



ARKANSAS DEPARTMENT OF TRANSPORTATION

ARDOT.gov | IDriveArkansas.com | Lorie H. Tudor, P.E., Director

10324 Interstate 30 | P.O. Box 2261 | Little Rock, AR 72203-2261

Phone: 501.569.2000 | Voice/TTY 711 | Fax: 501.569.2400

**RE: Logo Signing Program (For Interstate and Freeway Routes Only)**

Dear Sir/Madam:

Thank you for your inquiry pertaining to the Department's Logo Signing Program. Enclosed are the application procedures, the Department's Policy for Erection for Specific Services Signs, an application, a form W-9, and specifications for the sign manufacturer.

Please review this information and submit your application, W9 and the \$35.00 application fee to the mailing address below. Space on the signs is limited, applications are processed on a first-come, first-serve basis.

***Arkansas Department of Transportation  
Right of Way Division - Beautification  
Section P. O. Box 2261  
Little Rock, Arkansas 72203***

If you have any questions, please call our office at **(501) 569-2088**.

A handwritten signature in black ink, appearing to read 'Wm Reynolds'.

William Reynolds  
Section Head  
Beautification Section  
Right of Way Division

Enclosure: Logo Application Packet



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### Logo Application Procedures (For Interstate and Freeway Routes Only)

Please initial each condition before submitting your application:

\_\_\_\_\_ Review the Department Policy for Erection for Specific Service Signs for Logo Signing Program.

\_\_\_\_\_ Review the specifications for the sign manufacturer. All Logo signs **must conform** with the specifications. **Do not order** your signs until notified to do so by the Department.

\_\_\_\_\_ Upon permit approval by the Department, all **artwork/proofs** of the proposed Logo design **must be submitted** to the Department for approval (submissions should be emailed to William.Bailey@ardot.gov)

\_\_\_\_\_ Complete a separate application for the specific service (Gas, Food, Lodging, Camping, or Attraction) that you provide. If you provide more than one service, a separate application for each is required.

\_\_\_\_\_ Submit your application, W9 and a check or money order payable to the ARDOT Beautification Section for the thirty-five dollar (\$35.00) application fee.

\_\_\_\_\_ Applicant agrees to supply Logo signs/panels and ship or deliver them to the ARDOT Mail Room within 90 days of permit approval letter. Failure by applicant to supply Logo signage to ARDOT within 90 days will result in the termination of permit agreement.

### LOGO SIGNING FEES

Application Fee	\$35.00 (Per application)
Installation Fee	\$80.00 (Per Logo sign)
Annual Maintenance Fee	\$200.00 (Per Logo sign)
Removal/Cover Fee	\$100.00 (Per set of Logo signs)



ARKANSAS DEPARTMENT OF TRANSPORTATION  
Logo Signing Program  
Application

Name of Business/Facility

Phone

Name of Applicant/Owner/Manager

Email Address

Business Mailing Address

City

State

Zip Code

**BUSINESS LOCATION DATA**

Highway Exit Number County

Direction from Nearest Highway Exit (Check One) ☐ North ☐ South ☐ East ☐ West

Distance from Nearest Highway Exit (Miles/Tenths)

**MINIMUM REQUIRED SERVICES**

(Check Applicable Services)

**Gas**

- ☐ 15 Mile Distance  
(from nearest exit)  
☐ Gasoline  
☐ Oil & Water Drinking  
☐ Water  
☐ Restrooms  
☐ Public Telephone  
☐ Open 7 days a week  
☐ Open for 16 hours of  
continuous service

**Food**

- ☐ 15 Mile Distance  
(from nearest exit)  
☐ License or Permit  
where required  
☐ Restrooms  
☐ Public Telephone  
☐ Open 6 days a week  
☐ Open at 11 AM for  
continuous service

**Lodging**

- ☐ 15 Mile Distance  
(from nearest exit)  
☐ License or Permit  
where required  
☐ Restrooms  
☐ Public Telephone  
☐ Adequate  
sleeping  
accommodations

**Camping**

- ☐ 15 Mile Distance  
(from nearest exit)  
☐ License or Permit  
where required  
☐ Drinking Water  
☐ Restrooms  
☐ Adequate  
parking  
accommodations

**Attraction**

- ☐ 30 Mile Distance  
(from nearest exit)  
☐ License or Permit  
where required  
☐ Drinking Water  
☐ Restrooms  
☐ Adequate parking  
accommodations  
☐ Open 6 days a week  
☐ Open 8 hours a day

**OPERATION DETAILS**

Is Business open all year? ☐ Yes ☐ No

If no, check months closed ☐ January ☐ February ☐ March ☐ April ☐ May ☐ June  
☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

**CERTIFICATION**

I certify that these statements are true and correct and that my business complies with all applicable laws concerning public accommodations without regard to race, religion, color, age, sex, disability, or national origin, and will continue in compliance.

