

**From:** Devlin, Lotte  
**To:** 'Oran P. Smith' <Oran@PalmettoFamily.org>  
**Date:** 2/8/2010 12:11:27 PM  
**Subject:** RE: Plate Designs

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Mr. Smith,

We would prefer if you formally submit your requested design with the application. We would consider the application in its entirety, including the proposed design.

I'm sending a link to the policy on our website. Also, I refer you back to my letter to you dated December 14, 2009, in which I said, among other things:

Logos, symbols or emblems that are to appear in the designated area on the prescribed design template must be a design that is obviously associated with the organization requesting the plate. For example, logos that appear on organizational letterhead are considered acceptable. Palmetto Family Council did not provide any supporting documentation indicating that the cross on stained glass logo is part of their **established organizational logo**; indeed, the logo on the design submitted is identical to the logo designed by the Department, and so cannot be the organization's official logo.

Once we have your completed application, we'll review and let you know if there are any issues.

Here's the link to the policy:

<http://www.scdmvonline.com/DMVNew/forms/rg-504.pdf>

Have a good week.

*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*

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**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](http://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](http://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  
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(803) 733-5600

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**From:** Devlin, Lotte [mailto:Lotte.Devlin@SCDMV.net]  
**Sent:** Tuesday, January 12, 2010 9:45 AM  
**To:** 'oran@palmettofamily.org'  
**Cc:** Brown, Hermania 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  
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