



CADILLAC DEALER LICENSE PLATES AND FRAMES  
(NON-US MARKETS)  
FEBRUARY 2023

CADILLAC

# CADILLAC LICENSE PLATE AND FRAME GUIDELINES

The following pages outline in detail the guidelines a Cadillac dealer is required to follow for license plates and license plate frames.

## **BOTH INSIDE THE SHOWROOM AND ON THE DEALER LOT**

- Dealers are **not allowed** to include any Dealer-specific signage or badging on the rear of the vehicle other than the license plate and license plate frame.
- Cadillac-provided license plate frame guidelines are mandatory for new, pre-owned, and CPO vehicles.
- Cadillac-provided Certified Pre-Owned (CPO) license plate template is mandatory for **all** Cadillac CPO vehicles.
- Cadillac-provided license plates and license plate frames can be used for non-Cadillac vehicles on the Dealer lot; however, the “Certified Pre-Owned” license plate is reserved for Cadillac vehicles **only**.

For license plates and license plate frames, please work with your vendor to achieve the guidelines set forth in the following pages.



# LICENSE PLATE

FOR ALL NEW AND PRE-OWNED CADILLAC VEHICLES

Dealers are required to use the below specifications for license plates applied to all new and pre-owned Cadillac vehicles. Dealers must use these license plates to apply consistently across all vehicles. Shown to the right is the Cadillac brand license plate.

## PLATE SPECIFICATIONS

### PLATE:

- Size: 305 mm x 152.2mm
- Background colour: white

### CADILLAC LOGO:

- Primary 2D Crest, no script
- Colour: Black

### DEALER NAME FONT:

- Cadillac Gothic, uppercase
- Size: 30 Points
- Colour: Black

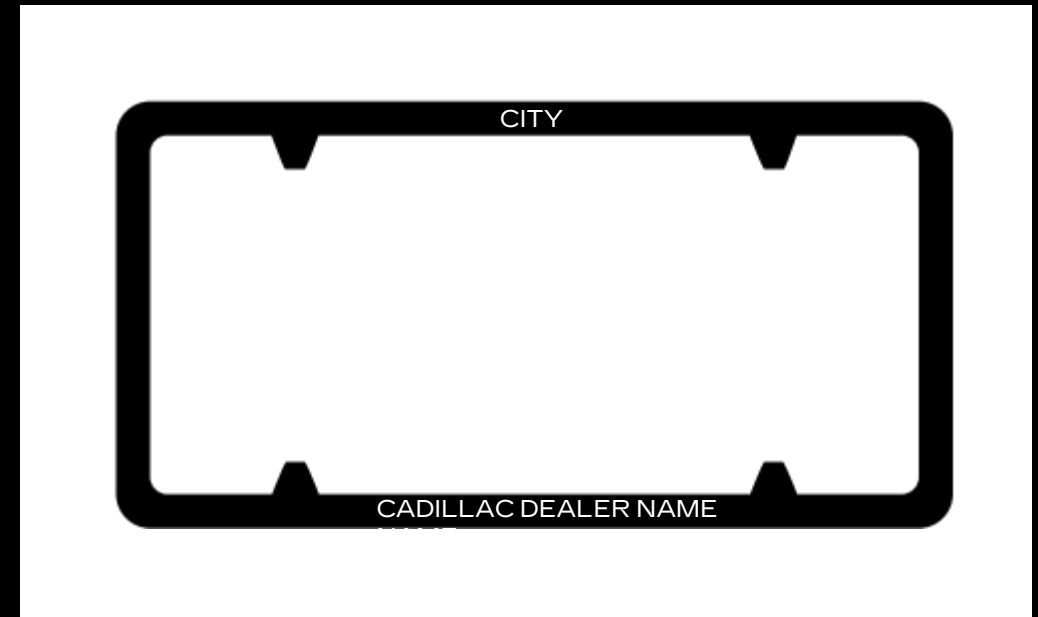


# LICENSE PLATE FRAME

Dealers are required to use the below specifications for license plate frames. These frames are for all Cadillac vehicles in your showroom or on the Dealer lot, including new, pre-owned, and Certified Pre-Owned Cadillac vehicles.

## FRAME SPECIFICATIONS

- Frame size: thin black frame with a width of at most 16mm. If a dealer chooses, they may increase the width of the bottom OR the top of the frame (not both) up to a width of 25.4mm. All other sides of the frame must be at most 16mm.
- Font: Cadillac Gothic, upper case
- Font Colour: White
- At the bottom of the frame, include your Dealer name only.
- At the top of the frame, include city of the Dealership, or leave top area blank. It is not mandatory. If Dealer opts not to include city, you may not replace this text with anything else.
- Images, logos, graphics, and/or the Cadillac script are not allowed on the frames.

