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

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 may 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.
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.

Commonly Asked Questions

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.

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.

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.

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.

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 applicant is then checked for eligibility and processed.

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. 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).

Q. How will the signs be maintained?
A. All logo sign maintenance will be performed by Colorado Logos, Inc., or its subcontractor.

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 signs indicating least 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
- Rent 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

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
- Attendees on site and/or conduct tours
- Located within 3 miles of 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: Less than 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, shall be considered Category III.

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.