

**PART 2. SIGNS**  
**Chapter 2J. Specific Service (Logo) Signs**  
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## PART 2. SIGNS

### Chapter 2J. Specific Service (Logo) Signs

#### 2J.a Introduction

##### SUPPORT:

The Minnesota Sign Franchise Program, which allows for the installation and maintenance of Logo Signs was established by Minnesota Statute 160.80 in 1984. This sign franchise program is in general conformance with the Specific Service Signing guidelines in the Federal MUTCD for gas, food, lodging, camping, attractions, and 24-hour pharmacies as contained in Minnesota Statute 160.80 and MnDOT's Sign Franchise Contract.

#### 2J.1 Eligibility

##### STANDARD:

Logo signs shall be defined as guide signs that provide road users with business identification and directional information for services and for eligible attractions. Eligible service categories shall be limited to gas, food, lodging, camping, attractions, and 24-hour pharmacies.

##### GUIDANCE:

The use of Logo signs should be limited to areas primarily rural in character or to areas where adequate sign spacing can be maintained.

Logo signs should 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.

##### STANDARD:

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.

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

Distances to eligible 24-hour pharmacies shall not exceed 3 miles in any direction of an interchange on the Federal-aid system.

In order to qualify for a logo sign panel in the State of Minnesota, services shall meet the following criteria according to State Statute 160.80, subd1a:

- A. To qualify for a GAS logo sign panel, a business shall:
  1. Provide vehicle services including gas or alternative fuels and oil;
  2. Provide restroom facilities and drinking water;
  3. Provide continuous, staffed operation at least 12 hours per day, 7 days per week; and
  4. Provide public access to a telephone.
- B. To qualify for a FOOD logo sign panel, a business shall:
  1. Serve at least 2 meals a day during normal mealtimes of breakfast, lunch and dinner;
  2. Provide a continuous, staffed food service operation at least 6 days a week except holidays;
  3. Provide seating capacity for at least 20 people;
  4. Possess any required state or local licensing or approval.
- C. To qualify for a LODGING logo sign panel, a business shall:
  1. Include sleeping accommodations
  2. Provide public access to a telephone;
  3. Provide restroom facilities; and
  4. Possess any required state or local licensing or approval.
- D. To qualify for a CAMPING logo sign panel, a business shall:
  1. Include sites for camping;
  2. Include parking accommodations for each campsite;
  3. Provide sanitary facilities and drinking water; and
  4. Possess any required state or local licensing or approval
- D. To qualify for an ATTRACTION logo sign panel, a facility shall have:
  1. Regional significance, which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public;
  2. Provide restroom facilities and drinking water;
  3. Possess any required state or local licensing approval; and
  4. Provide adequate bus and vehicle accommodations for normal attendance.
- F. To qualify for a PHARMACY logo sign panel, a pharmacy shall be:
  1. Continuously operated 24 hours per day, 7 days per week, and shall have a State-licensed pharmacist present and on duty at all times; and
  2. Located within 3 miles of an interchange on the Federal-aid system.

## 2J.2 Application

### STANDARD:

The number of Logo signs along an approach to an interchange, regardless of the number of service types displayed, shall be limited to a maximum of four. In the direction of traffic, successive Logo signs shall be for 24-hour pharmacy, attraction, camping, lodging, food, and gas services, in that order.

A Logo sign shall display the word message GAS, FOOD, LODGING, CAMPING, ATTRACTION, or 24-HOUR PHARMACY an appropriate directional legend such as the word message EXIT XX, NEXT RIGHT, SECOND RIGHT, or directional arrows, and the related logo sign panels.

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. No service type shall appear on more than two signs.

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 Logo 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.2 and 2I.3) may be used in conjunction with Logo signs for eligible types of services that are not represented by a Logo sign.

### SUPPORT:

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

## 2J.3 Logos and Logo Sign Panels

### STANDARD:

A logo shall be either an identification symbol/trademark or a word message. Each logo shall be placed on a separate logo sign panel which shall be attached to the Logo sign. 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.

### GUIDANCE:

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

### SUPPORT:

Section 2J.5 contains information regarding the minimum letter heights for logo sign panels.

