

Florida

Department of Highway Safety and Motor Vehicles

Division of Motorist Services

PROCEDURE	SUBJECT:
RS-20	CREATION OF A NEW SPECIALTY LICENSE PLATE
DESCRIPTION AND USE:	
THIS PROCEDURE PROVIDES INFORMATION AND INSTRUCTIONS TO ASSIST TAX COLLECTOR EMPLOYEES, LICENSE PLATE AGENCY EMPLOYEES, AND THE DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES IN PROVIDING THE REQUIREMENTS FOR CREATION OF A NEW SPECIALTY LICENSE PLATE.	
<p>I. PROVISIONS OF LAW:</p> <p>Section 45 of Chapter 2008-176, Laws of Florida provides that, except for a specialty license plate proposal which has submitted a letter of intent to the Department of Highway Safety and Motor Vehicles before May 2, 2008, and which has submitted a valid survey, marketing strategy, and application fee as required by s. 320.08053, Florida Statutes, before October 1, 2008, or which was included in a bill filed during the 2008 Legislative Session, the Department of Highway Safety and Motor Vehicles may not issue any new specialty license plates pursuant to ss. 320.08056 and 320.08058, Florida Statutes, between July 1, 2008, and July 1, 2016.</p> <p>Section 320.08053, Florida Statutes, provides the requirements for an organization to request the creation of a new specialty license plate.</p> <p>Section 320.08056, Florida Statutes, provides the responsibilities of this department in developing and issuing specialty license plates when legislation authorizes a new specialty license plate to be established.</p> <p>Legislation must be enacted to establish a new specialty license plate design. Proposals for specialty license plates may only be considered by the legislature upon compliance with the following conditions and requirements.</p> <p>II. LEGISLATIVE PROCESS:</p> <p>The proposed legislation will be generic to be consistent with all other existing specialty license plates. It will include the following general information:</p> <p>A. Provide for the specialty license plate to be issued to the owner or lessee of any motor vehicle, except vehicles that require a restricted, apportioned, motorcycle size, or dual (two) truck license plates pursuant to 320.08056(2), Florida Statutes.</p> <p>B. Specify the amount of the annual use fee and how the funds are to be expended pursuant to section 320.08056(3)(a)-(d), Florida Statutes.</p>	
<i>Revision(s) to this procedure: Updated Section I and Section III with updated statute numbers.</i>	
EFFECTIVE DATE	REVISION DATE
October 1, 2015	07/31/15

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- C. Describe the basic design specifications of the license plate and provide for the license plate to be personalized.
- D. Provide for the department to retain an amount sufficient to defray the costs directly related to issuing the specialty license plate pursuant to section 320.08056(7), Florida Statutes.
- E. Specify audit requirements pursuant to section 320.08062, Florida Statutes.

III. PRE-SALE VOUCHERS:

Section 320.08053(2)(a), Florida Statutes, provides that within 120 days following the specialty license plate becoming law, the department shall establish a method to issue a specialty license plate voucher to allow for the presale of the specialty license plate.

Section 320.08053(2)(b), Florida Statutes, provides for the following:

- A. Within 24 months after the presale specialty license plate voucher is established, the approved specialty license plate organization must record with the department a minimum of 1,000 voucher sales before manufacture of the license plate may commence.
- B. If, at the conclusion of the 24-month presale period, the minimum sales requirements have not been met, the specialty plate is deauthorized and the department shall discontinue development of the plate and discontinue issuance of the presale vouchers.
- C. Upon de-authorization of the license plate, a purchaser of the license plate voucher may use the annual use fee collected as a credit towards any other specialty license plate or apply for a refund on form HSMV 83363, Application For License Plate/Decal Refund.

IV. SPECIALTY LICENSE PLATE DESIGN, DEVELOPMENT, MANUFACTURE AND DISTRIBUTION:

The following provides general information concerning the design, development, manufacture, and distribution of a specialty license plate:

- A. The Division of Motorist Services is responsible for coordinating the design and development of the specialty license plate authorized in section 320.08053, Florida Statutes.
- B. Section 320.08056(6), Florida Statutes, provides that specialty license plates must bear the design required by law for the appropriate specialty license plate, and the design and colors must be approved by the department. In addition, the produced specialty license plates may bear the imprint of numerals from 1 to 999, inclusive, capital letters "A" through "Z" or a combination thereof. The department shall determine the maximum number of characters including both numbers and letters. All specialty license plates must be of the same material and size as standard license plates.

