



RIGHT OF WAY DIVISION

10324 Interstate 30 | P.O. Box 2261, Little Rock, AR 72203-2261
Phone: (501) 569-2311 | Fax: (501) 569-2018 | Toll Free: (877) 569-0120

RE: Logo Signing Program (For Interstate and Freeway Routes Only)

Dear Sir/Madam:

Thank you for your inquiry pertaining to the Department's Logo Signing Program. Enclosed are the application procedures, the Department's Policy for Erection for Specific Services Signs, an application, a form W-9, and specifications for the sign manufacturer.

Please review this information and submit your application, W9 and the \$35.00 application fee to the mailing address below. Space on the signs is limited, applications are processed on a first-come, first-serve basis.

**Arkansas Department of Transportation
Right of Way Division - Beautification
Section P. O. Box 2261
Little Rock, Arkansas 72203**

If you have any questions, please call our office at **(501) 569-2088**.

A handwritten signature in black ink that reads 'William Reynolds'.

William Reynolds
Section Head
Beautification Section
Right of Way Division

Enclosure: Logo Application Packet



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Logo Application Procedures
(For Interstate and Freeway Routes Only)

Please initial each condition before submitting your application:

Review the Department Policy for Erection for Specific Service Signs for Logo Signing Program.

Review the specifications for the sign manufacturer. All Logo signs must conform with the specifications. Do not order your signs until notified to do so by the Department.

Upon permit approval by the Department, all artwork/proofs of the proposed Logo design must be submitted to the Department for approval (submissions should be emailed to William.Reynolds@ardot.gov)

Complete a separate application for the specific service (Gas, Food, Lodging, Camping, or Attraction) that you provide. If you provide more than one service, a separate application for each is required.

Submit your application, W9 and a check or money order payable to the ARDOT Beautification Section for the thirty-five dollar (\$35.00) application fee.

Applicant agrees to supply Logo signs/panels and ship or deliver them to the ARDOT Mail Room within 90 days of permit approval letter. Failure by applicant to supply Logo signage to ARDOT within 90 days will result in the termination of permit agreement.

LOGO SIGNING FEES

Table with 2 columns: Fee Name and Amount. Rows include Application Fee (\$35.00), Installation Fee (\$80.00), Annual Maintenance Fee (\$200.00), and Removal/Cover Fee (\$100.00).



ARKANSAS DEPARTMENT OF TRANSPORTATION
Logo Signing Program
Application

Name of Business/Facility _____ Phone _____

Name of Applicant/Owner/Manager _____ Email Address _____

Business Mailing Address _____ City _____ State _____ Zip Code _____

BUSINESS LOCATION DATA

Highway _____ Exit Number _____ County _____
 Direction from Nearest Highway Exit (Check One) North South East West
 Distance from Nearest Highway Exit (Miles/Tenths) _____

MINIMUM REQUIRED SERVICES

(Check Applicable Services)

- | <u>Gas</u> | <u>Food</u> | <u>Lodging</u> | <u>Camping</u> | <u>Attraction</u> |
|---|---|---|---|---|
| <input type="checkbox"/> 15 Mile Distance <i>(from nearest exit)</i> | <input type="checkbox"/> 15 Mile Distance <i>(from nearest exit)</i> | <input type="checkbox"/> 15 Mile Distance <i>(from nearest exit)</i> | <input type="checkbox"/> 15 Mile Distance <i>(from nearest exit)</i> | <input type="checkbox"/> 30 Mile Distance <i>(from nearest exit)</i> |
| <input type="checkbox"/> Gasoline | <input type="checkbox"/> License or Permit where required | <input type="checkbox"/> License or Permit where required | <input type="checkbox"/> License or Permit where required | <input type="checkbox"/> License or Permit where required |
| <input type="checkbox"/> Oil & Water Drinking | <input type="checkbox"/> Restrooms | <input type="checkbox"/> Restrooms | <input type="checkbox"/> Drinking Water | <input type="checkbox"/> Drinking Water |
| <input type="checkbox"/> Water | <input type="checkbox"/> Public Telephone | <input type="checkbox"/> Public Telephone | <input type="checkbox"/> Restrooms | <input type="checkbox"/> Restrooms |
| <input type="checkbox"/> Restrooms | <input type="checkbox"/> Open 6 days a week | <input type="checkbox"/> Adequate sleeping accommodations | <input type="checkbox"/> Adequate parking accommodations | <input type="checkbox"/> Adequate parking accommodations |
| <input type="checkbox"/> Public Telephone | <input type="checkbox"/> Open at 11 AM for continuous service | | | <input type="checkbox"/> Open 6 days a week |
| <input type="checkbox"/> Open 7 days a week | | | | <input type="checkbox"/> Open 8 hours a day |
| <input type="checkbox"/> Open for 16 hours of continuous service | | | | |

OPERATION DETAILS

Is Business open all year? Yes No
 If no, check months closed January February March April May June
 July August September October November December

CERTIFICATION

I certify that these statements are true and correct and that my business complies with all applicable laws concerning public accommodations without regard to race, religion, color, age, sex, disability, or national origin, and will continue in compliance.