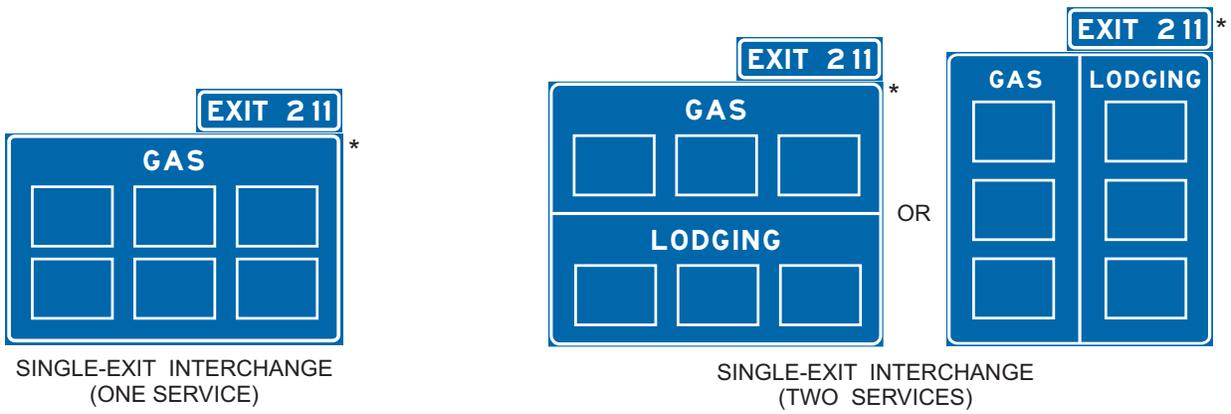
### OPTION:

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).



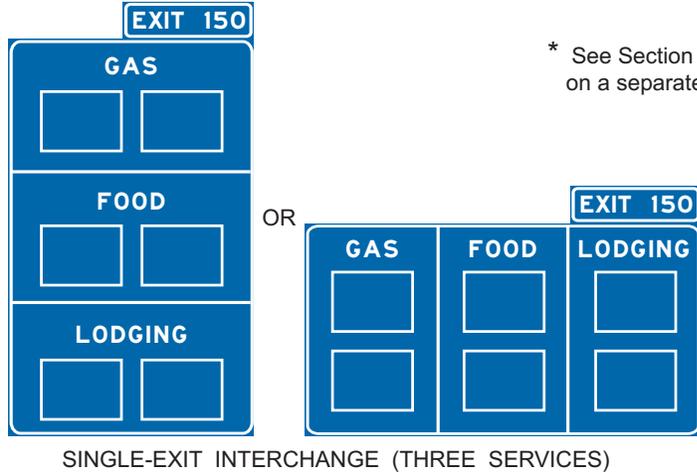
Figure 2J-3 Examples of Supplemental Messages on Logo Sign Panels



SINGLE-EXIT INTERCHANGE  
(ONE SERVICE)

SINGLE-EXIT INTERCHANGE  
(TWO SERVICES)

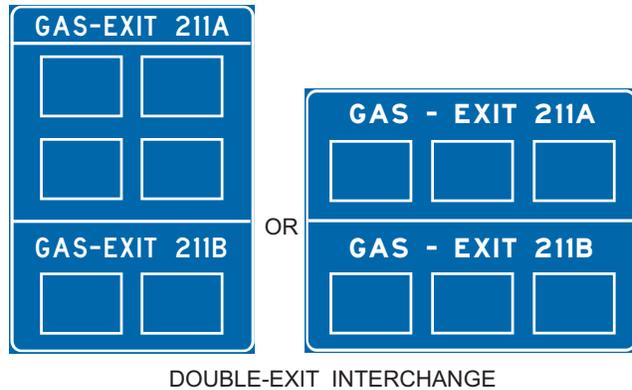
\* See Section 2J.7 for option of displaying exit number on a separate plaque instead of on the sign.