I understand that any falsification or misrepresentation of the statements in this application or failure to comply with any Logo Application Procedures may result in the denial of the application or the revocation of my permit.

I also understand it is my responsibility to supply and deliver Logo signage to ARDOT within 90 days of approval letter.

Applicant Signature: Date:

**FOR OFFICAL USE ONLY**

Highway Exit County ☐G ☐F ☐L ☐C ☐A

Inspector Date Inspected

☐ APPROVED

☐ DENIED

GPS

Permit No. Application No.

Check No. Installation Fee Annual Maint. Fee

Check Amount Amount Applied to Permit

Main lane	Turn	Mileage
N/B		
S/B		
E/B		
W/B		
1-TRAIL		
2-TRAIL		
3-TRAIL		

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ► _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional)
6 City, state, and ZIP code	
7 List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number										
or										
Employer identification number										

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign  
Here

Signature of  
U.S. person ►

Date ►

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



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## LOGO SIGNING PROGRAM

### Shipping Information

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Manufactured Logo signs are to be shipped to the following address:

***Arkansas Department of Transportation  
Mail Room  
10324 Interstate 30  
Little Rock, AR 72209***

The Logo signs should be packaged properly to avoid damage in shipment. The attached application must be shipped with the Logo sign for identification purposes.

### Business Sign Specifications

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The sign shall be fabricated on 0.063-inch flat sheet aluminum made of aluminum alloy (ASTM B 209, Alloy 5052 H 38), and sized as shown on the Typical Business Signs detail sheets. The business sign shall be reflectorized to show the same colors at night as in the day. The reflective sheeting used shall be Type III sheeting commonly called "High Intensity" or "Encapsulated Lens" sheeting, and shall meet the requirements of the "Standard Specifications for Construction of Roads and Bridges on Federal Highway Projects," 1985, FP-85. The sign shall also meet the requirements of the Arkansas Department of Transportation specifications "General Requirements for Signs." The sign shall have no holes for mounting.

The sign may consist of the business identification symbol, name, brand, trademark, or a combination of these. Words and messages that are definitely established as an integral part of the registered trademark may be used. Extra messages may not be used, e.g., "Telephone In Every Room," "Breakfast Served," etc. The full area of the blank must be utilized in the design of the sign for background, border, legend, logo, etc., to form a fully reflectorized sign of the size allowed. If applicable, "Open 24 Hours" may be used.

The mainline sign shall have a legend of 10-inch letters, and a ¾-inch border of the same color as the letters. The ramp signs shall have a legend of 4-inch letters and a ½-inch border of the same color as the letters. Where business identification symbols or trademarks are used alone, the border may be omitted.

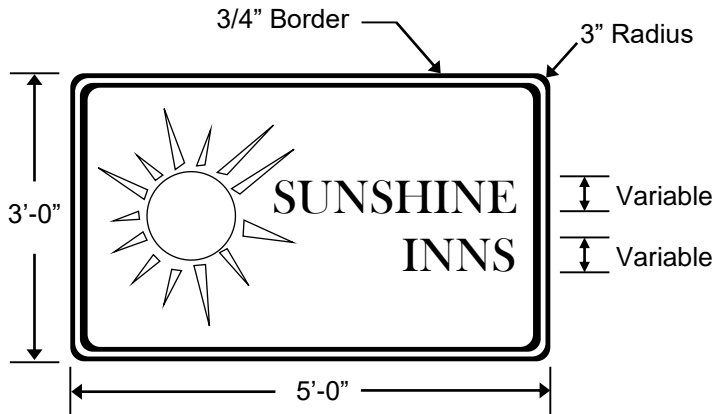
Messages, symbols, and trademarks which resemble any official traffic control device are prohibited.

IF YOU HAVE ANY QUESTIONS REGARDING COMPLIANCE WITH THESE SPECIFICATIONS, PLEASE SUBMIT A DETAILED DRAWING OF YOUR BUSINESS SIGN TO THE BEAUTIFICATION SECTION BEFORE MANUFACTURE.

