

SERVICE
 **KLAHOMA**

**CREATING
A NEW SPECIAL
LICENSE PLATE**

There are two paths to the creation of a new special license plate in the State of Oklahoma: Legislative Process and Direct Application.

DIRECT APPLICATION

Any person can apply to Service Oklahoma for creation of a special license plate. Conditional criteria are outlined in 47 O.S. § 1135.7 found [here](#) and include the following:

1. The license plate is to:
 - a. Show membership in, or affiliation with, an organization, or
 - b. Demonstrate support for an organization, group, or cause.
2. The license plate does not advertise or endorse a product, brand or service that is provided for sale.
3. The license plate does not promote any philosophy based on prejudice or that is contrary to state civil rights laws.

Plate Types: Special plates applied for under this statutory provision fall into one (1) of the following two (2) categories, to be chosen by the sponsoring applicant:

1. Non-Financial Assistance: The fee for special license plates that do not provide financial assistance is \$15.00, in addition to all other registration fees due on the vehicle.
2. Financial Assistance: The fee for special license plates that provide financial assistance is \$35.00, in addition to all other registration fees due on the vehicle.
 - a. Of that amount, \$20.00 is to be apportioned to the License Plate Special Program Assistance Revolving Fund, to be distributed to a designated state agency to be expended in accordance with the specifications contained in the application for such special license plate.
 - b. A person or group applying for a special license plate that provides financial assistance must designate a state agency to be responsible for expending the referenced funds generated by the special license plate and the application shall designate a specific public purpose for which the funds are to be used. As part of the original application to Service Oklahoma for authorization to design and issue the plate, the applicant must provide written acknowledgement from the designated Oklahoma state agency agreeing to receive the referenced apportionment.

Minimum Issuance Criteria: The person or group applying to Service Oklahoma for creation of a new special plate must submit 200 pre-paid applications for the special license plate at the time of application to Service Oklahoma for authorization to create the plate.

- **Collection of Applications:** The sponsor of the special plate is responsible for collecting the 200 pre-paid applications and should be prepared to refund the payments if they are unable to reach 200 minimum applications or are denied issuance approval by Service Oklahoma. Each application for a plate should include the applicant's name, mailing address, phone number, email address, and the VIN, license plate and registration expiration date of the vehicle to which the special plate is to be attached. Each special plate application must be associated with a separate vehicle.

- If a financial assistance plate, the application must also reference the state agency that has agreed to be the recipient of the designated portion of the application fee and the purpose for which those funds will be expended.

Service Oklahoma Review: Upon receipt of an application to create a new special license plate, all information will be reviewed by Service Oklahoma Motor Vehicle Services to confirm completeness and compliance. If all criteria appear to have been satisfied, the application will be presented to Service Oklahoma for authorization to proceed with issuance.

Before accepting applications, the plate design will need to be approved by Service Oklahoma. If creating a financial assistance plate, we will require a letter from the state agency agreeing to disburse the funds to the organization before starting the application process.

LEGISLATIVE PROCESS

The Oklahoma Legislature may choose to provide for a new special plate via the legislative process. Those plate types, as well as the requirements and fees specific to each, are outlined in 47 O.S. § 1135.2 through 1135. Enactment would entail the participation of a legislator to introduce the authorizing legislation, followed by passage of the bill via the legislative process. Service Oklahoma has no direct involvement in the legislative process to create a new special plate.

When legislation enacting a new special license plate is passed, the person or organization sponsoring the plate is responsible for submitting a design for the new plate to Service Oklahoma. Service Oklahoma will work with the appropriate individual or organization, eventually producing samples to be approved by the sponsor.

Minimum Issuance Criteria: Unless otherwise specifically provided in the originating legislation, Oklahoma law stipulates no special license plate created via the legislative process will be produced unless 100 pre-paid applications are submitted to Service Oklahoma within 180 days of the effective date of the legislation authorizing the special license plate. It is important for the supporters of a new special plate to contact Service Oklahoma and submit their designs as soon as possible following passage of the legislation.

Application Acceptance/Authorization to Issue: As of the effective date of the authorizing legislation, Service Oklahoma will begin accepting applications for the new special license plate.

SPECIAL LICENSE PLATE DESIGN SPECIFICATIONS

The following information is provided only as a general design guide. For more specific information, please contact Motor Vehicle Services, Special License Plate Section.

SIZES

Measured edge to edge, automobile license plates are 6" X 12". The area available for designs measures 5.5" X 11.5"

For designs featuring an organization's emblem on a contrasting background, the size of the

organization's emblem may not exceed 3 1/2" tall and 3" wide and must be located on the left or right side of the plate.

