

GUIDELINES:

Each qualifying interchange may have only four logo boards in each direction of the main roadway. If adequate spacing is not available, the administration can disallow such signing.

Only six individual logo panels are allowed on a logo board. If a logo board has the maximum number of panels, six, and a seventh business applies (and meets all of the requirements) it will be determined if the seventh business can be placed on another logo service board. The program will sign for up to 10 logo panels of the same service, provided there is space available on another service board and it meets the program requirements to share a service board. If the seventh business can't be placed on another service board and is closer than another business already signed on the logo board, the farthest business will be removed and the new business will then be signed. The removal will take place on the anniversary date. If a business no longer offers the required services and/or the business is not in compliance with the rules of the program, the business will be notified that the logo panel will be removed if the situation is not corrected within 30 days.



FABRICATION:

The production of the logo sign panel is the responsibility of the participating business. Production costs will vary with each logo customer. The design of the individual logo panel is decided by the business and/or the sign manufacturer. The logo panel design must meet the size, color, reflectivity and the material guidelines provided by the State Highway Administration, which reserves the right to reject logos that do not meet visibility standards or are considered advertising. Phone numbers and website addresses are not permitted.

APPLICATION:

Applications are available from your local SHA District office or by visiting us at www.roads.maryland.gov (Search for the Logo Program). You may also contact:

Office of Traffic & Safety

7491 Connelley Drive
Hanover, MD 21076
Phone: 1-888-963-0307

Maryland Department of Transportation
State Highway Administration
www.roads.maryland.gov

Office of Traffic & Safety

7491 Connelley Drive
Hanover, MD 21076

Phone: 410-787-5806
Toll Free: 1-888-963-0307
Traffic@sha.state.md.us

SPECIFIC SERVICE SIGNING (LOGO PROGRAM)



Maryland State Highway Administration

PROGRAM OVERVIEW:

The Specific Service Signing (Logo Program) provides approved signing along designated Maryland state highways that guide the traveling public to essential services such as gasoline, food, lodging, and camping. Businesses that meet the eligibility requirements and are admitted to the program will have their approved logo displayed on highway signs on segments along the following highways:

- ◆ US 13 Bypass (Wicomico County)
- ◆ US 50 Bypass (Wicomico County)
- ◆ US 50 (Anne Arundel and Prince George's County)
- ◆ US 340 (Frederick County)
- ◆ I-68 (Allegany, Garrett and Washington Counties)
- ◆ I-70 (Carroll, Frederick, Howard and Washington Counties)
- ◆ I-81 (Washington County)
- ◆ I-83 (Baltimore County)
- ◆ I-95 (Baltimore, Cecil, Harford, Howard and Prince George's Counties)
- ◆ I-97 (Anne Arundel County)
- ◆ I-270 (Frederick and Montgomery County)
- ◆ MD 295 (Anne Arundel County)

SERVICES:

- ◆ Gasoline (including diesel)
- ◆ Food
- ◆ Lodging
- ◆ Camping

INSTALLATION:

SHA will affix, install and maintain the logo panels and signs.

FEE/COST:

The cost of the program varies year to year depending on the number of participants. A revised fee will be established as of July 1st each year and will become effective October 1st. The annual fee period will begin on the date that the logo sign is erected, with the annual fee to be remitted by the business upon the approval of the application.

SHA is not responsible for providing logo panels. The cost for lost or damaged logo panels is the responsibility of the business.

DISTRICT 1

Dorchester, Somerset, Wicomico, Worcester Counties
660 West Road
Salisbury, MD 21802
Phone: 410-677-4000
Toll Free: 1-800-825-4742

DISTRICT 2

Caroline, Cecil, Kent, Queen Anne's, Talbot Counties
615 Morgnec Road
Chestertown, MD 21620
Phone: 410-778-3061
Toll Free: 1-800-637-9740

DISTRICT 3

Montgomery and Prince George's Counties
9300 Kenilworth Avenue
Greenbelt, MD 20770
Phone: 301-513-7311
Toll Free: 1-800-749-0737

DISTRICT 4

Baltimore and Harford Counties
320 West Warren Road
Hunt Valley, MD 21030
Phone: 410-229-2300
Toll Free: 1-866-998-0367

DISTRICT 5

Anne Arundel, Calvert, Charles, St. Mary's Counties
138 Defense Highway
Annapolis, MD 21401
Phone: 410-841-5450
Toll Free: 1-800-331-5603

DISTRICT 6

Allegany, Garrett, Washington Counties
1251 Vocke Road
LaVale, MD 21502
Phone: 301-729-8400
Toll Free: 1-800-760-7138

DISTRICT 7

Carroll, Frederick, Howard Counties
5111 Buckeystown Pike
Frederick, MD 21704
Phone: 301-624-8100
Toll Free: 1-800-635-5119



ELIGIBILITY:

GAS

- ◆ Service must not exceed a one mile maximum distance from the interchange
- ◆ Must serve gas and/or alternative fuels, oil and water
- ◆ Must have modern sanitary facilities and drinking water
- ◆ Must be open seven days per week, 16 hours per day
- ◆ Must have a telephone available for public use

FOOD

- ◆ Service must not exceed a three mile maximum distance from the interchange
- ◆ Must be open by 7:00 a.m. / 11:00 a.m.
- ◆ Must be open at least six days per week
- ◆ Must have continuous operations to serve two/three meals per day
- ◆ Must seat 20 people or more
- ◆ Must have a telephone available for public use
- ◆ Must have an approved State/Local permit
- ◆ Drive-ins shall have at least 10 stalls

LODGING

- ◆ Service must not exceed a three mile maximum distance from the interchange
- ◆ Must have at least 10 rooms
- ◆ Must be open year round
- ◆ Must have a telephone available for public use
- ◆ Must have an approved State/Local permit

CAMPING

- ◆ Service must not exceed a fifteen mile maximum distance from the interchange
- ◆ Must have at least ten campsites
- ◆ Must have adequate parking for each campsite
- ◆ Must have modern sanitary facilities and drinking water
- ◆ Must have all weather access for all vehicles
- ◆ Must be open to the public from April 1st through November 1st
- ◆ Must have a telephone available for public use
- ◆ Must have an approved State/Local permit