

For more information, contact
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DIGITAL PLATES ONLY

Special Group License Plates

Symbol and Group Name Area



Design requirement

Special group art may only be placed in the gray area as marked on the plate here.

Design requirement

Areas marked as white must remain white; Special group art may not be placed in the white areas.

No bottom decal tick marks

Tick marks for decal placement are not needed on this template as group symbol will be printed directly on plates made with this template.

Design requirement

The look, size and font style of the "Wisconsin" logotype may not be changed. It may be used in black or red (PMS 200).

Design requirement

This area is required for plate identification. DOT/DMV solely determines plate identification configurations. A plate identification may include numbers, letters, and stacked characters as determined by DOT/DMV. **This area and the plate identification configuration are NOT NEGOTIABLE.**

Design requirement

This dotted line shows the plate's beveled rim location.

Design requirement

"Your Group Name Here" type is 50 pt Arial narrow, bold, italic. A maximum of twenty characters is recommended; but if additional characters are needed, a lower font size may be considered.

Design requirement

For decal, vector art (Adobe Illustrator .ai or .eps) files are highly preferred. Raster images (.psd, .jpg or .tif) may be submitted, but only if they are high resolution. Art must be submitted in both full CMYK color and PMS spot color model numbers.

Original artwork

WisDOT design staff will adapt Special Group original digital art to WisDOT design requirements.