
341 LOGO SIGN PROGRAM

341.1 AUTHORITY

Specific Service (logo) signing on the State Highway System is administered by Grand Canyon State Logo Signs (GCSLS), a program of the Arizona Department of Transportation. The program is authorized by Arizona Revised Statutes Section §28-7311 and Arizona Administrative Code Sections R17-3-902 through R17-3-906.

341.2 PURPOSE AND CRITERIA

The logo sign program has been developed to provide important information to travelers on the availability and location of restaurants, lodging, fuel, camping, 24-hour pharmacies and attractions along state highways in rural and urban areas. This information enhances the experience of travelers through the state and gives businesses providing traveler services the opportunity to attract travelers at the moment in time when they can immediately benefit from services.

Logo signing shall conform to the provisions of the Specific Service Signs chapter of the MUTCD. Eligibility of businesses for logo signing is evaluated according to the provisions in the Specific Service Signs chapter of the MUTCD.

Specific service signs are not a replacement for general services signs, and the use of general service signs (see TGP 343) should be evaluated and implemented independently from specific service signs, since the information on specific service signs may vary based on the status of lease agreements and other factors.

341.3 COORDINATION OF SPECIFIC SERVICE SIGNS WITH OTHER SIGNS

If a new or relocated sign has the possibility of conflicting with an existing logo sign installation, the Engineer should promptly contact GCSLS to resolve the conflict, as conflicts or sign relocations may impact lease agreements for logo signage. As part of the process, the Engineer and GCSLS should resolve any relocation of logo signs, specify the funding source to be used to fund the sign relocation or replacement, and specify the entity performing the sign relocation (ADOT forces, GCSLS contractor, or other contractor).