



GEORGIA DEPARTMENT OF REVENUE

Motor Vehicle Division, 4125 Welcome All Road, Atlanta, GA 30349
David Burge, State Revenue Commissioner | Robert Worle, Director

Digital License Plate (DLP) Design Guidelines

DLP Printing Process:

- DLP 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.
- Graphics cannot “bleed” off the edge of the license plate. All graphics must fit within these dimensions: 5.4375” (h) x 11.4375” (w) (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.

Design Elements:

- Please reference the Georgia Specialty Digital License Plate Template for the standard font, size and placement of “GEORGIA” and the license plate alpha-numeric (ABC123). The standard color is 100% Black (K).
- Both “GEORGIA” and the alpha-numeric must be legible in light and dark conditions, so there should be a high contrast between them and the background image.
- Avoid heavy coverage of color in the alpha-numeric area. Design elements such as text, logos or illustrations that are dark in color should be spaced away from the alpha-numeric.

Design Examples:

Alternative Fuel Vehicle

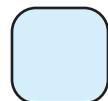


Certified Firefighter



Georgia Specialty Digital License Plate Template

The standard color for "GEORGIA" and the alphanumerics (ABC123) is 100% Black (K).



Background Area - 11.4375" (W) x 5.4375" (H)