ONLY BE USED ON RAMP LOGO SIGNS.  
THE FOLLOWING DESIGN REQUIREMENTS SHALL APPLY:

1. PANEL SHALL BE 0.032" ALUMINUM.
2. USE MINIMUM GRADE C SHEETING.
3. USE 6" C WHITE NUMBERS.
4. USE 9" X 6" STANDARD WHITE ARROW;  
EXCEPT MODIFY TO 6.5" X 6" FOR THROUGH (UP) ARROW.
5. PANEL SHALL HAVE BLUE BACKGROUND.
6. PLACE HORIZONTAL ARROW 0.5" FROM EACH END OF PANEL.
7. PLACE VERITICAL ARROW 0.5" FROM TOP AND BOTTOM OF PANEL.
8. MILEAGE SHALL BE HORIZONTALLY CENTERED BETWEEN THE EDGE OF THE ARROW AND THE END OF THE PANEL.
9. MILEAGE SHALL BE DISPLAYED AS A FRACTION AND ROUNDED UP TO THE NEAREST QUARTER MILE UP TO 3 MILES. MILEAGE GREATER THAN 3 MILES SHALL BE ROUNDED TO THE NEAREST WHOLE MILE.

EXAMPLE DESIGNS (NOT DRAWN TO SCALE):



DATE: 1/27/25
REVISIONS:

**BUSINESS  
MILEAGE PANEL  
SIGN STANDARDS**

**SHEET  
D-1**