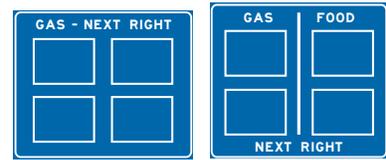
SINGLE-EXIT INTERCHANGE (THREE SERVICES)



LOGO SIGN PANEL

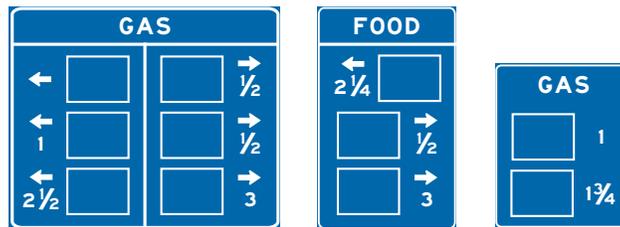


DOUBLE-EXIT INTERCHANGE



INTERSECTION

Note: Directional arrows and distance may be used when appropriate



RAMP

Figure 2J-1 Examples of Logo Signs

\* Logo ramp signs (as needed)  
Spacing should be at least 100 feet  
from the exit gore sign, from each other,  
and from the ramp terminal.

The travel distance to be  
shown on signs are  
measured from this point.

If a loop is signed, the  
travel distance shown  
on signs should be  
measured from this point.