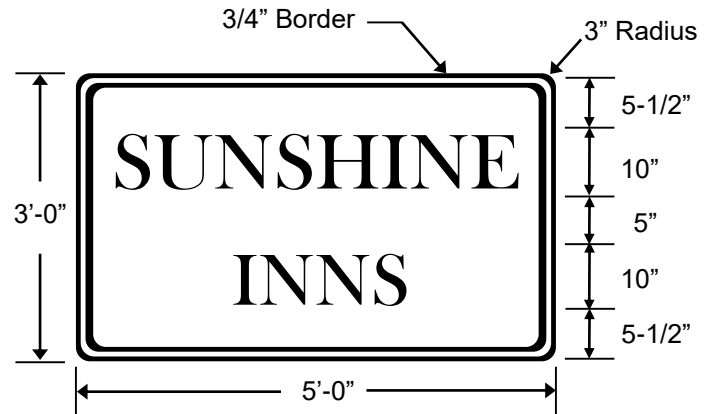
# LOGO SIGNING PROGRAM SPECIFICATIONS

*NOTE: Upon permit approval by the Department, all artwork/proofs of the proposed Logo design must be submitted to the Department for approval (submissions should be emailed to William.Bailey@ardot.gov)*

## TYPICAL BUSINESS SIGNS - MAINLINES -

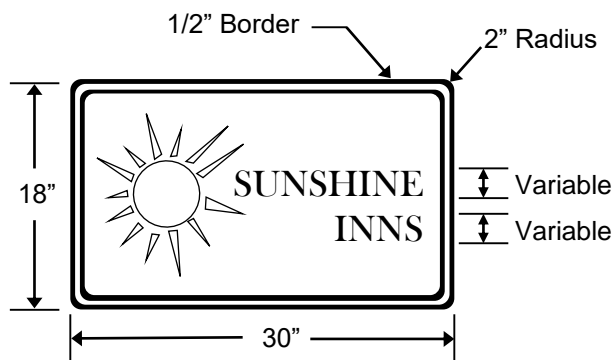


**(LOGO)**

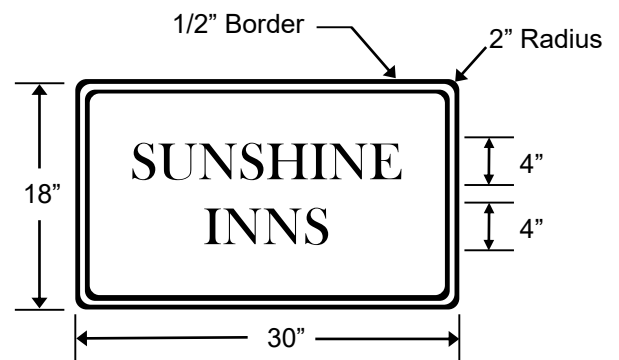


**(LEGEND)**

## TYPICAL BUSINESS SIGNS - RAMPS/TRAILBLAZERS -



**(LOGO)**



**(LEGEND)**



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## LOGO SIGN MANUFACTURERS

*(\*Note - Applicants are free to use other sign vendors not listed below as long as the correct specifications are followed by the vendor that is selected.)*

**Arkansas Sign & Barricade, Inc.**  
10601 Otter Creek East  
Blvd. Mabelvale, AR 72103  
Phone: (501) 653-2300  
Fax: (501) 653-2301

**Hall Signs, Inc.**  
4495 West Vernal Pike  
Bloomington, IN 47404  
Toll Free: (800) 284-7446

**Banner Sign & Barricade**  
1801 East 17th St.  
Little Rock, AR 72202  
Phone: (501) 372-5978  
Toll Free: (800) 336-9875

**Interstate Highway Sign Co.**  
7415 Lindsey Rd.  
Little Rock, AR 72206  
Phone: (501) 490-4242

**Condray Sign & Advertising Co.**  
1107 East Harding Ave.  
Pine Bluff, AR 71601  
Phone: (870) 534-5210  
Email: [keri@condraysigns.com](mailto:keri@condraysigns.com)

**Interstate Logos, Inc.**  
5551 Corporate Blvd., 2nd Floor  
Baton Rouge, LA 70808  
Phone: (225) 932-9796  
Toll Free 1-800-468-7805

**Fast Signs**  
3735 Mall Drive  
Texarkana, TX 75501  
Phone: (903) 831-7446  
[www.fastsigns.com/485](http://www.fastsigns.com/485)

**Seiz Sign Co.**  
1231 Central Ave.  
Hot Springs, AR 71901  
Phone: (501) 623-3181  
Fax: (501) 623-4595

**Gibson's Sign-Mart**  
1021 Neil Dr.  
Jonesboro, AR 72401  
Phone: (870) 972-8693  
Fax: (870) 935-6537