



**REQUESTING ORGANIZATION** *(Please complete fill-in fields)*

**Requesting Organization's Official Name and Mailing Address**

Organization Name		
Street Address		
City	State	Zip Code
Suggested Tag Line (wording displayed on the bottom of the plate) - Optional		

**Authorized Official of Requesting Organization**

Name		Title	
Telephone ext _____		Fax: _____	
E-mail Address		Date / /	

**TERMS OF SERVICE**

By the act of submitting this request to the New York State Department of Motor Vehicles (DMV) for the development of "custom plates" (a/k/a special number plates), the undersigned Requestor agrees to be bound by the following Terms of Service, and hereby waives any objection thereto:

1. DMV reserves the right and sole discretion to:
  - a. Approve or reject this request without recourse.
  - b. Change the plate colors or designs at the discretion of DMV.
2. DMV will only issue custom plates that DMV determines in its sole discretion conform in all respects to New York State Vehicle and Traffic Law (VTL) and/or the Commissioner's Rules and Regulations (15 NYCRR-Part 16), and DMV's policies and procedures.
3. **DEPOSIT TO ENSURE MANDATORY MINIMUM QUANTITY:**

In order to defray DMV's costs incident to the manufacture of custom plates produced hereunder, Requestor guarantees a minimum number of 200 custom plate orders will be sold to customers within 24 months from the date in which such plates in the series are first available for sale.

  - a. As security to ensure the sale of 200 custom plate orders within the 24 month period, Requestor must post a performance bond that is acceptable to DMV in the principal amount of \$6,000.
  - b. Upon the sale of 200 custom plate orders, within the period prescribed above, such bond shall be released by DMV.
  - c. In the event that 200 such plate orders have not been sold by the prescribed deadline, DMV will draw against the bond.

## TERMS OF SERVICE (continued)

### 4. LOGO ARTWORK AND TAG LINE

- a. Requestor will provide logo artwork and optional tag line in accordance with DMV's specifications. The tag line is separate from the organization's logo and is the wording the organization wants displayed on the bottom of the plate.
- b. Requestor certifies that it owns and permits, or is duly authorized to hereby permit, DMV to use the provided logo artwork and tag line, including the right to revise such logo artwork and tag line, as DMV may require for the production and sale of the custom plate.
- c. Requestor shall have the right to approve the final plate design, including any revisions made to logo artwork and tag line prior to the commencement of production of the custom plate.
- d. Requestor shall keep and hold harmless the State of New York, its agents, officials and employees, from any and all claims of infringement of any third-party's patents or copyrights, and shall remain liable, without monetary limitation, for direct, actual damages for intellectual property attributable to the negligence or other tort of Requestor, its officers, employees or agents. Requestor will also indemnify and hold the DMV harmless from and against any and all damages, expenses (including reasonable attorneys' fees), claims, judgments, liabilities and costs that may be finally assessed against the DMV in any action for infringement of a United States Letter Patent, or any copyright, trademark, or other third party proprietary right.

## SUBMISSION

Email the following items to [customplatedevelopment@dmv.ny.gov](mailto:customplatedevelopment@dmv.ny.gov) for review:

- ✓ Completed form MV-415
- ✓ Sample logo artwork

Upon approval, DMV will contact you to submit the following items:

- ✓ A scanned copy of your \$6,000 performance bond
- ✓ Logo artwork and optional tagline
- ✓ If applicable, third party written permission  
Requestor is solely responsible for identifying designs or taglines owned or licensed by a third party, and providing such third party's written permission to use such marks on the requested custom plate.

Call the Custom Plate Development Team at (518) 473-4447 with any questions.

## AFFIRMATION

I agree, and it is my intent, to sign this document and affirmation by clicking the box marked "I AGREE", and by electronically submitting this document to the New York State Department of Motor Vehicles. I understand that my signing and submitting this document in this fashion is the legal equivalent of having placed my handwritten signature on the submitted document and this affirmation. I understand and agree that by electronically signing and submitting this document in this fashion I am attesting to the truth of the information contained therein.

☐ **I AGREE** *(if this box is not checked, this request will not be reviewed)*

## DMV USE ONLY

Check applicable box: ☐ Approved ☐ Rejected

Sign Here **X** \_\_\_\_\_

Print Name \_\_\_\_\_

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)



## **CUSTOM PLATE DEVELOPMENT**

**SO, YOU WANT TO DEVELOP  
A NEW CUSTOM PLATE...**



Thank you for your interest in New York State's  
Custom Plate Development Program.

To better serve you and your group or organization,  
please carefully review the information in this packet.



