

## CHAPTER 2J. SPECIFIC SERVICE SIGNS

### Section 2J.01 State Policy

Support:

- 01 Pursuant to Sections 4511.101 of the Ohio Revised Code (ORC) and 5501:2-6 of the Administrative Code (OAC), the Ohio Department of Transportation (ODOT) has established “a program for placement of business logos for identification purposes on state directional signs within the rights-of-way of divided, multi-lane, limited access highways in both rural and urban area,” including criteria for the availability of the various types of services, sign specifications and program rules. This is commonly referred to as the Logo Program.

**Standard:**

- 02 **Specific Service signs shall be defined as guide signs that provide road users with business identification and directional information for eligible services and attractions. Eligible service categories shall be limited to gas, food, lodging, camping, and attractions.**

*Guidance:*

- 03 *The use of Specific Service signs should be limited to areas where adequate sign spacing can be maintained.*

**Standard:**

- 04 **Specific Service signs shall not be installed at an interchange where the road user cannot conveniently reenter the freeway or expressway and continue in the same direction of travel.**

- 05 **Eligible service facilities shall comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities.**

- 06 **The attraction services shall include only facilities which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.**

- 07 **To be eligible, the gas, food, lodging, camping and attraction services shall be located in accordance with the distance criteria established by ODOT (see Paragraph 9).**

- 08 **If local agencies elect to provide Specific Service signing, the ODOT policy for such signing and criteria for the availability of the various types of services, as outlined in this Chapter, shall be used.**

Support:

- 09 Additional information about ODOT’s Logo Program is in Part 2 of the ODOT “Traffic Engineering Manual” (TEM) (see Section 1A.11). Information about the rules and specifications for ODOT’s Logo Program is available by contacting the ODOT Office of Traffic Engineering at the address noted in the front of this Manual.

### Section 2J.02 Application

**Standard:**

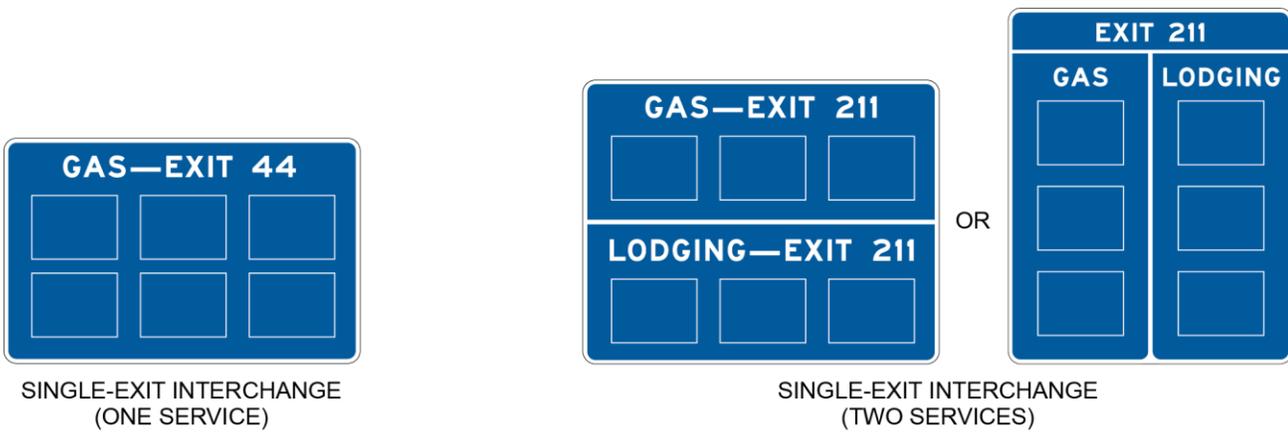
- 01 **The number of Specific Service signs along an approach to an interchange or intersection, regardless of the number of service types displayed, shall be limited to a maximum of four. In the direction of traffic, successive Specific Service signs shall be for attraction, camping, lodging, food, and gas services, in that order.**

- 02 **A Specific Service sign shall display the word message GAS, FOOD, LODGING, CAMPING, or ATTRACTION, an appropriate directional legend such as the word message EXIT XX, NEXT RIGHT, SECOND RIGHT, or directional arrows, and the related logo sign panels.**