Designs may also be submitted which utilize the entire plate. In this case, the design will be the background and all alphanumeric characters will be superimposed over the design. The alphanumeric characters should be easily identified from 75 feet away. The background may need to be lighter than the alphanumeric characters to help with this contrast.

The name of the organization may not exceed 1" X 6 3/8" and must be located on the bottom of the plate, between the bolt holes, as shown on the enclosed sample.

There should be no more than two (2) stacked alphanumeric characters on the plate design.

LICENSE PLATE NUMBERS

Each design will have a mixture of alphanumeric characters to be determined by Service Oklahoma. Requests for specific prefixes and/or suffixes will be given consideration depending on availability.

COLORS

The words "OKLAHOMA" will be printed at the top of the plate in one (1) inch block letters as shown on the template.

The organization emblem may be printed with as many as four (4) colors, using the CMYK Color Chart. The alphanumeric characters must be 100% of one of the CMYK colors chosen.

LETTERING OF THE ORGANIZATION NAME

The organization's name may be printed in a single or double line, provided it does not exceed the allocated space designated on the enclosed sample.

SUBMISSION OF DESIGN

Once the design is complete, it may be submitted to Motor Vehicle Services, Special License Plate Section via email or mailed via USPS if using portable storage media.

By Email:

1. A copy of the design in Vector Graphic or Adobe Illustrator.
2. A .jpg file of your design.
3. A list of the colors used for the plate using the CMYK Color Chart.

By Mail (USPS):

1. A copy of the design in Vector Graphic or Adobe Illustrator on portable storage media.
2. Three (3) color copies of your design.
3. A list of the colors used for the plate using the CMYK Color Chart.

All designs are subject to approval by the Department of Public Safety.

SERVICE OKLAHOMA CONTACT INFORMATION

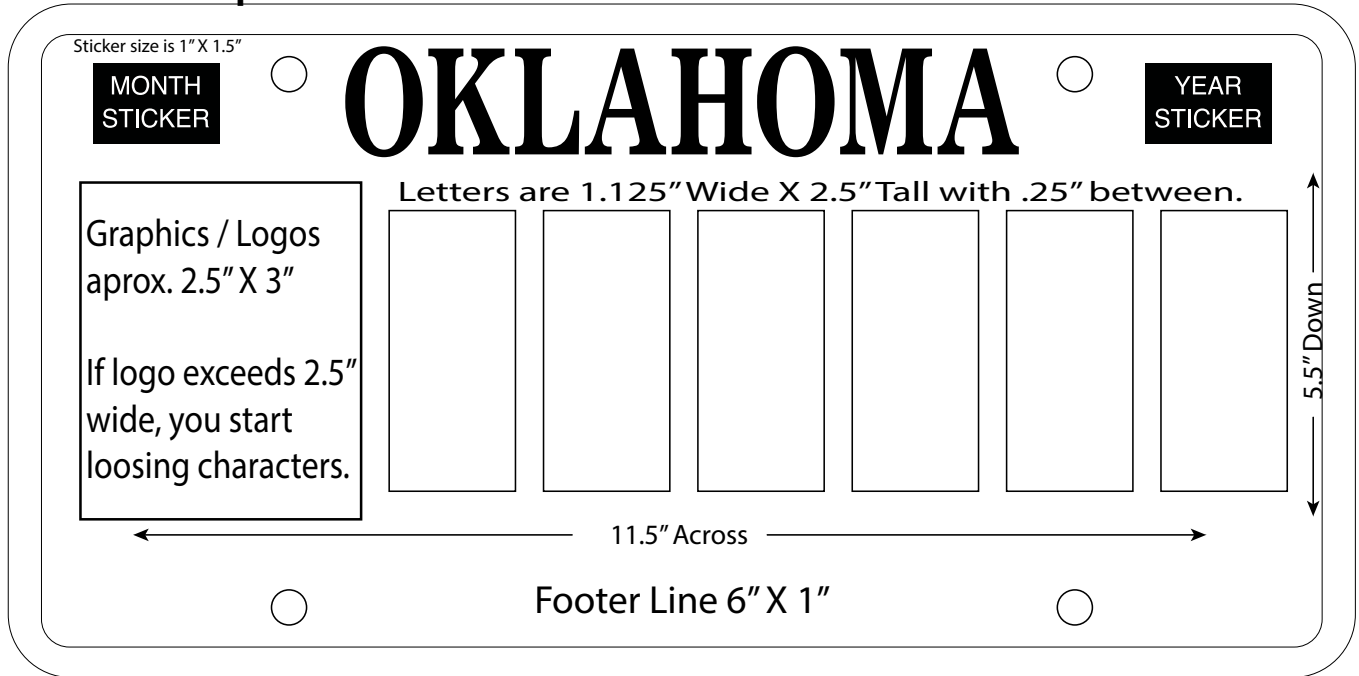
After reviewing this information, persons interested in creating a new special license plate are encouraged to contact Motor Vehicle Services, Special License Plate Section, for information and assistance in understanding all aspects of the application requirements. The section may be reached by phone at 405-522-0093 or via email at motorvehdiv@service.ok.gov.

