



Oregon Travel Experience
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Thank you for your interest in Off-Interstate Logo Signs

Off-Interstate Logo Signs consist of blue sign boards with your business logo mounted on the panel. The legends (Gas, Food, Lodging or Camping) are displayed in white lettering above the logo plaque.

Oregon Travel Experience (OTE) is limited to a maximum of four logo signs of any type, per direction. In some instances, there is room for only one sign per direction.

Off-Interstate Logo Signs are located on secondary or conventional highways (non-Interstate) at the closest location to your particular business or other businesses listed on the sign.

Off-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 is one of a handful of states that permit for these smaller versions of the large Interstate Logo Sign. The Off-Interstate version was introduced in 1972 with the help of the Oregon Department of Transportation.

The attached pages are designed to help you better understand our program. If you would like us to review your specific Gas, Food, Lodging or Camping Off-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