



# Specialty License Plate Application Instructions

per § 61-3-472 through § 61-3-481, MCA

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These instructions can be used when applying for a specialty license plate.

## License Plate Releases

Specialty license plates are released two times a year (January and July). To be eligible for a release, an organization must comply with all requirements by a specified date.

January Release – all deadlines listed below must be met for plates to be released/available for sale by the last business day of January:

- September 1<sup>st</sup> (of preceding year) – application and all materials must be submitted
- October 15<sup>th</sup> – application and all supporting documents must be finalized
- November 15<sup>th</sup> – design proof must be finalized (i.e., signed by MHP, DOJ, MCE, and organization)

July Release – all deadlines listed below must be met for plates to be released/available for sale by the last business day of July:

- March 1<sup>st</sup> (of the same year) - application and all materials must be submitted
- April 15<sup>th</sup> - application and all supporting documents must be finalized
- May 15<sup>th</sup> - design proof must be finalized (i.e., signed by MHP, DOJ, MCE, and organization)

If any dates are not met, the organization’s license plate design must be placed in the next release cycle.

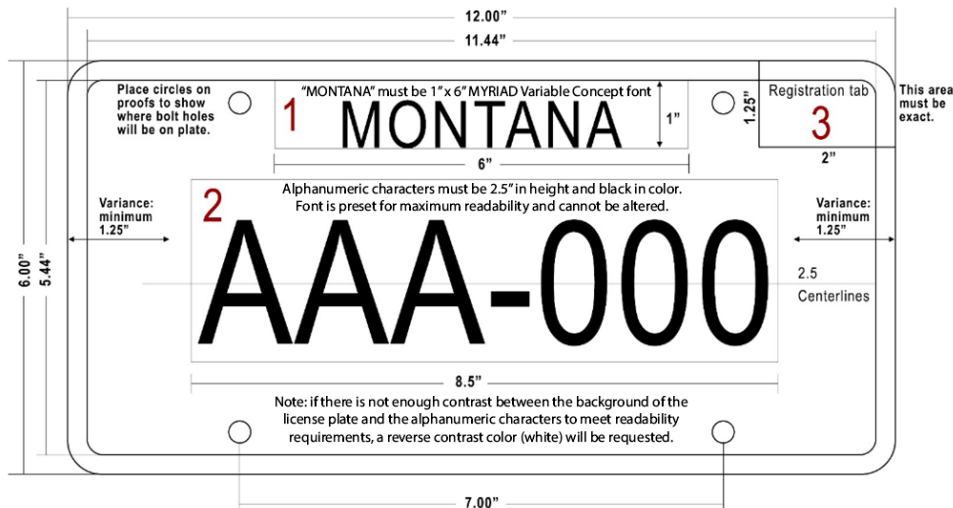
## Readability of License Plate Number

A license plate’s main function is an identifier for proper registration and identification in the event of a crash or other emergency.

It is imperative to public and personal safety that the alphanumeric (AAA000) portion of license plate designs are readable and therefore must meet certain criteria.

## License Plate Design Area

These guidelines must be followed when designing specialty plates and creating proofs of those plates.





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## License Plate Design Criteria:

1. The “Montana” lettering must be a standard size (1” x 6”), centered between top bolt holes, and black MYRIAD Variable Concept font.
2. The area designated for plate sequence (AAA000) must be 2.5” high by 8.5” long
  - The plate sequence area must be centered height-wise on the plate, can be moved left or right but must be at least 1<sup>1</sup>/<sub>4</sub> inches from either side of the plate edge.
3. The area designated for the registration tab must be 1<sup>1</sup>/<sub>2</sub>” high by 2” wide in the upper right-hand corner of the plate. Designs may be in this area, but the tabs will cover any design.

Organizations are required to have permission to use any trademarked or protected images, logos, or phrases.

Once approved, organizations needing help designing their plate may contact Montana Correction Enterprises at (406) 846-1320 ext. 2535.

All areas not specified in items 1-3 are available for design.

## Application Process

(407) An organization must complete and submit the following items:

- Appropriate application to sponsor a specialty plate.
  - MV115 for 501(c)(3)
  - Or -
  - MV116 for governmental body
- All supporting documentation listed on the application.
- An electronic copy (i.e., flash drive) of the plate design in a layered format.
  - Software must be Adobe Illustrator, Photoshop, or CorelDraw
- A full color hard copy of the plate design.
- A check in the amount of \$4,120 **made payable to Montana Correctional Enterprises** (fee includes 3% administration fee per § 61-3-111, MCA).

(408) The Department of Justice (DOJ) will verify the required application elements and will forward the organization’s plate design to Montana Correctional Enterprises (MCE).

(409) The DOJ, in consultation with MCE, will approve or reject the initial plate design (proof) based on the specifications outlined. The DOJ will return rejected designs to the sponsor’s liaison outlining the reasons for disapproval.

(410) Once the initial or reworked plate design is approved by DOJ, MCE, and the Montana Highway Patrol; the sponsor must approve the design by signing the back of the proof.

(411) Applications may take up to six weeks to process.

(412) Once a plate design is released, customers can request specialty plates at their County Treasurer’s office through the vehicle registration process.

(413) Specialty License Plate donation statistics are available at [mvdmt.gov/driving](http://mvdmt.gov/driving) under [MVD by the Numbers](#).

## Plate Sales

An organization must sell at least 400 plates within 3 years following the initial date of release and maintain the 400 minimum throughout the plate’s existence or the plate is subject to revocation.

## Annual Certification

Organizations are required to certify annually using form MV117.