- 03 **No more than three types of services shall be represented on any sign or sign assembly. If three types of services are displayed on one sign, then the logo sign panels shall be limited to two for each service type (for a total of six logo sign panels). If two types of services are displayed on one sign, then the logo sign panels shall be limited to either three for each service type (for a total of six logo sign panels) or four for one service type and two for the other service type (for a total of six logo sign panels). The legend and logo sign panels applicable to a service type shall be displayed such that the road user will not associate them with another service type on the same sign.**

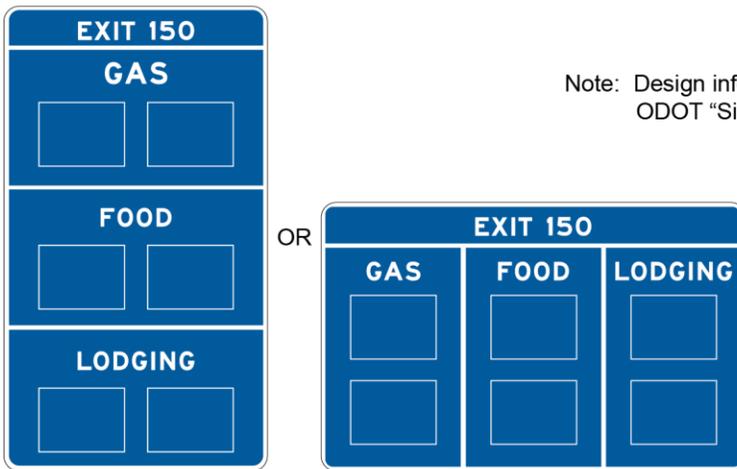
- 04 **No service type shall appear on more than two signs (see Paragraph 6).**

**Figure 2J-1. Examples of Specific Service Signs**



SINGLE-EXIT INTERCHANGE  
(ONE SERVICE)

SINGLE-EXIT INTERCHANGE  
(TWO SERVICES)

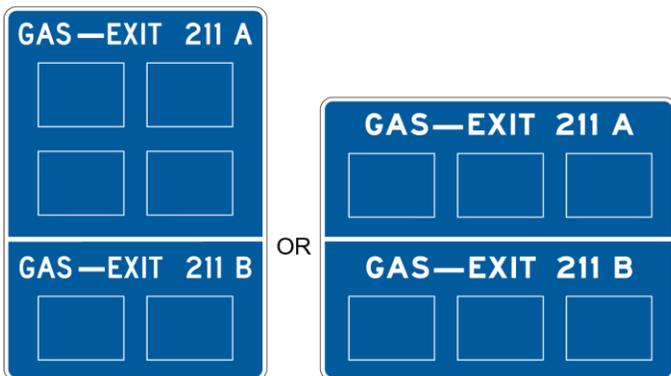


SINGLE-EXIT INTERCHANGE (THREE SERVICES)

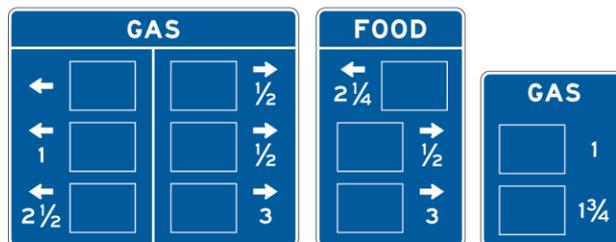
Note: Design information for these signs is included in the ODOT "Sign Designs and Markings Manual" (SDMM).



