

**761—118.2(306C) Definitions.**

*“Business sign”* means a separate sign attached to a specific service sign; the business sign shows the name, symbol or trademark of a business that provides the type of motorist service identified on the specific service sign.

*“General service sign”* means an official guide sign that identifies general road user services such as gas, food, lodging and camping. This sign does not provide for the placement of business signs.

*“Mainline”* means the main-traveled way of an interstate or a freeway-primary highway.

*“Motorist service”* means one of the following five types of services: gas, food, lodging, camping or attraction.

*“Qualified business”* means a business that meets all requirements to participate in the logo signing program and meets all qualifications pertaining to a particular type of motorist service without the granting of an exception.

*“Specific service sign”* means an official guide sign that identifies one or more types of motorist services, provides directional information, and has spaces for the attachment of business signs to identify businesses providing those services.

*“Trailblazing sign”* means a sign erected on the road network accessed from an interchange that has logo signing; the sign directs motorists to a particular business signed on the mainline.