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<p>C. Section 320.08056(9), Florida Statutes, provides that the organization that requested the specialty license plate may not request a redesign of the specialty plate unless the inventory of those plates has been depleted. However, to proceed with a redesign request, the organization must purchase the remaining inventory of the specialty license plates from the department at cost.</p> <p>V. DE-AUTHORIZATION AND DISCONTINUATION OF A SPECIALTY LICENSE PLATE:</p> <p>Section 320.08056(8)(a), Florida Statutes, provides that the department shall de-authorize and discontinue the issuance of the specialty license plate if the number of valid specialty license plates falls below 1,000 plates for at least 12 consecutive months. A warning letter shall be mailed to the sponsoring organization of each plate whose total number of valid specialty plate registrations is below 1,000. This requirement does not apply to collegiate license plates.</p> <p>VI. AUDITS AND ATTESTATIONS:</p> <p>For specific information, instructions, and forms, refer to RS-39, Annual Audit or Report of Specialty License Plate and Voluntary Contribution Annual Use Fees.</p>	
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EXHIBIT A

BASIC SPECIFICATIONS FOR SPECIALTY LICENSE PLATES

The following basic specifications would apply to specialty license plates based on whether a center design or left side design graphic is used.

GENERAL SPECIFICATIONS:

1. The size of the license plate must be 12 inches by 6 inches.
2. A four-color process is used to create the design; cyan, magenta, yellow, and black. This does not include the rollcoat color for the alphanumeric. Solid color backgrounds will not be accepted.
3. The license plate characters will be rollcoated in basic black, blue, green or red ink. The contrast between the background colors for the license plate and the license plate number must be sufficient for law enforcement officers to clearly read the license plate characters during day and night time hours.
4. The word "FLORIDA" must be printed at the top of the license plate. Florida must be in font Arial Bold and size 75 point. The bottom words must be in font Arial Bold. The organization can decide the size to ensure the fit, but it must be in Arial Bold. A specialty license plate may bear a department approved graphic.
5. All colors must be specified on the color printouts submitted with the requirements.

CENTER DESIGN:

1. The center graphic must be no larger than 2 1/2 inches wide by 3 inches high. In addition, a specialty license plate may bear only one appropriate slogan at the bottom of the license plate.
2. The license plate number must have three characters to the left and three to the right of the centered graphic design. The license plate number is limited to six (6) digits of alpha and numeric characters.

LEFT SIDE DESIGN:

1. The graphic must be on the left side of the license plate and be no larger than 3 1/2 inches wide and 3 inches high. In addition, a specialty license plate may bear only one appropriate slogan at the bottom of the license plate.
2. The license plate number is limited to five (5) digits of alpha and numeric characters that will be printed to the right of the left side graphic.



SSRG (Solventless Short Run Graphic) License Plate Design Guidelines

SSRG Printing Process:

- SSRG uses CMYK 4-Color Process printing (Cyan, Magenta, Yellow, and Black inks).
- PANTONE colors can be submitted for reference, but will be converted to CMYK. Not all PANTONE colors can be matched using Process Color printing, but will be printed using the 4-color equivalent. Metallics and fluorescent colors cannot be reproduced using CMYK printing.
- Tick marks will be placed in the four corners of the plate design. When applied to the license plate blank, only a small portion of the tick mark will show in each corner of the plate. These are required for two things: 1. Trimming and slitting, 2. Registration in the blanking process.
- Graphics cannot "bleed" off the edge of the license plate. SSRG requires a 1/4" white or clear border around the entire design. All graphics must fit within these dimensions: 5.5" x 11.5" high (license plate blanks approximately 6" x 12").

Preferable File Formats:

- We prefer vector based artwork (Adobe Illustrator).
- If a layout is designed in Photoshop, please provide layered Photoshop document (.psd).
- Preferred file format in order of preference: eps, ai, pdf, & psd.
- All digital images (photos, scans, etc) must be at least 300 DPI at actual size.
- Outline all fonts, or include them with artwork.
- For a specific state template, please go to this link for an AI or PDF file: http://solutions.3m.com/wps/portal/3M/en_US/NA_Motor_Vehicle_Services_Systems/Motor_Vehicle_Industry_Solutions/3m-motor-vehicle-services-systems-resources/license-plate-design-resources/traditional_license_plate_system/