I understand that any falsification or misrepresentation of the statements in this application or failure to comply with any Logo Application Procedures may result in the denial of the application or the revocation of my permit.

I also understand it is my responsibility to supply and deliver Logo signage to ARDOT within 90 days of approval letter.

Applicant Signature: _____ Date: _____

FOR OFFICAL USE ONLY

Highway _____ Exit _____ County _____ G F L C A
 Inspector _____ Date Inspected _____ Date Approved _____
 APPROVED DENIED GPS _____
 Permit No. _____ Application No. _____
 Check No. _____ Installation Fee _____ Annual Maint. Fee _____
 Check Amount _____ Amount Applied to Permit _____

| Main lane | Turn | Mileage |
|---------------|-------|---------|
| N/B _____ | _____ | _____ |
| S/B _____ | _____ | _____ |
| E/B _____ | _____ | _____ |
| W/B _____ | _____ | _____ |
| 1-TRAIL _____ | _____ | _____ |
| 2-TRAIL _____ | _____ | _____ |
| 3-TRAIL _____ | _____ | _____ |



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LOGO SIGNING PROGRAM

Shipping Information

Manufactured Logo signs are to be shipped to the following address:

***Arkansas Department of Transportation
Mail Room
10324 Interstate 30
Little Rock, AR 72209***

The Logo signs should be packaged properly to avoid damage in shipment. The attached application must be shipped with the Logo sign for identification purposes.

Business Sign Specifications

The sign shall be fabricated on 0.063-inch flat sheet aluminum made of aluminum alloy (ASTM B 209, Alloy 5052 H 38), and sized as shown on the Typical Business Signs detail sheets. The business sign shall be reflectorized to show the same colors at night as in the day. The reflective sheeting used shall be Type III sheeting commonly called "High Intensity" or "Encapsulated Lens" sheeting, and shall meet the requirements of the "Standard Specifications for Construction of Roads and Bridges on Federal Highway Projects," 1985, FP-85. The sign shall also meet the requirements of the Arkansas Department of Transportation specifications "General Requirements for Signs." The sign shall have no holes for mounting.

The sign may consist of the business identification symbol, name, brand, trademark, or a combination of these. Words and messages that are definitely established as an integral part of the registered trademark may be used. Extra messages may not be used, e.g., "Telephone In Every Room," "Breakfast Served," etc. The full area of the blank must be utilized in the design of the sign for background, border, legend, logo, etc., to form a fully reflectorized sign of the size allowed. If applicable, "Open 24 Hours" may be used.

The mainline sign shall have a legend of 10-inch letters, and a 3/4-inch border of the same color as the letters. The ramp signs shall have a legend of 4-inch letters and a 1/2-inch border of the same color as the letters. Where business identification symbols or trademarks are used alone, the border may be omitted.

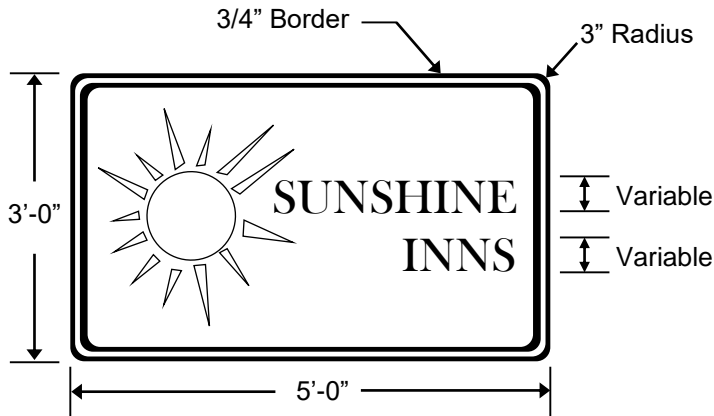
Messages, symbols, and trademarks which resemble any official traffic control device are prohibited.

