

MEMORANDUM TO: Marc Bedard
Assistant Deputy Minister
Public Safety Division and Public Safety Training Division
Ministry of the Solicitor General

FROM: Nosa Ero-Brown
A/Assistant Deputy Minister
Road User Safety Division
Ministry of Transportation

SUBJECTS: **Ontario New Licence Plate Design**

The purpose of this memorandum is to advise the policing community about a Ministry of Transportation, Ministry of Government and Consumer Services and Ministry of the Solicitor General initiative to introduce a new design for passenger plates starting February 1, 2020. Further communications will be provided prior to the implementation of new designs for other plate types (e.g., commercial licence plates).

All current plates can still be used on the road, there is no mandatory replacement of plates to the new design. Going forward only the newly designed plates will be available for purchase.

The new plate design was announced as part of the 2019 Ontario budget and a [News Release](#) was issued in April 2019. A new design for Ontario licence plates was overdue, as they were last redesigned in 1982. Newly designed passenger plates are being introduced to promote Ontario as a place to grow for families, communities and for business and will have a new slogan: “A PLACE TO GROW” (English) or “EN PLEIN ESSOR” (French). The new plates will also incorporate the province’s renewed trillium logo. Please see attachment for a sample of the new plate design.

The new licence plates will also:

- Be flat and feature high definition sheeting that is stronger, brighter and longer lasting than the current embossed Ontario licence plates with beaded sheeting
- Use manufacturing materials that meet retro-reflective requirements for visibility and address environmental issues while at the same time, the advanced retroreflective technology that is embedded in the reflective sheeting, will also help prevent counterfeiting.

- Have white characters on a two-toned blue background design
- Display the renewed trillium logo between the alpha and numeric characters and the crown in the bottom right-hand corner of the plate
- Display the trillium hologram security feature on the left and batch number on the right.

Plate testing was conducted to ascertain the reflectivity of the new licence plate style and the results show that the licence plates can be accurately read by our current Automated Licence Plate Recognition (ALPR) systems.

The new style uses a micro prismatic design providing higher reflectivity that makes the plates brighter, more legible, and easier to see from greater distances, which allows law enforcement to better read and efficiently identify the plates over the older technology (i.e. beaded).

I would ask that you please bring this memorandum to the attention of the policing community. If police services would like to discuss the new licence plate design, they may contact Elizabeth Marles, Manager, Vehicle Programs Office, Ministry of Transportation, at (416) 235-3433 or Elizabeth.Marles@ontario.ca.

Thank you for your assistance.



Nosa Ero-Brown
A/Assistant Deputy Minister
Road User Safety Division

Attachment (1)