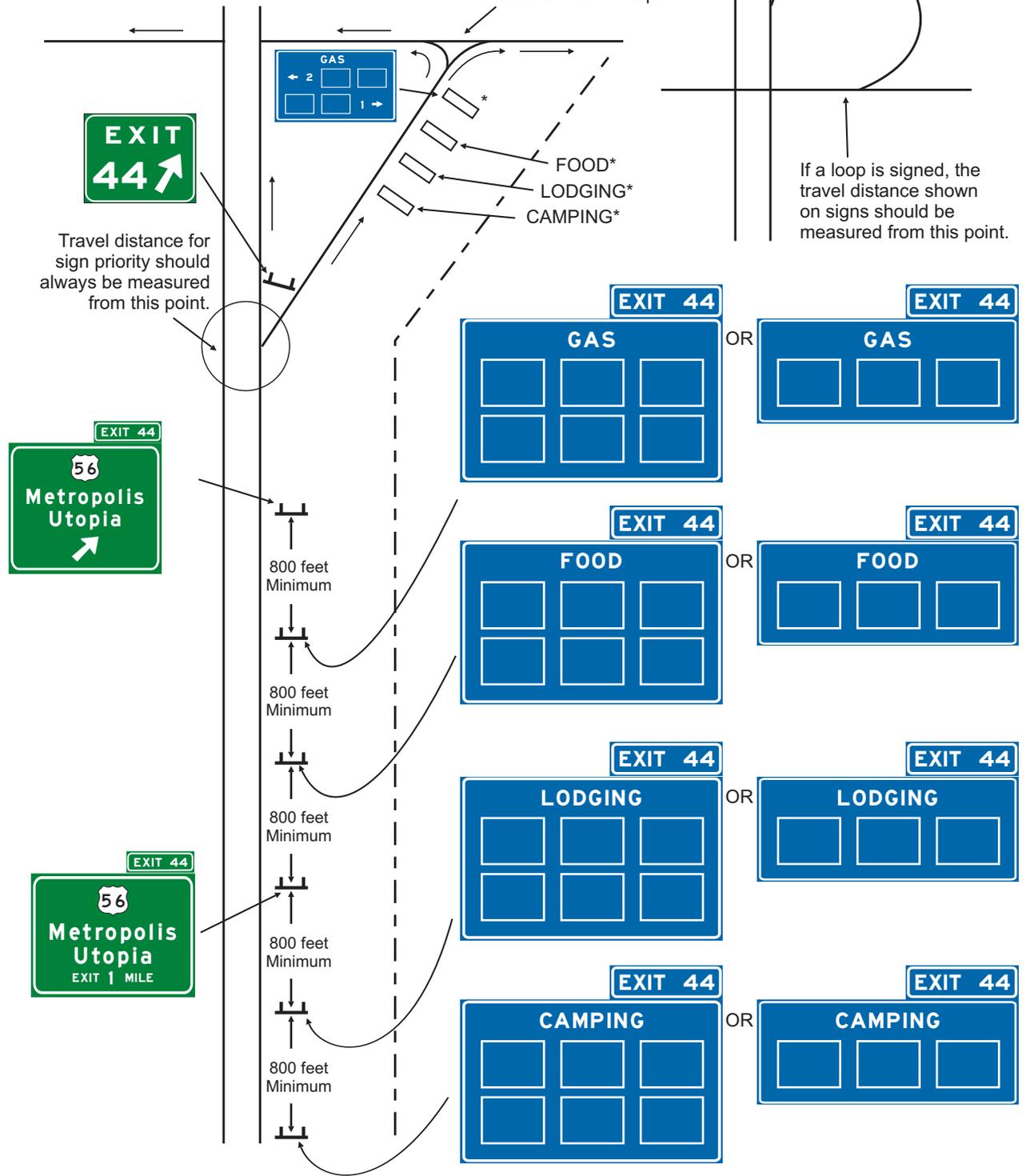


Figure 2J-2 Examples of Logo Sign Locations

Type of Sign	Freeway	Ramp
<b>A. Logo Signs</b>		
Service Categories	10	6
Exit Number Words	10	--
Exit Number Numerals and Letters	10	--
Action Message Words	10	6
Distance Numerals	--	6
Distance Fraction Numerals	--	4
<b>B. Logo Sign Panels</b>		
Logo Sign Panels	60 x 36	30 x 18
Words and Numerals (Non-Trademark/Graphic Logos)	8	4
Trademark/Graphic Logos	Proportional	Proportional
Supplemental Message Words and Numerals	5	2.5

**Table 2J-1 Minimum Letter and Numeral Sizes for Logo Signs According to Sign Type**

**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.3), and RV ACCESS.

**OPTION:**

The RV ACCESS supplemental message may be circular.

**STANDARD:**

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).



**Figure 2J-4 Examples of RV Access Supplemental Messages on Logo Sign Panels**

**GUIDANCE:**

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.

If a State or local agency elects to display the designation of businesses as providing on-premise accommodations for recreational vehicles with the RV ACCESS supplemental message or the RV Access circular supplemental message, there should be a statewide policy for such designation and criteria for qualifying businesses. The criteria should include such site conditions as access between the public roadway and the site, on-premise geometry, and parking.

**STANDARD:**

A logo sign panel shall not display the symbol/trademark or name of more than one business.

**2J.4 Number and Size of Signs and Logo Sign Panels**

**GUIDANCE:**

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:**

Each Logo sign or sign assembly shall be limited to no more than six logo sign panels.

**OPTION:**

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

**STANDARD:**

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

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

**SUPPORT:**

Section 2J.8 contains information regarding Logo signs for double-exit interchanges.

**STANDARD:**

Each logo sign panel attached to a Logo 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 60 inches in width and 36 inches in height. A logo sign panel on signs for freeway and expressway ramps shall not exceed 30 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:**

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

**2J.5 Size of Lettering****STANDARD:**

All Logo signs and logo sign panels shall have letter and numeral sizes that comply with the minimum requirements of Table 2J-1.

**GUIDANCE:**

Any legend on a symbol/trademark should be proportional to the size of the symbol/trademark.

**2J.6 Signs at Interchanges****STANDARD:**

The Logo signs shall be installed between the preceding interchange and at least 800 feet in advance of the Exit Direction sign at the interchange from which the services are available (see Figure 2J-2).

**GUIDANCE:**

There should be at least an 800 foot spacing between the Logo signs, except for Logo ramp signs. However, excessive spacing is not desirable. Logo ramp signs should be spaced at least 100 feet from the exit gore sign, from each other, and from the ramp terminal.

**2J.7 Single-Exit Interchanges****STANDARD:**

At numbered single-exit interchanges, the name of the service type followed by the exit number shall be displayed on one line above the logo sign panels. At unnumbered interchanges, the directional legend NEXT RIGHT (LEFT) shall be used.

At single-exit interchanges, Logo ramp signs shall be installed along the ramp or at the ramp terminal for facilities that have logo sign panels displayed along the main roadway if the facilities are not readily visible from the ramp terminal. Directions to the service facilities shall be indicated by arrows on the ramp signs. Logo sign panels on Logo ramp signs shall be duplicates of those displayed on the Logo signs located in advance of the interchange, but shall be reduced in size (see the third Standard of Section 2J.4).

