

Division of Motor Vehicles
Special Request License Plates
Fact Sheet

The purpose of this guide is to provide general information about special request plates and specifications for the design and layout of a plate.

The Division of Motor Vehicles (DMV) does not preprint special request plates. All such plates are ordered individually by the registered owner, either over the internet (if the plate has no eligibility requirements), at any DMV office, or through the mail. The owner must pick the plate number, which must display at least 2 but not more than 6 characters comprised of letters and numbers.

The design of the plate is a cooperative effort between the DMV and the organization requesting the new plate design. DMV requires the organization to provide a single point of contact with whom to work on the plate design. A letter from the chairman of the board, the president, or other appropriate authority, specifying the contact person, must be provided to DMV before plate design begins. The final plate design must be approved by the Commissioner of the Department of Administration.

General Design Rules:

- The legal function of a license plate is to identify a vehicle. All designs must comply with the requirement that law enforcement agencies be able to easily read the plate number.
- The plate design must accommodate a 6-character plate number for passenger vehicles and a 5-character plate number for motorcycles.
- The design must be in one of the following formats:
 1. PsD Photo shop color model 300 resolutions
 2. Tif tagged image cmyk color model
 3. Eps encapsulated post script cmyk color model
- The plate is 11-9/16" wide by 5-7/16" tall.
 - The top 1-1/4" banner is reserved for the word "ALASKA" and for the month and year validation tabs.
 - The left-hand 2-1/6" below the top banner is available for a logo or other unique design. A simple logo or design is preferable, since a complex one may be difficult to see.
 - The bottom 1" banner may contain a message, such as THE LAST FRONTIER.
- The background color and the plate numbers must be contrasting so as to allow for easy reading of the plate number by law enforcement.
- All plate designs will be screened by DMV for readability and compliance with the general design rules before submission to the Commissioner for approval.

It takes time to design a plate, get it approved by the Commissioner, and put it into production. Please allow 4 months from the date the design phase begins until the plate is ready for customers to order.

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