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## Eligible Businesses

Gas, food, lodging, and camping businesses are eligible for participation if located outside urbanized areas along the interstates listed below:

I-25

I-70

I-76

Tourist Attraction businesses are eligible for participation within both urbanized and outside urbanized areas along the interstates listed below:

I-25

I-70

I-76

I-225

I-270

### Businesses considered as "Tourist Attractions"

Natural Phenomenon  
Historic Site or District

Cultural Site  
Amusement Park

Arena

Area of Natural or Scenic Beauty

Golf Course

Museum

Recreational Area

Zoological or Botanical Park

Winery or Brewery

 **COLORADO LOGOS, INC.**

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# THE SPECIFIC INFORMATION & BUSINESS SIGNS (LOGO) PROGRAM



## THE SPECIFIC INFORMATION & BUSINESS SIGNS (LOGO) PROGRAM

*The Specific Information and Business Signs (Logo) Program is a program offered through the Colorado Department of Transportation. This program provides for the erection and maintenance of Specific Information and Business Signs within the right-of-way of certain designated interstate highways. The Specific Information and Business Signs are erected to provide identification and directional information to the traveling public for eligible business establishments offering services for Gas, Food, Lodging, Camping and Attractions. The business can provide the identification and directional information by placing a business plaque on a logo structure.*

*The Specific Information and Business Signs structures shall be placed in the order of Attractions/Camping, Lodging, Food and Gas as observed in the direction of travel. Ramp logo structures shall be placed along the exit ramp.*

*The Colorado Department of Transportation has contracted with Colorado Logos, Inc. to administer the Specific Information and Business Signs Program.*

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# Participation

- 1 A representative of Colorado Logos, Inc. will call on businesses who meet the Eligibility Criteria established by the Colorado Department of Transportation. These requirements can be found on the inside of this brochure. A request for information can also be made to Colorado Logos, Inc. by calling 1-303-462-2320 or 1-888-634-5646.
- 2 A representative will explain the program and assist all interested businesses in completing an application and other paperwork necessary for their inclusion in the logo signing program.
- 3 Upon submission of the application by the business, Colorado Logos, Inc. will verify that the business meets the Eligibility Criteria as adopted by the Colorado Department of Transportation.
- 4 The representative will contact the business upon approval of the application and assist with the completion of the contract.
- 5 Colorado Logos, Inc. will then assist in the designing of the business plaque. Creative assistance is available at no charge.

## MOST FREQUENTLY ASKED QUESTIONS

- 1 Q. What services are included on the Specific Information and Business Signs Program?  
A. Gas, food, lodging, camping, and attraction services are eligible for participation in the logo signing program.
- 2 Q. Are all businesses providing these key services eligible to participate?  
A. There are specific conditions which each type of business must meet to participate in the logo signing program. The specific eligibility criteria can be found inside this brochure and will help you to determine if your business qualifies.
- 3 Q. Can seasonal businesses participate in the logo signing program?  
A. Yes, but the signs must be covered or removed during those times the business is not in operation.
- 4 Q. Will all qualified businesses who wish to participate in this program be required to have ramp signs?  
A. No. Businesses readily visible from the ramp terminal will not be required to have ramp signs.
- 5 Q. How will it be determined what businesses have priority if more than six (6) in any one category wish to participate?  
A. Applications are dated as received. Priority is determined on a first come first serve basis. Each application is then checked for eligibility and processed.
- 6 Q. If the Specific Information Sign is full, at what point will it be possible for my business to participate?  
A. Businesses will be rotated at the end of each annual contract year to allow for a new business to participate.
- 7 Q. How will distance be measured to determine if my business meets mileage criteria?  
A. Travel distance will be measured from the end of the off ramp to the nearest driveway entrance of the business.
- 8 Q. How much will it cost to participate in the Specific Information and Business Signs Program?  
A. • \$750 annually per direction for (1) mainline, (1) ramp (if required), and (1) trailblazer (if required)  
• \$120 annual fee for additional trailblazers (if required)  
• \$50 per business plaque for removal, cover, or change  
NOTE: The above fees do not include the fabrication of the business plaques.
- 9 Q. Once I am in the program, can my business plaque be removed?  
A. Yes. Certain conditions can result in the removal of your logo(s). If your business no longer offers the required services, if your annual renewal notice is not submitted or if your interchange is subject to the annual rotation policy. However, all businesses will receive appropriate notice and hearing rights prior to removal of logo(s).
- 10 Q. How will the signs be maintained?  
A. All logo sign maintenance will be performed by Colorado Logos, Inc., or its subcontractors.

# Eligibility Criteria

There are specific criteria each type of business must meet to be eligible to participate in the Specific Information and Business Signs Program. The information below will help you to determine if your business is eligible. Each category of business must provide, at a minimum, the following:

## Gas

- Vehicle services including fuel, oil, and water
- Subject to availability of fuel there should be continuous operation at least 16 hours per day, 7 days per week. If fuel is not available, must have sign indicating closest available fuel.
- Drinking water
- Public telephone
- Restroom facilities
- Located within 3 miles of interstate highway\*

## Food

- State or local licensing approval
- Continuous operation to serve a minimum of 12 consecutive hours between 7:00 a.m. and 11:00 p.m., 6 days per week
- Indoor seating for 20
- Drinking water
- Public telephone
- Restroom facilities
- Located within 3 miles of interstate highway\*

## Lodging

- State or local licensing approval
- Rental available 7 days per week
- Units with private entrance for each unit accommodating at least two people per unit
- Adequate parking
- Public telephone
- Located within 3 miles of interstate highway\*

## Location, Placement and Size

Mainline business plaques are placed on either side of an eligible interchange. Directional (ramp) signs indicating mileage are placed along the exit ramps. Trailblazer signs, if needed, will direct motorists to the business after leaving the main roadway.

The mainline business plaques are 48" wide by 36" high. The directional (ramp) signs and trailblazer signs are 24" wide by 18" high.

There is a maximum of 6 business plaques per structure.

## Camping

- State or local licensing approval
- 20 spaces to accommodate camping tents and/or travel trailers and/or motorized campers
- Drinking water
- Public telephone
- Flush toilets
- Sanitary disposal system for travel trailers and/or motorized campers
- Proof of maintenance in compliance with applicable State/Local Board of Health rules and regulations
- Located within 3 miles of Interstate Highway\*

\*Note: In certain instances qualifying distances for gas, food, lodging, and camping may be extended to five miles.

## Attractions

- State or local licensing approval
- 20 spaces for parking
- Restroom facilities
- Drinking water
- Continuous operation 8 hours per day, 7 days per week, (does not apply to arenas)
- Public telephone
- Attendants on site and/or conduct tours
- Located within 3 miles if inside urbanized area
- Located within 10 miles if outside urbanized area

Note: Attractions must also meet the following attendance requirements:  
Category I - (1,000,000 or more required population)  
Annual Attendance - 200,000  
Category II - (50,000 to 1,000,000 required population)  
Annual Attendance - 50,000  
Category III - (50,000 or less required population)  
Annual Attendance - 5,000  
Category populations shall be based on boundaries established as urbanized areas. If none, category should be based on City/Town limits. If none, then shall be considered Category III.

