



## Missouri Highways and Transportation Commission Policies

**Category:** HIGHWAYS  
**Subcategory:** Traffic Control  
**Sub-Subcategory:** Signs

### SUPPLEMENTAL GUIDE SIGNS - LOGO

#### **Logo Signs – Rules and Regulations**

**Related Statute:** Section 226.535 RSMo

**Related Rule:** [7 CRS – 10-9 - Logo Signs](#)

*The Logo Signing Program provides for the installation and maintenance of logo signs along certain sections of Missouri's interstate and freeway highway system. The cost of this signing is borne by the applicant; the Commission establishes the fees. The Commission authorized the staff to proceed with Logo Service Signs on December 9, 1988. A contract to administer and market the logo signing program and install the signs was awarded to Missouri Logos on January 11, 1991. That company has continued to administer and service this program with the latest five-year contract approved by the Commission on December 1, 2010. Prior to the logo signing program, the Commission provided general service signing for gas, food, lodging, camping and hospitals on the Interstate and freeway highways.*

Implementation and administration of statutes regarding travel information signs will be in keeping with the related Administrative Rules adopted by the Commission and filed with the Joint Committee on Administrative Rules and the Secretary of State. For policies pertaining to logo service signs on the interstate and freeway highway systems see Code of State Regulations, Title 7, Division 10, Chapter 9, *Logo Signs*.

Effective Date: June 10, 2005 – final rules  
Supersedes Policy Dated: January 8, 1999 – final rules  
Last Reaffirmed: November 7, 2013  
Date of Origin: June 2, 1989 – final rules

#### Related Commission Actions:

Service Signs: November 15-16, 1962; July 17, 1969; August 12, 1971; September 13, 1973; January 9, 1987.  
Logo Signs: Approval to Proceed with LOGO Program - December 9, 1988, Contract Award - January 11, 1991;  
Contract Extensions - October 6, 1995; February 7, 2001, September 4, 2003; July 8, 2005; December 1, 2010.  
Administrative Rules: January 13, 1989; June 2, 1989; December 7, 1990; March 7, 1991; September 4, 1998;  
January 8, 1999; March 9, 2005; June 10, 2005; November 7, 2013 – Comprehensive Policy Review..

#### **Logo Signs – Execution of Documents**

Documents related to administration of the logo signing program may be executed by the Director, Chief Engineer, Chief Financial Officer, Assistant Chief Engineer, or State Traffic and Highway Safety Engineer. These staff members may delegate to others under their supervision by written advisory filed with the Traffic and Highway Safety Division.

Effective Date: April 3, 2012 – EOD, Paragraph G12a  
Supersedes Policy Dated: January 12, 2011 - EOD

Last Reaffirmed: November 7, 2013  
Date of Origin: February 1, 1991  
Related Commission Minutes: Sales agreements - February 1, 1991; September 4, 2003; \_\_\_\_\_ January 12, 2011-EOD; April 3, 2012-EOD; November 7, 2013 – Comprehensive Policy Review.