LOGO SIGN PANEL

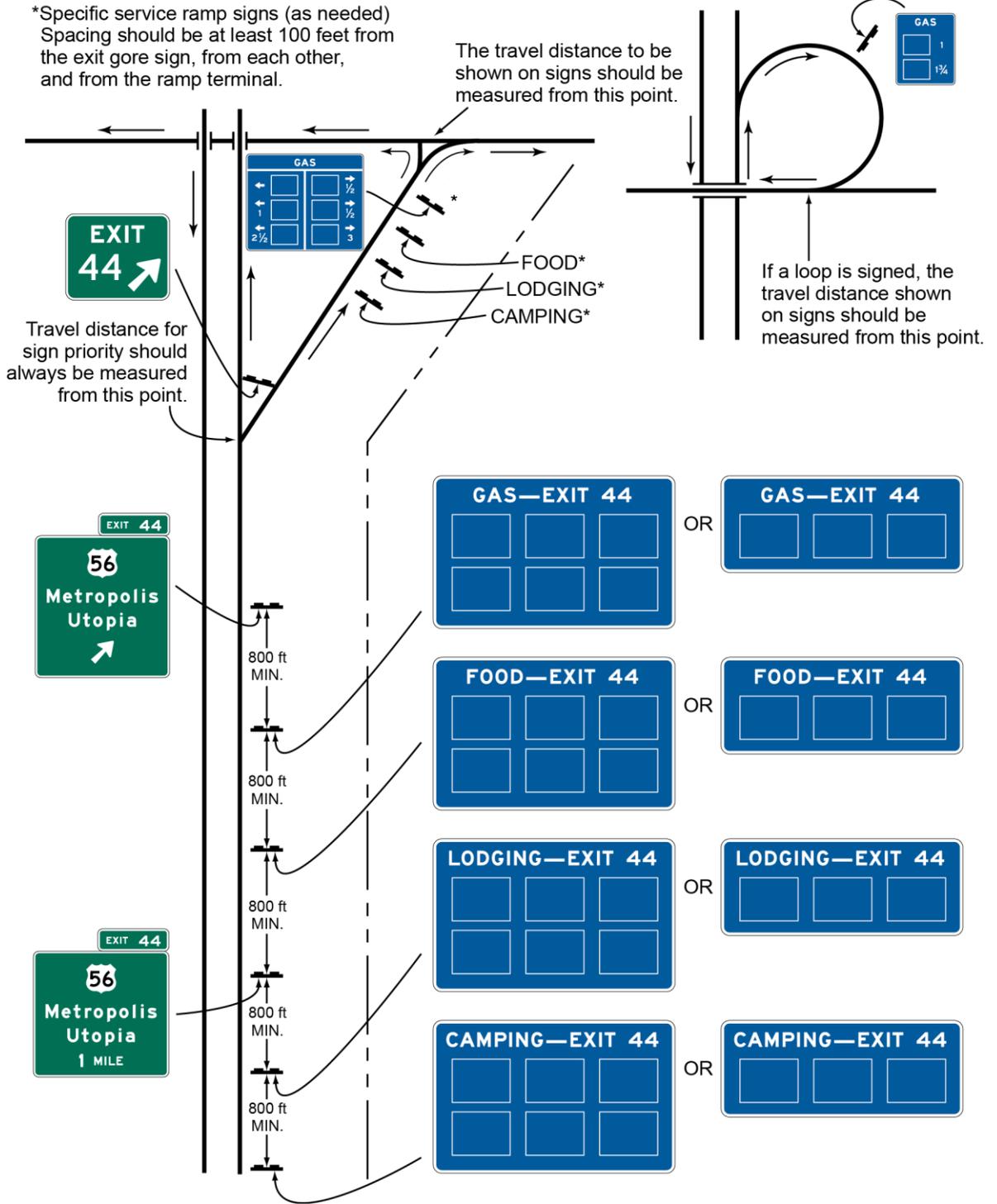


DOUBLE-EXIT INTERCHANGE



RAMP

**Figure 2J-2. Examples of Specific Service Sign Locations**



**The signs shall have a blue background, a white border, and white legends of upper-case letters, numbers, and arrows.**

*Guidance:*

*Where a service type is displayed on two signs, the signs for that service should follow one another in succession.*

*The Specific Service signs should be located to take advantage of natural terrain, to have the least impact on the scenic environment, and to avoid visual conflict with other signs within the highway right-of-way.*

*Option:*

General Service signs (see Sections 2I.02 and 2I.03) may be used in conjunction with Specific Service signs for eligible types of services that are not represented by a Specific Service sign.

*Support:*

Examples of Specific Service signs are shown in Figure 2J-1. Examples of sign locations are shown in Figure 2J-2.

### **Section 2J.03 Logos and Logo Panels**

**Standard:**

**A logo shall be either an identification symbol/trademark or a word message. Symbols or trademarks used alone for a logo shall be reproduced in the colors and general shape consistent with customary use, and any integral legend shall be in proportionate size. A logo that resembles an official traffic control device shall not be used.**

**Each logo shall be placed on a separate logo sign panel that shall be attached to the Specific Service sign. A logo sign panel shall not display the symbol/trademark or name of more than one business.**

*Guidance:*

*A word message logo, not using a symbol or trademark, should have a blue background with white legend and border.*

*Support:*

Section 2J.05 contains information regarding the minimum letter heights for logo sign panels.