# CUSTOM PLATE DEVELOPMENT

## CUSTOM PLATE DEVELOPMENT PROGRAM

New York State has updated rules and regulations that will allow your group or organization to request to have a custom plate developed.

### This is what you need to do:

#### ■ REQUEST AND BOND

Your organization must submit a completed request form (MV-415) and a \$6,000 performance bond to the Department of Motor Vehicles (DMV). If 200 plates are sold within the first two years of your plate being available for sale, the bond will be released to your organization. If 200 plates are not sold within that timeframe, DMV will draw against the bond.

#### ■ TYPES OF PLATES DEVELOPED

Custom plates will be developed in the passenger and motorcycle series. Special requests for commercial series plates will be considered. Please include a justification to substantiate the request. DMV will not be developing custom plates for trailer, ATVs, or other motor Vehicles that must be registered in New York State.

#### ■ PLATE DESIGN PROCESS

You and your group or organization must provide DMV with all required information before DMV begins the design process. An explanation of the required design details and the approval process is attached. Any third-party logo artwork or tagline (which is optional) provided by you must be accompanied by permission from the third-party owner/licensee.

#### ■ THE LAST STEP

Once all required materials (see page 3) for your organization have been approved by DMV, you will be notified by the Custom Plate Development Group that the design process is beginning. Once the design process begins, the plate will be available for sale within 3 to 6 months.

Should you have any questions about the information provided, please contact the  
Custom Plate Development Group at:

**[customplatedevelopment@dmv.ny.gov](mailto:customplatedevelopment@dmv.ny.gov) or (518) 473-4447.**





## CUSTOM PLATE DEVELOPMENT

### CUSTOM PLATE DEVELOPMENT CHECKLIST

Use this simple checklist to ensure your custom plate development request is complete and ready for DMV's review.

- ☐ Completed Custom Plate request form (MV-415)
- ☐ A performance bond for \$6,000
- ☐ Logo artwork and optional tagline that meets DMV design specifications
- ☐ Logo/tagline usage permission (The requester is solely responsible for identifying whether or not the logo design and/or tagline is owned or licensed by a third-party, and providing such third-party's written permission to use such marks on the requested custom plate)

*The plate is not available for purchase until you are officially notified by DMV.*

Thank you for your cooperation in complying with DMV's new development process requirements.

**We look forward to working with you.**

New York State Department of Motor Vehicles  
Custom Plate Development Group  
6 Empire State Plaza, Room 414A  
Albany, NY 12228

[customplatedevelopment@dmv.ny.gov](mailto:customplatedevelopment@dmv.ny.gov)

Phone: (518) 473-4447



# CUSTOM PLATE DEVELOPMENT

## ART & DESIGN REQUIREMENTS

### WE WANT YOUR PLATE TO LOOK GREAT

New York State's Custom License Plates utilize the latest digital production and printing technologies. To ensure that your group's logo looks great on your new custom plates, DMV has developed specifications and requirements for quality, clarity, and color. All logo artwork must be reviewed and approved by DMV before beginning the plate design, production, and manufacturing process.

### SUBMITTING YOUR LOGO ARTWORK

To accurately manufacture your custom plates, our staff of artists and graphic designers put your artwork through a pre-production process using Adobe Creative Suite computer graphics software and high-end Canon color proofing equipment. When submitting your artwork for review, please adhere to the following guidelines:

- **Vector art is preferred.** DMV art and design staff use Adobe Illustrator to prepare the art for manufacturing. Native Illustrator files or files provided in EPS (Encapsulated Post Script) or PDF (Portable Document Format) are ideal. **Artwork files provided in Adobe Photoshop or bitmapped file types such as tiff and JPEG must be reviewed by art & design staff for resolution and quality.**
- **Convert all of your lettering / fonts to outlines.** If conversion is not available, please provide the fonts used in your design with your submission.
- **Your artwork should not contain fine lines or intricate details.** Your linework must be clean and crisp with no jagged edges, and line widths must be half a point (.05) or greater.
- **Tints and varying shades of color must be clean** and have no pixelization.
- **Colors must be specified** as PMS (Pantone Matching System) or CMYK (Process colors).

If your group's logo has specific guidelines to follow concerning use, colors, size, etc., please submit complete information. The DMV Communications staff reserves the right to make adjustments to your logo artwork to ensure that it meets our production requirements.