IF YOU HAVE ANY QUESTIONS REGARDING COMPLIANCE WITH THESE SPECIFICATIONS, PLEASE SUBMIT A DETAILED DRAWING OF YOUR BUSINESS SIGN TO THE BEAUTIFICATION SECTION BEFORE MANUFACTURE.

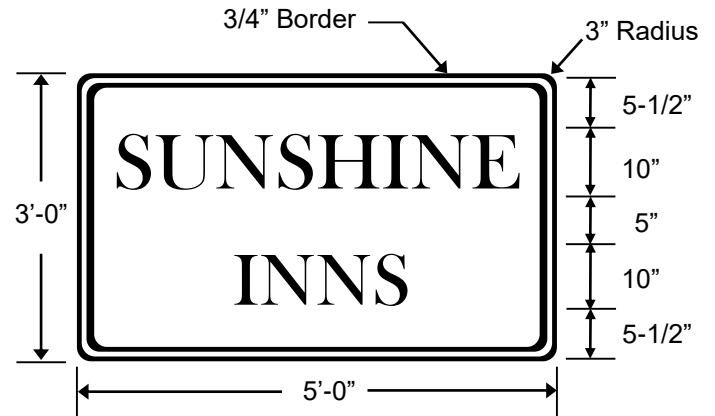
LOGO SIGNING PROGRAM SPECIFICATIONS

NOTE: Upon permit approval by the Department, all artwork/proofs of the proposed Logo design must be submitted to the Department for approval (submissions should be emailed to William.Bailey@ardot.gov)

TYPICAL BUSINESS SIGNS - MAINLINES -

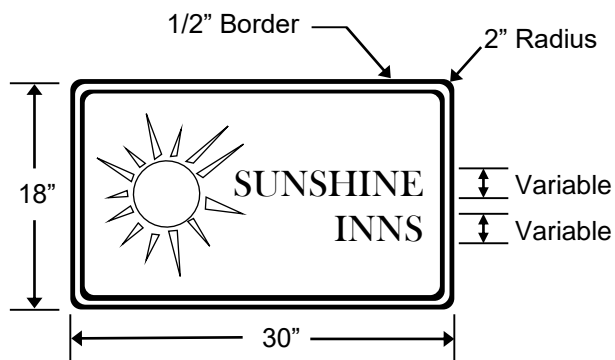


(LOGO)

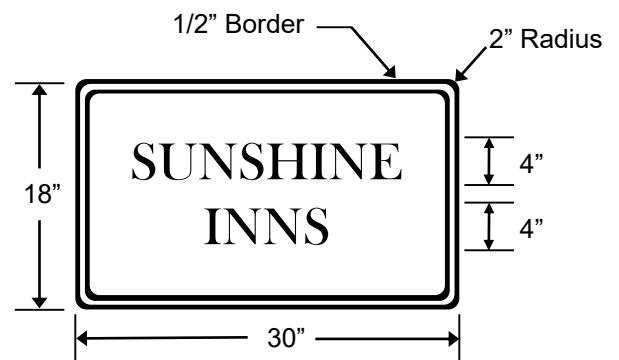


(LEGEND)

TYPICAL BUSINESS SIGNS - RAMPS/TRAILBLAZERS -



(LOGO)



(LEGEND)



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LOGO and TODS SIGN MANUFACTURERS

*(*Note - Applicants are free to use other sign vendors not listed below as long as the correct specifications are followed by the vendor that is selected.)*

Arkansas Sign & Barricade, Inc.

10601 Otter Creek East Blvd.
Mabelvale, AR 72103
Phone: (501) 653-2300
Fax: (501) 653-2301
asb@asbtrafficcontrol.com

Interstate SignWays

7415 Lindsey Rd.
Little Rock, AR 72206
Phone: (501) 490-4242
sales@interstatesigns.com

Fast Signs

3735 Mall Drive
Texarkana, TX 75501
Phone: (903) 831-7446
485@fastsigns.com

Seiz Sign Co.

1231 Central Ave.
Hot Springs, AR 71901
Phone: (501) 623-3181
Fax: (501) 623-4595
david@seizsigns.com

Gibson's Sign-Mart

1021 Neil Dr.
Jonesboro, AR 72401
Phone: (870) 972-8693
Fax: (870) 935-6537
cgibson@gibsonsignmart.com

Condray Sign & Advertising Co.

1107 East Harding Ave.
Pine Bluff, AR 71601
Phone: (870) 534-5210
Email: kerri@condraysigns.com

Interstate Logos, LLC

6696 Exchequer Drive
Baton Rouge, LA 70809
Phone: (225) 927-9408
sadams@interstatelogos.com