



Oregon Travel Experience
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Thank you for your interest in OTE's Attraction Interstate Logo Signs

Interstate Logo Signs consist of large blue sign boards with your business logo mounted on the panel. The legend (Attraction) is displayed in white lettering above the logo plaque. This legend may be combined with other legend categories (Gas, Food, Lodging or Camping) if there is room on the sign board. Each sign may accommodate up to three categories on a single board.

Gas, Food, Lodging, and Camping categories require a separate application from Attraction permits. Oregon Travel Experience (OTE) is limited to a maximum of four logo signs of any type, per direction, per exit. In some instances, there is room for only one sign per direction or exit.

Interstate Logo Signs are located on the Interstate or expressways where traffic would exit to access your business location.

Interstate signs help alert and direct motorists safely to your business location. Although businesses may view highway signs as a form of advertising or promotion, they are in fact classified as official traffic control devices and are regulated by federal and state laws.

Oregon was an early adopter of the Federal Highway Beautification Act. This law helped reduce billboard clutter by using highway business signs to direct motorists to essential services. Gas, Food, Lodging and Camping were the first logo signs offered by OTE in 1972. After successful Oregon experimentation of Attraction signs in the late 1990s the Federal Highway Administration sanctioned the category in 2000.

The attached pages are designed to help you better understand our program. If you would like us to review your specific Attraction Interstate Logo Sign request, complete the attached application and return it with the requested materials.

Our agency is here to help you with your sign request. If you have any questions, please telephone our office. Our experts are in Salem from 7:00 a.m. until 4:00 p.m. Monday through Friday, except for state and national holidays.

Diane Cheyne
Sign Operations Director