Provide the following information:

- Contact for Organization
- Phone Number
- Email Address

Auto Template Left

Header Line 6" X 1"



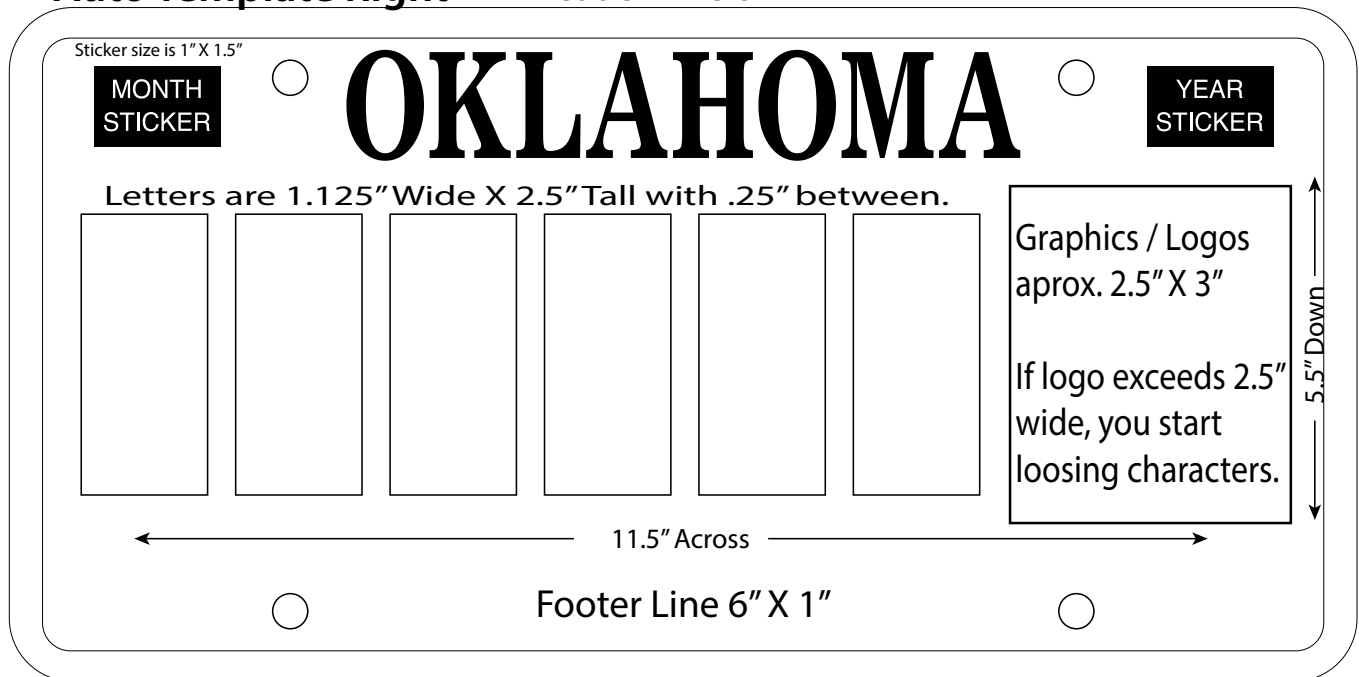
Station Colors:
 1: Black 2: Yellow
 3: Magenta 4: Cyan

Other colors are available.

Alphanumeric color must be 100% of any station colors. 2 or more colors can be used at 100% to make other colors like 100% Yellow & 100% Cyan to make Green letters.

Auto Template Right

Header Line 6" X 1"



Station Colors:
 1: Black 2: Yellow
 3: Magenta 4: Cyan

Other colors are available.

Alphanumeric color must be 100% of any station colors. 2 or more colors can be used at 100% to make other colors like 100% Yellow & 100% Cyan to make Green letters.