

810-5-1-.217

License Plate Design Specifications **(Repeal)**

(1) The license plate must clearly identify the purpose of the license plate. A logo may appear on the left side of the license plate.

(2) The license plate number area must be free of graphics that would obscure the readability of the characters on the license plate.

(3) License plate designs for Quantity Class 2 plates under Section 32-6-64, Code of Alabama 1975, must provide room for at least six (6) alphanumeric characters.

(4) "Alabama" must clearly be visible and must appear at the top of the license plate so that law enforcement can readily identify the state of issuance. "Alabama" must appear in font URW Basker Twid. The font size must be at least 80 points. This will permit law enforcement to readily identify the state of issuance.

(5) Decal boxes, if required, must appear in the top corners of the license plate in order to permit law enforcement to readily determine that ad valorem tax and current registration fees have been paid.

(6) Except as exempt by statute, license plates shall be imprinted with a conventionalized representation of a heart and the words "Heart of Dixie".

Author: Amy Bright

Authority: §§ 40-2A-7(a)(5) and 32-6-64(a)(1), Code of Alabama 1975

History: New rule: Filed September 7, 2012; effective October 12, 2012.
Repeal: Filed May 19, 2021; effective

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License Plate Design Specifications **(New)**

As provided under § 32-6-57, Code of Ala. 1975, the Department is authorized to promulgate rules and regulations to adopt plans for tags or plates, and all decals, slogans, stickers, symbols, characters and other attachments. § 32-6-64, Code of Ala. 1975, provides that the design of license plates, including all emblems, slogans, symbols, or characters appearing on the plates, shall be by rule as promulgated by the Commissioner of Revenue, and as otherwise specified by law. The following specifications are provided by law or have been adopted from the American Association of Motor Vehicle Administrators (AAMVA) License Plate Legibility Testing Guidelines for Reflective Sheeting to ensure that license plates are manufactured in a uniform manner.

(1) License Plate Sizes - License plates are manufactured in two (2) sizes. Passenger license plates are 6" X 12". Motorcycle license plates are 4" X 7".

(2) License Plate Design - The design for passenger and motorcycle license plate categories shall be the same.

(3) Legibility And Reflectivity – All license plates must pass testing pursuant to License Plate Legibility Test Form (MV 32-6-57) conducted by the Alabama Law Enforcement Agency (ALEA) to ensure compliance with visibility and legibility requirements and federal performance standards.

(4) License Plate Numbers - The license plate number area must be free of graphics that would obscure the readability of the characters on the license plate. License plate designs must provide room for at least six (6) alphanumeric characters. Alphanumeric characters on the license plate shall be no smaller than two and three-fourths inches in height and will be printed in black to provide a good color contrast with the license plate background color.

(5) “Alabama” Format And Font - “ALABAMA” must clearly be visible and must appear between the bolt holes at the top of the license plate in URW Basker Twid or similar font. The font size must be at least 80 points. The character color must provide a good color contrast with the license plate background color.

(6) Decal Boxes - A space of approximately 2.5” X 2.5” must appear in the top corners of the license plate to attach validation decals or other devices to the license plate.

(7) Redesign - A license plate design shall be valid for five (5) years unless authorized by the Commissioner of Revenue, with approval of the Legislative Oversight Committee (LOC).

(8) “Heart Of Dixie” - Except as exempt by statute, license plates shall be imprinted with a conventionalized representation of a heart and the words “Heart of Dixie”.

(9) Distinctive License Plates - Category Name, Logos, And Color - In addition to the requirements listed in subparagraphs (1) through (8), the license plate must clearly identify the purpose of the license plate category and must meet the following requirements:

(a) For Generic Design Distinctive License Plates.

1. A logo shall appear only on the left side of the license plate.
2. The background color shall be white.

(b) For Full Design Distinctive License Plates.

1. The font size of the name of the organization, college or university, military campaign, or other distinctive plate names must be three-fourths to one inch in height and must appear at the bottom of the license plate between the bolt holes.

2. A logo is optional and shall appear only on the left side of the license plate.
3. Designs are limited to four (4) process colors. Spot colors will not be used.

(c) Organizations that qualify for a quantity class 1 distinctive license plate under the LOC shall qualify for the generic design distinctive license plate. Organizations that qualify for a quantity class 2 distinctive license plate under the LOC shall qualify for the generic design or full design distinctive license plate.

(d) The maximum size of the logo for a passenger license plate is 3.5" X 2.5" (motorcycle plate logo adjusted accordingly). If the logo or design includes copyright protected elements, written permission to use the design on a license plate must be provided to the department.

Author: David Baxley
Authority: §§ 40-2A-7(a)(5), 32-6-54, 32-6-57, 32-6-62, 32-6-63, 32-6-64, and 32-6-67, Code of Ala. 1975
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