



The University of Georgia

College of Agricultural and Environmental Sciences



Georgia Department of Transportation Road Signs

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A key to the success of any business is the use of effective marketing tactics. This may include newspaper and radio advertisements, the creation of a brochure/flyer, or the sponsorship of a local charity event. However, there is one marketing tactic that is often overlooked – the use of signage.

Whether it is a retail shop, pick-your-own or agri-entertainment enterprise, effective marketing tactics will lead potential customers to these establishments to make their first purchase. The Georgia Department of Transportation provides tourist-serving facilities with the opportunity to participate in two separate sign programs, the Trailblazer Sign Program and the Logo Sign Program. The official rules and regulations associated with each program should be carefully examined and a completed application must be submitted to the Georgia Department of Transportation to determine eligibility for the programs.

The following sections provide an easy to understand overview of these programs as well as contact information for each program.

Trailblazer Logo Signs

The Trailblazer Program provides tourists traveling within the state of Georgia with identification and directional information for special historical attractions like the *Wire Grass Trail* or the *Antebellum Trail*. However, this program is not available to all businesses and is administered via the Georgia Department of Industry, Trade and Tourism. In addition, the regulations for this program vary by region. It is important to contact your local Georgia

Department of Transportation office to obtain additional information. As of January 2002, the following fees were associated with the Trailblazer program:

- \$100 per year/per trailblazer logo sign where applicable
- \$100 per year/per direction/per occurrence for installation or removal

Specific Service Signs

There are opportunities to advertise your business on Georgia’s Interstates and some designated fully controlled state routes. The Georgia Department of Transportation offers a Logo Signing program that permits eligible businesses, providing key services to motorists, with the opportunity to have their business logo signs included on the Logo Sign Panels (blue informational signs near interchanges). State logo signs provide a means to inform travelers with business identification and directional information for gas stations, restaurants, lodging, and camping facilities. Logo signs are located prior to each interchange ramp on interstate highways and designated portions of specific routes where motorist services are provided. The information in table 2 identifies interstates and service routes participating in the program.

Table 2. Interchanges Included in the Logo Sign Program	
Interstate	Service Route
16, 20, 24, 59, 75, 85, 95, 185, 285, 475, 516, 520, 575, 675 & 985	1, 10, 22, 38, 316, 365, 400, 410 & 441

Four key motor services are included on the logo signs that inform and direct motorists to these services. The four key motor services are GAS, FOOD, LODGING, and CAMPING. On each sign, there is space for six individual business logos to alert the traveling public to the available services that are located at each interchange. Smaller signs are located along the off-ramps at each interchange that indicate the direction and distance to each business from the exit ramp. This allows the motorist to quickly and easily locate important services such as gas stations, restaurants, lodging facilities, and campgrounds.

Eligible tourist oriented businesses and service facilities must comply with all laws, rules and regulations when providing public accommodations without regard to race, religion, color, age, sex, national origin, or disability and any other category protected by Federal or State constitutional or statutory law.

The following is a summary of the requirements that a business must have to be eligible to participate in the Logo Sign Program.

Business Eligibility Criteria¹				
	GAS	FOOD	LODGING	CAMPING
Maximum number of business logos per sign	6	6	6	6
Maximum distance of service	Urban - 1 mile Rural - 2 miles	Urban - 1 mile Rural - 2 miles	Urban - 1 mile Rural - 2 miles	Urban - 1 mile Rural - 5 miles
Minimum period of operation	Continuous operation 12 hours a day, 7 days a week	<u>Rural</u> - continuous operation to serve three meals per day, 6 days a week, be open a minimum of 12 hours a day beginning by 7:00 am <u>Urban</u> - continuous operation to serve two meals per day, 6 days a week, be open a minimum of 10 hours a day beginning by 11:00 am	Continuous operation 24 hours a day	Continuous operation 24 hours a day, 7 days a week during business season. Logos must be removed or covered at season's end.
Required service to be provide and other requirements	offer unleaded fuel, oil, water, provide a free, clean, sanitary, easily identifiable and accessible restroom. Telephone must be nearby and available for public use.	<u>Rural</u> - Indoor seating for at least 12 people. <u>Urban</u> - Indoor seating for at least 20 people. Provide restroom facilities. A public telephone must be located in or near the restaurant.	Provide a minimum of 20 sleeping units, off street parking and accessible public telephone. Each unit must provide a private entrance and restroom with hot and cold water with a shower/tub.	Minimum of 12 campsites. Modern sanitary facilities, drinking water and public phone. Accommodations for travel trailers camping or recreational vehicles.
<p>Eligible service establishments may not discriminate on the basis of race, religion, sex, nationality or creed. Certain conditions may allow a business not meeting all criteria to participate under a variance All participants shall be approved and licenced by the appropriate state agency or political entity.</p>				

As of January 2002, the following annual logo sign rental fees are associated with the Logo Sign Program:

1. \$250 per year/per direction/per mainline business logo sign
2. \$200 per year/per direction/per ramp business logo sign
3. \$100 per year/per direction/per occurrence for installation or removal
4. Manufacturing of the logo signs is an additional fee and not included in the annual logo sign rental fee

This included four signs - two on the approaching interstate and two on the associated exit

¹ Provide by Georgia Logos, LLC

ramps.

Those interested in participating in the Logo Sign Program should obtain a complete copy of the rules and regulations and a copy of the Logo Sign Program application. These items can be obtained by contacting Georgia Logos, Inc.

Georgia Logos, Inc.
597 Peachtree Industrial Blvd., Suite A
Norcross, GA 30092-3757
Phone: (770) 447-6399
Toll Free: 1-800-763-2361
Fax: (770) 447-6537