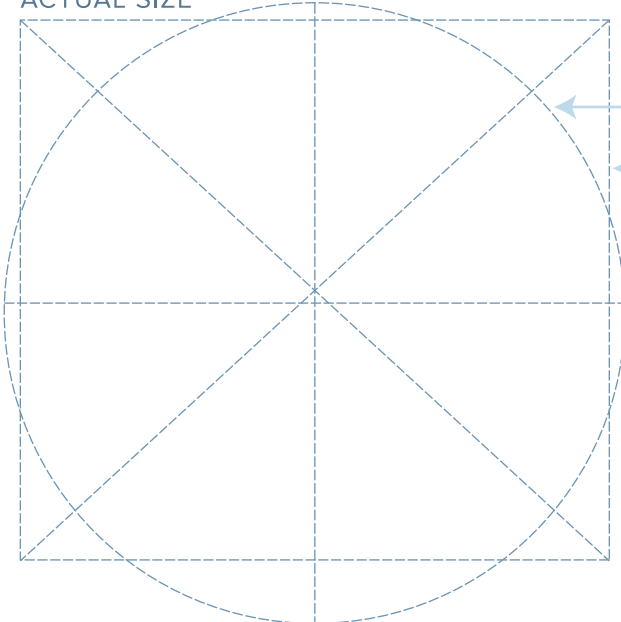
# CUSTOM PLATE DEVELOPMENT

## ART & DESIGN REQUIREMENTS

### PASSENGER PLATE



ACTUAL SIZE



#### ARTWORK AREA:

3-1/4" circle (3.25) or

3-1/16" (3.0625) wide X 2-13/16" (2.8125) deep

**TAGLINE AREA:** 6" wide X 5/8" (0.625) deep



ACTUAL SIZE

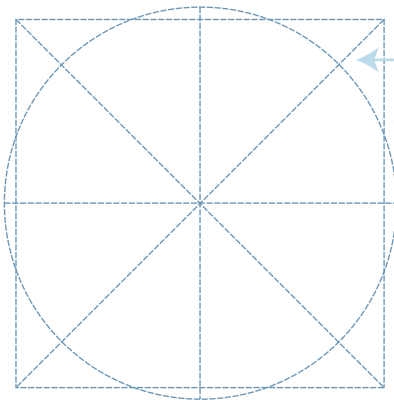
# CUSTOM PLATE DEVELOPMENT

## ART & DESIGN REQUIREMENTS

### MOTORCYCLE PLATE



ACTUAL SIZE



**ARTWORK AREA:**

2-1/6" circle (2.0625) or

1-15/16 Square" (1.9375)

**TAGLINE AREA:** 4-3/4" (4.75) wide X 1/2" (0.5) deep



# CUSTOM PLATE DEVELOPMENT

## ART & DESIGN REQUIREMENTS

Samples of acceptable vector logo art:



# CUSTOM PLATE DEVELOPMENT

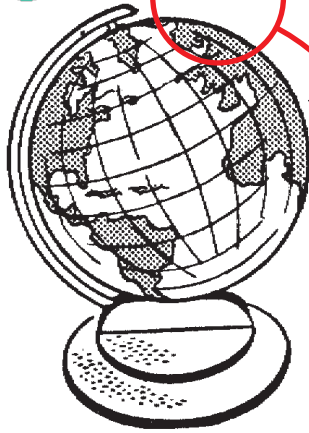
## ART & DESIGN REQUIREMENTS

### Samples of unacceptable logo art:

Unacceptable submissions include small, bitmapped images or images that are pixelated. Logo artwork scanned from or printed on business cards, stationery, decals, faxes, photocopies, etc. are also not acceptable.

1

YOUR LOGO



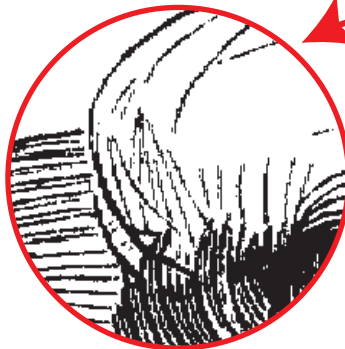
● Poor quality image with jagged edges.

● Tints are pixelated.

2

● Poor quality image with jagged edges.

● Lines too thin, less than half a point (.05).



● Type not converted to outlines, defaulting to "Courier" font.

● No color information.





## **CUSTOM PLATE DEVELOPMENT**

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**For questions about information in this packet, contact:**

New York State Department of Motor Vehicles  
Custom Plate Development Group  
6 Empire State Plaza, Room 414A  
Albany, NY 12228

**[customplatedevelopment@dmv.ny.gov](mailto:customplatedevelopment@dmv.ny.gov)**

Phone: (518) 473-4447

**To view our current custom plate web gallery, go to:**

**<https://dmv.ny.gov/plates/picture-plates>**