

PLACE  
STAMP  
HERE



## SPECIFIC SERVICE LOGO SIGN PROGRAM



**Contact:**  
Phillip Magano  
Two Capitol Hill, Room 150  
Providence, RI 02903  
  
(401) 222-2694 ext.4243  
phil.magano@dot.ri.gov

Rhode Island  
Department of Transportation  
Two Capitol Hill  
Providence, RI 02903

Office of Safety  
Two Capitol Hill  
Providence, RI 02903

## GENERAL INFORMATION

The Specific Service Logo Sign program is designated to provide motorist information about gas, food, lodging, camping, or 24 hour pharmacy services available at the next interchange. It is not intended to provide private advertising within the public highway right-of-way.

Under this program, a business which provides services designated above may have its business plaque displayed on a specific service logo panel if the business meets the regulations and requirements listed in this brochure.

A specific service logo panel is an official sign located within the public highway right-of-way which identifies the type of motorist service, gas, food, lodging, camping, or 24 hour pharmacy, and provides directional information and space for one or more individual plaques to identify the business providing that service.

A logo plaque is a separate sign mounted on the specific service logo panel to show the name or the nationally, regionally, or locally known symbol or trademark of the motorist services available on a crossroad at or near an interchange.

The first business will be responsible for all cost associated with fabrication, installation, and maintenance of the sign structure and panel.

All businesses are responsible for fabrication, installation (by a RIDOT approved contractor), and maintenance of their logo plaque.

Businesses must display a logo plaque in both directions where applicable.



## REGULATIONS AND REQUIREMENTS

1. Services must be located within three miles of the exit ramp.
2. The business shall accept the responsibility for any and all liabilities which may result from and are connected with installing the signs. The State Of Rhode Island will not be held responsible for claims of any nature whatsoever.
3. The Rhode Island Department Of Transportation (RIDOT) will periodically inspect each structure to insure its conformity concerning public safety, accessibility and general condition.
4. The RIDOT will periodically field check each business to insure its conformity to the regulations and requirements set forth for the specific service.
5. The RIDOT may notify the applicant in writing of any violation of the regulations and requirements. After 30 days, if the applicant is still in violation, the RIDOT will arrange for the removal of a structure, sign panel or logo plaque for that business by the RIDOT Division of Maintenance.
6. If the business is closed, ownership transferred or ceases to exist for any reason the RIDOT reserves the right to remove the logo plaque, authorized by this agreement at any time, at the Departments expense.
7. If, at any time, sign structure, sign panel or logo plaque damaged due to vandalism, vehicle impact or acts of God, the RIDOT will be responsible to remove and dispose all debris deemed necessary.
8. The RIDOT reserves the right to remove or relocate signs authorized by this agreement at any time, at the Departments expense.
9. The applicant agrees and acknowledges that the sign will be erected on State Property and shall become property of the State Of Rhode Island.
10. The RIDOT reserves the right to permit or not permit, notwithstanding eligibility, subsequent applicants to add logo plaques to existing sign panels or logo plaques and sign panels to existing sign structures, as may be applicable. All cost associated with the fabrication, installation and maintenance of an additional logo plaque and/or sign panel shall be assumed by the new applicant.
11. Before any logo plaque is installed on a specific service sign, the design, layout and color scheme shall be submitted to the RIDOT for approval, All drawings submitted shall be scaled graphic representations (maximum 1/4" = 1") of the proposed plaque. Free-hand drawings or drawings not to scale will not be accepted. The business shall submit two copies of the proposed logo plaque consisting of, and indicating completely the following:
  - a) Location of holes and borders.
  - b) Colors to be used (drawings need not be in color)
  - c) Spacing of designs, lettering and symbols used.
12. The design shall be reviewed by the RIDOT and one copy will be returned approved or resubmit with revisions, corrections and /or changes. The RIDOT shall retain one copy.
13. All logo plaques for "chain" or "franchise" businesses shall be of the same design throughout the State Of Rhode Island.
14. Only approved an logo plaque is eligible to be installed on a specific service sign. The RIDOT shall be solely responsible for approving the design of a logo plaque.
15. A logo plaque that contains an excessive amount of legend or that does not convey a clear message will not be approved.
16. Only one type of service shall be displayed on a logo plaque.
17. Businesses may display a supplemental message, with RIDOT approval, along the bottom of each logo plaque (Examples: DIESEL, 24 HOURS, ALTERNATIVE FUELS, DRIVE THRU). The message should be separated from the other text or symbols by a 3/4" wide divider bar spanning across the plaque from border to border. The text for message shall be a minimum 4" in height.
18. No descriptive advertising words, phrases or slogans such as LOUNGE, SENIOR DISCOUNT, WI-FI or any legend that constitutes advertisements other than the business name or symbol shall be permitted.
19. Any Logo plaque installed that is not approved by the RIDOT shall be removed by the RIDOT Division of Maintenance, at the owners expense.
20. Sign & Plaque specifications will be provided once a business is approved.