



Secretary of State Specialty License Plates Guidelines

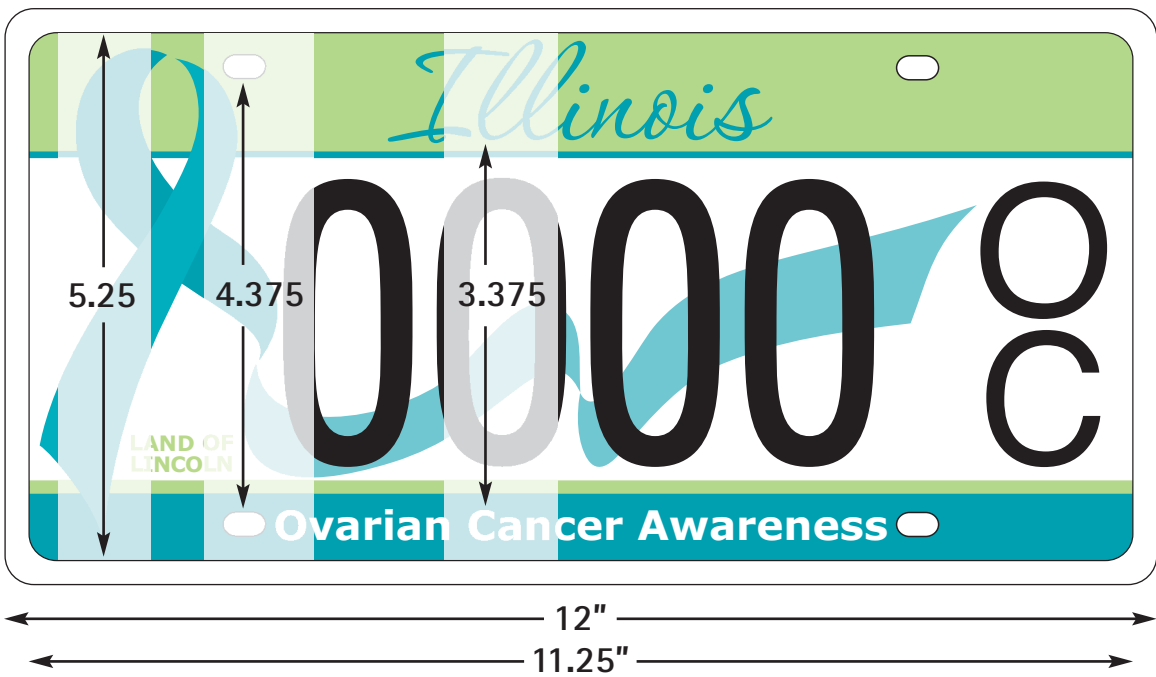
Secretary of State
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Specialty license plates are authorized by Illinois statute with the primary goal of raising funds for a specific organization(s). The plates are available to the public and are not awarded based on specific qualifying criteria. The Secretary of State's office will begin production of a new specialty plate category after receiving 2,000 requests for the plate. A non-refundable Specialty license plates fee must accompany each plate request. The fee will be deposited into the special fund as designated by statute regardless of whether or not the plates are produced. Design of the plate may be submitted by the requesting organization but ultimately is at the discretion of the Office of the Secretary of State. Please see samples on reverse.

Guidelines for Plate Design and Artwork Preparation

- A standard license plate is 12" x 6" and the artwork area is 11.25" x 5.25".
- The design must allow for four or five full-size embossed characters (3.5" high) and a suffix that run along the center of the plate horizontally. Allow at least a one-half inch between the artwork and the embossed elements and the four bolt-hole slots.
- The phrases Land of Lincoln and Illinois must appear somewhere on the plate.
- If a background is included in the design behind the embossed characters, make sure it is light enough to allow adequate visibility.
- Photos are not allowed in the design.
- Artwork may include colors using the Pantone Matching System (PMS); however, exact color matching is not guaranteed because the base colors used in license plate production do not correspond with the base colors of the Pantone System.
- Illinois license plates are printed on reflective sheeting. The legibility and colors in the artwork may be affected by the sheeting color. Available sheeting colors include: white; medium red; lemon yellow; gold; silver; orange; goldenrod yellow; light blue; salmon-beige; and wheat.
- Organizations using trademarked or licensed artwork must provide proof of a licensure agreement when artwork is submitted.
- Prepare and submit a color sample to show the layout and use of color. You also may submit vector artwork of your design to the Secretary of State's office.
- The Office of the Secretary of State reserves the right to change any license plate design.



In addition to leaving room for the embossed items (Land of Lincoln and Illinois), space must be reserved for the plate number (at least four digits) and a suffix. Full-size numbers and suffix require 3 1/2" x 1 5/8" along the vertical center of the plate. The plate must allow at least one-half inch between artwork and the embossed elements and the four bolt-hole slots.