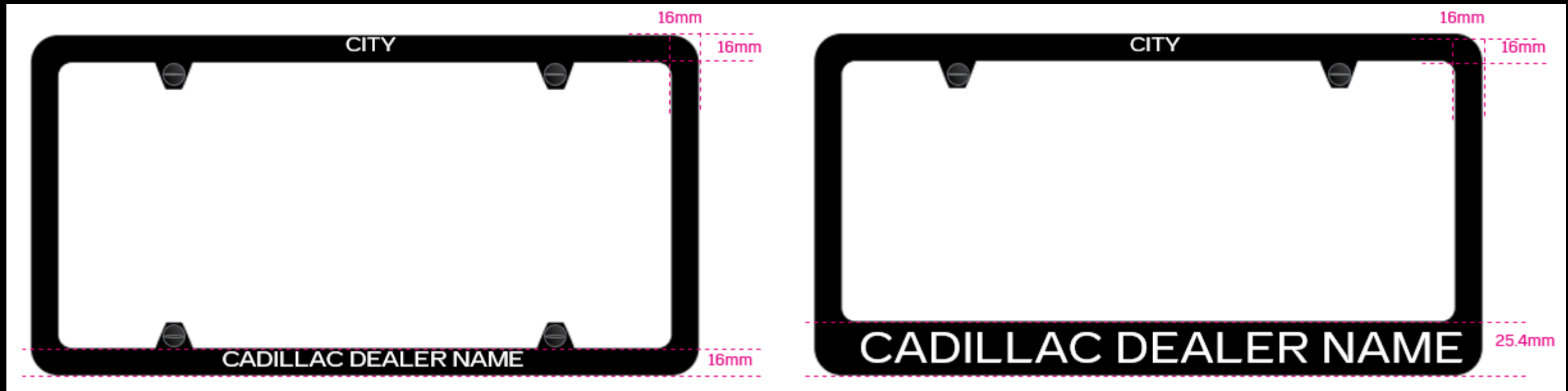


REFER TO 'MISUSE' SECTION AT THE END OF THIS DOCUMENT FOR INCORRECT EXAMPLES.



# LICENSE PLATE FRAME

## RECOMMENDED DIMENSIONS



# LICENSE PLATE FRAME

## MISUSE



Do not use a frame that has thicker left or right edges



Do not use a frame that has thicker top and bottom edges



Do not use a shiny chrome finish



Do not use a color frame



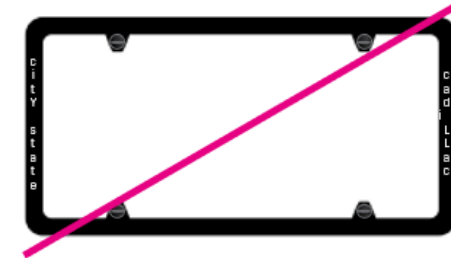
Do not use a bold or italicized font



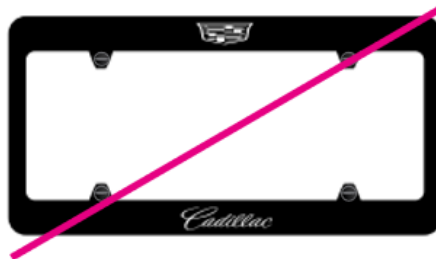
Do not set text in a color



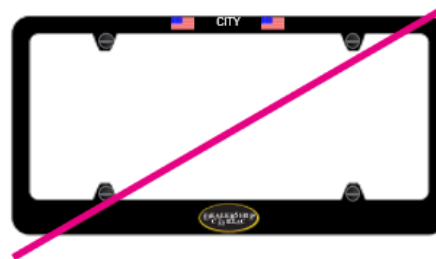
Do not place any content other than city or dealer website on the top of the frame



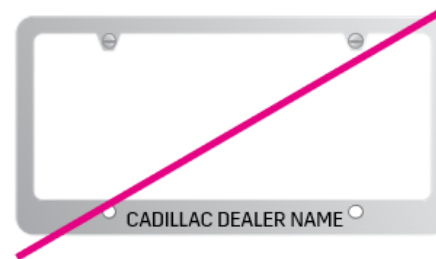
Do not place any content on the left or right sides of the frame



do not use the Cadillac crest or script on the frame



Do not place any logos or graphics on the frame



Do not use a thicker bottom frame if screws or holes will interfere with the dealer name