**GUIDANCE:**

Logo ramp signs should include distances to the service facilities.

**OPTION:**

An exit number plaque (see Section 2E.31) may be used instead of the exit number on the signs located in advance of an interchange.

## 2J.8 Double-Exit Interchanges

### GUIDANCE:

At double-exit interchanges, the Logo signs should consist of two sections, one for each exit (see Figure 2J-1).

### STANDARD:

At a double-exit interchange, the top section shall display the logo sign panels for the first exit and the bottom section shall display the logo sign panels for the second exit. At numbered interchanges, the name of the service type and the exit number shall be displayed above the logo sign panels in each section. At unnumbered interchanges, the word message NEXT RIGHT (LEFT) and SECOND RIGHT (LEFT) shall be used in place of the exit number. The number of logo sign panels on the sign (total of both sections) or the sign assembly shall be limited to six.

### GUIDANCE:

At a double-exit interchange, where a service type is displayed on two Logo signs in accordance with the provisions of Section 2J.4, one of the signs should display the logo sign panels for that service type for the businesses that are accessible from one of the two exits and the other sign should display the logo sign panels for that service type for the businesses that are accessible from the other exit.

### OPTION:

At a double-exit interchange where there are four logo sign panels to be displayed for one of the exits and one or two logo sign panels to be displayed for the other exit, the logo sign panels may be arranged in three rows with two logo sign panels per row.

At a double-exit interchange, where a service is to be signed for only one exit, one section of the Logo sign may be omitted, or a single exit interchange sign may be used. Signs on ramps and crossroads as described in Section 2J.7 may be used at a double-exit interchange.

## 2J.9 Logo Trailblazer Signs

### SUPPORT:

Logo trailblazer signs (see Figure 2J-5) are guide signs with one to four logo sign panels that display business identification and directional information for services and for eligible attractions. Logo trailblazer signs are installed along crossroads for facilities that have logo sign panels displayed along the main roadway and ramp, and that require additional vehicle maneuvers.

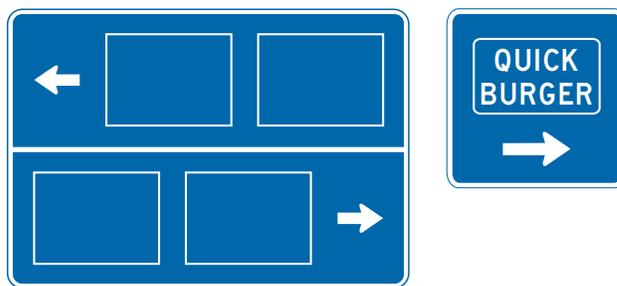


Figure 2J-5 Examples of Logo Trailblazer Signs

### STANDARD:

Logo trailblazer signs shall be installed along crossroads where the route to the business requires a direction change, where it is questionable as to which roadway to follow, or where additional guidance is needed. Where it is not feasible or practical to install Logo trailblazer signs to such businesses, those businesses shall not be considered eligible for signing from the ramp and main roadway. A Logo trailblazer sign shall not be required at the point where the business is visible from the roadway and its access is readily apparent.

### GUIDANCE:

If used, a Logo trailblazer sign should be located a maximum of 500 feet in advance of any required turn.

### STANDARD:

The location of other traffic control devices shall take precedence over the location of a Logo trailblazer sign.

When used, each Logo trailblazer sign or sign assembly shall be limited to no more than four logo sign panels. The logo sign panels on Logo trailblazer signs shall be duplicates of those displayed on the Logo ramp signs.

Appropriate legends, such as directional arrows or the word message NEXT RIGHT or SECOND RIGHT, shall be displayed with the logo sign panel to provide proper guidance. The directional legend and border shall be white and shall be displayed on a blue background.

### OPTION:

Logo trailblazer signs may contain various types of services on a single sign or on a sign assembly.

Logo trailblazer signs may be placed farther from the edge of the road than other traffic control signs.