

From: Gene Matthews <GMatthews@RichardsonPlowden.com>
To: Devlin, LotteLotte.Devlin@SCDMV.net
CC: Adams, Marcia S Marcia.Adams@SCDMV.net
Date: 2/2/2010 11:13:40 AM
Subject: RE: Plate Designs

Lotte:

Do you believe that these examples fit the parameters set forth in your policy governing plates sponsored by private groups?

Gene

From: Devlin, Lotte [mailto:Lotte.Devlin@SCDMV.net]
Sent: Tuesday, February 02, 2010 11:10 AM
To: Gene Matthews
Cc: Adams, Marcia S
Subject: FW: Plate Designs

Gene,

Marcia has asked that I forward this request to you. Please note that www.IBelieveSC.net has not yet submitted their application for this plate, but they are asking that we "informally" review the plate designs to determine whether they would be acceptable, prior to the submission of their application.

Please advise.

*Lotte Devlin
Deputy Director, Vehicle Services
South Carolina Department of Motor Vehicles
PO Box 1498
10311 Wilson Blvd.
Blythewood, SC 29016-0038
Phone: 803-896-4879*

From: Oran P. Smith [mailto:Oran@PalmettoFamily.org]
Sent: Tuesday, February 02, 2010 10:32 AM
To: Devlin, Lotte
Subject: Plate Designs

Dear Ms. Devlin:

The organization www.IBelieveSC.net will shortly be submitting an application for a specialty plate. (That organization name is the new name of an organization that has been operating in South Carolina for 6 years or so. There are legal issues related to that I know.)

I am writing you today, however, on the design side. I would like to informally run by you the three (3) designs that are the leaders in the design competition. It is the desire of www.IBelieveSC.net to submit a design that meets the guidelines of DMV.

Could you take a look *informally* for us? Please let me know if another format would be more desirable to help you determine if we are "coloring inside the lines."

Thank you.

Oran

Oran P. Smith
oran@palmettofamily.org
(803) 733-5600

From: Devlin, Lotte [mailto:Lotte.Devlin@SCDMV.net]
Sent: Tuesday, January 12, 2010 9:45 AM
To: 'oran@palmettofamily.org'
Cc: Brown, Hermenia P
Subject: Your request

Mr. Smith,

I apologize that we keep playing phone tag. I'll put the responses in this email so that you have a record of what I advised.

You asked whether any plate text (i.e., the name of the organization) needed to fit within the plate holes at the top of the plate.

There's no specific requirement that the name must stay within those holes; the requirement is that the name of the organization at the top of the plate can't impinge into the area defined by the template for the actual plate numbers. Furthermore, any logo on the plate needs to be confined to the space defined on the template.

I know we have had some problem in the past with some text, where the holes strategically cut off a letter, leading to less than desirable results. So I would urge the designer to make sure that the holes are placed properly according to the template, and the designer should take the holes into account with the placement of the text.

I understand from Beth Parks that you requested the design of the "In Reason We Trust" plate. You need to know that plate was released before the design review policy was put into place. Please be sure that any design you submit follows the plate template and the guidelines in the policy, particularly on those items I pointed out in your initial application, which we returned to you.

Of course, should you have any additional questions, please don't hesitate to let me know.

*Lotte Devlin
Deputy Director, Vehicle Services
South Carolina Department of Motor Vehicles
PO Box 1498
10311 Wilson Blvd.
Blythewood, SC 29016-0038
Phone: 803-896-4879*