

**Hot August Nights**  
**Celebrating America's Love Affair With Cars and Rock N' Roll**



**HOT AUGUST NIGHTS LICENSE PLATE REDESIGN  
REQUEST**

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## **Hot August Nights License Plate Redesign Request**

**Action Item: Request to redesign the current Hot August Nights license plate.**

- **This action item is to request new artwork to showcase our current federally trademarked logo.**
- **The current license plate was designed and approved in 2004. It bears the old logo that is no longer in use.**



### **Current License Plate Design**



**Hot August Nights  
License Plate Redesign Request**

**ART CONCEPT:**

**Presented below is a sample mock-up. We look forward to working with the DMV on the final artwork.**

- **The requested plate design below is a true testament to Hot August Nights representing the growth of the event and its future success.**
- **We feel that this new design is edgier and reflects the new era of classic cars appealing to a wider range of the community. It also does the current logo that was federally trademarked in 2015.**



**Example #1**



**Hot August Nights  
License Plate Redesign Request**



**THANK YOU FOR YOUR CONSIDERATION**

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