

## New License Plate Designs for Three Texas Colleges to Hit the Streets in July.



*Three New official Collegiate Plate Designs for Texas Schools!*

(Austin, TX) – Alumni and supporters of three Texas universities now have a new way to express their pride and love for their schools. My Plates, the state’s official specialty license plate vendor in Texas is launching three new designs for Texas Tech University, Southern Methodist University and Texas State University.

All three plate designs were recently approved by the Texas Department of Motor Vehicles Board during their June meeting. Each new design features a solid color background as well as the respective university’s official primary logo.

Texas Tech University opted for a full black background design that allows their highly recognizable red Double T logo to really pop from the plate. Along the base of their plate is the Texas Tech saying “WRECK ‘EM TECH”. This slogan is part of their official fight song and is used as both a greeting and a sign of victory.

SMU chose their official blue as the background of their plate, with their official SMU font and Mustang logo featured on the left-hand side of the plate, along with the three official school colors as vertical stripes. Along the bottom, SMU’s popular catchphrase “Pony Up” calls to action students, alumni, friends and supporters to get behind the school.

Texas State University also opted for a full black background, featuring their iconic Bobcat logo in traditional school colors on the left-hand side with the brand Texas State adorning the base section of the plate.

According to My Plates, sales of full color and black background designs are more popular than plain white background designs. “Our top 5 selling plates in the program are all black background designs” said Steve Farrar, President of My Plates.

Texans wishing to purchase any of these new designs may do so by visiting [www.MyPlates.com](http://www.MyPlates.com). All plates start from only \$50 a year or as low as \$35 a year when purchased for a five-year term. You do not have to wait until you receive your registration renewal notice; you can order at any time. All My Plates specialty plates are available for cars, trucks, motorcycles and RV’s, most are available for trailers, and they can all display the International Symbol of Access logo too.



Since November 2009, Texans have purchased more than 450,000 My Plates, putting more than \$80M in the general revenue fund, which helps pay for services for all Texans.

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**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 450,000 My Plates since November 2009, putting more than \$80M in the state general revenue fund. My Plates' goal is to continue excelling in this long-term, mutually beneficial relationship which maximizes revenues for the state through the sale of My Plates specialty plates. [www.myplates.com](http://www.myplates.com).

**The Texas Department of Motor Vehicles (TxDMV)** serves, protects and advances the citizens and industries in the state with quality motor vehicle related services. For every \$1 it spends, TxDMV returns \$11 to the state. Each year the agency registers more than 24 million vehicles; issues more than 8 million vehicle titles; licenses approximately 34,000 motor vehicle dealers and distributors; credentials more than 60,000 motor carriers; issues more than 650,000 oversize/overweight permits; investigates approximately 13,000 complaints against dealers and motor carriers; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDMV.gov](http://www.TxDMV.gov).

Texas Tech plate image:

<https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/TECH.jpg>

SMU plate image

<https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/SMU-TX.jpg>

Texas State plate image

<https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/STATE.jpg>

All three plates image

[https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/Tech\\_SMU\\_TXState.jpg](https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/Tech_SMU_TXState.jpg)