*Option:*

Where business identification symbols or trademarks are used alone for a logo, the border may be omitted from the logo sign panel.

A portion of a logo sign panel may be used to display a supplemental message horizontally along the bottom of the logo sign panel, provided that the message displays essential motorist information (see Figure 2J-3).

**Standard:**

**All supplemental messages shall be displayed within the logo sign panel and shall have letters and numerals that comply with the minimum height requirements shown in Table 2J-1.**

*Guidance:*

*A logo sign panel should not display more than one supplemental message.*

*The supplemental message should be displayed in a color to contrast effectively with the background of the business sign or separated from the other legend or logo by a divider bar.*

*Support:*

Typical supplemental messages might include DIESEL, 24 HOURS, CLOSED and the day of the week when the facility is closed, ALTERNATIVE FUELS (see Section 2I.03), and RV ACCESS.

**Figure 2J-3. Examples of Supplemental Messages on Logo Sign Panels**



11 The RV ACCESS supplemental message may be circular.

**Standard:**

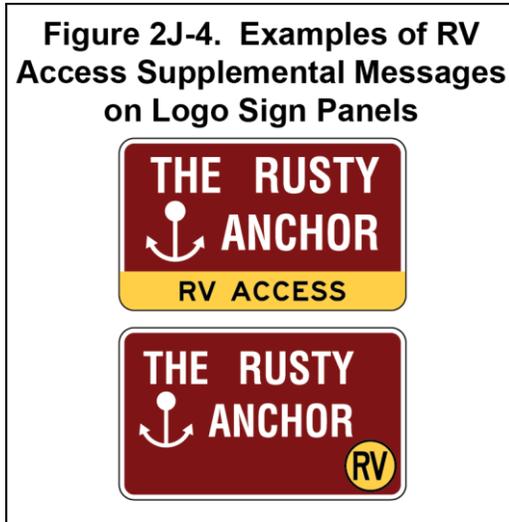
12 If the RV ACCESS supplemental message is circular, it shall be the abbreviation RV in black letters inside a yellow circle with a black border and it shall be displayed within the logo sign panel near the lower right-hand corner (see Figure 2J-4).

*Guidance:*

13 If the circular RV ACCESS supplemental message is used, the circle should have a diameter of 10 inches and the letters should have a height of 6 inches.

*Option:*

14 If a business designated as an Interstate Oasis (see Section 2I.04) has a business logo sign panel on the Food and/or Gas Specific Service signs, the word OASIS may be displayed on the bottom portion of the logo sign panel for that business.



**Section 2J.04 Number and Size of Signs and Logo Sign Panels**

*Guidance:*

01 Sign sizes should be determined by the amount and height of legend and the number and size of logo sign panels attached to the sign. All logo sign panels on a sign should be the same size.

**Standard:**

02 Each Specific Service sign or sign assembly shall be limited to no more than six logo sign panels.

*Option:*

03 Where more than six businesses of a specific service type are eligible for logo sign panels at the same interchange, additional logo sign panels of that same specific service type may also be displayed in accordance with the provisions of Paragraph 4. The additional logo sign panels may be displayed either by placing more than one specific service type on the same sign (see Paragraph 3 of Section 2J.02) or by using a second Specific Service sign of that specific service type if the additional sign can be added without exceeding the limit of four Specific Service signs on an interchange approach (see Paragraph 6 of Section 2J.02).

**Standard:**

04 Where logo sign panels for more than six businesses of a specific service type are displayed on the same interchange approach, the following provisions shall apply:

- A. No more than 12 logo sign panels of a specific service type shall be displayed on no more than two Specific Service signs or sign assemblies;
- B. No more than six logo sign panels shall be displayed on a single Specific Service sign; and
- C. No more than four Specific Service signs shall be displayed on the approach.

*Support:*

05 Section 2J.08 contains information regarding Specific Service signs for double-exit interchanges.

**Standard:**

06 Each logo sign panel attached to a Specific Service sign shall have a rectangular shape with a width longer than the height. A logo sign panel on signs for freeways and expressways shall not exceed 48 inches in width and 36 inches in height. A logo sign panel on signs for freeway and expressway ramps shall not exceed 24 inches in width and 18 inches in height. The vertical and horizontal spacing between logo sign panels shall not exceed 8 inches and 12 inches, respectively.

*Support:*

07 Sections 2A.14, 2E.15, and 2E.16 contain information regarding borders, interline spacing, and edge spacing.