

New York License Plate Designs

February 2025

Created by *Jake Raimon*





Jake Raiman
Feb 25'

Anthora: The City That Never Sleeps

Anthora: The City That Never Sleeps is a creative homage to the Anthora coffee cup, which was originally designed by Leslie Buck in 1963 and became a symbol of the city's diner culture. The blue and white color scheme and Greek key pattern reflect the cup's design, referencing NYC's Greek immigrant history. The angular font imitates ancient Greek lettering, and a steaming coffee cup icon replaces a separator, symbolizing the city's coffee-driven energy. The tagline, "The City That Never Sleeps," highlights NYC's relentless energy and constant activity. This design blends urban culture with historical influences, celebrating a unique New York icon in an unexpected way.



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TYPOGRAPHY

LITHOS PRO (BOLD)

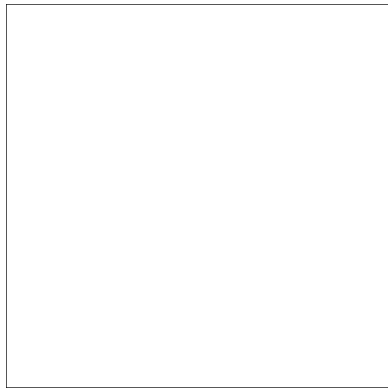
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DALEK PINPOINT (BOLD)

AB<D<FGHIJKLMNOP<QRSTUvwxyz
0123456789



COLORS



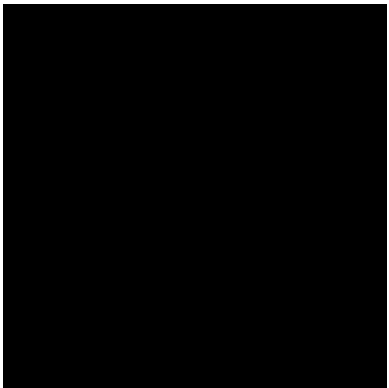
White	
Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0



Nautical	
Hex	#2A4B7E
RGB	42, 75, 126
HSB	216, 67%, 49%
CMYK	91, 71, 21, 5



Copper	
Hex	#AD7431
RGB	173, 116, 49
HSB	32, 72%, 68%
CMYK	26, 50, 91, 7



Black	
Hex	#000000
RGB	0, 0, 0
HSB	0, 0%, 0%
CMYK	75, 68, 67, 90



PORSCHE
911





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Art Deco: The Empire State

Art Deco: The Empire State is a stylish homage to the Art Deco era, reflecting the grandeur of the Empire State Building and New York's architectural legacy. The deep navy background with gold geometric detailing mirrors the opulence and symmetry of 1930s Art Deco design, evoking the elegance of NYC's golden age. The sleek, elongated lettering reflects vintage signage, and a minimalist Empire State Building icon replaces the separator, reinforcing the city's architectural identity. The tagline, "The Empire State," celebrates both the state's nickname and its most iconic skyscraper, embodying New York's ambition and sophistication. This design captures the timeless allure of Art Deco, blending history, style, and the city's skyline into a bold yet refined statement.



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TYPOGRAPHY

MODULA OT (SANS REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

QUICHE SANS (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



COLORS



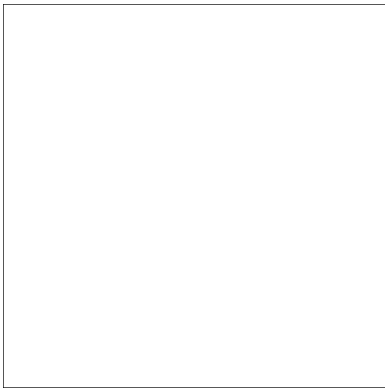
Cloud Burst

Hex #192948
RGB 25, 41, 72
HSB 220, 65%, 28%
CMYK 97, 84, 41, 36



Brandy

Hex #DDC792
RGB 221, 199, 146
HSB 42, 34%, 87%
CMYK 12, 16, 43, 0



White

Hex #FFFFFF
RGB 255, 255, 255
HSB 0, 0%, 100%
CMYK 0, 0, 0, 0



Black

Hex #000000
RGB 0, 0, 0
HSB 0, 0%, 0%
CMYK 75, 68, 67, 90





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Milton Glaser: I Love New York

Milton Glaser: I Love New York is a vibrant tribute to Milton Glaser and his iconic "I ♥ NY" campaign, blending retro typography with a modern urban edge. The red heart at the center directly references Glaser's 1977 logo, a timeless symbol of New York's resilience and cultural influence. The license number uses American Typewriter, the same typeface Glaser chose for the "I ♥ NY" campaign, reinforcing the design's historical connection. The "New York" and "Empire State" text are inspired by the 1966 Baby Teeth font, a signature of Glaser's psychedelic-era designs. The sketch-style skyscrapers in the background capture the city's dynamic architecture, highlighting its ever-changing skyline and artistic vibrancy. This plate blends graphic design history with NYC's unmistakable energy, making it a fitting tribute to both the city and one of its greatest designers.



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TYPOGRAPHY

P22 GLASER BABYTEETH (SOLID)

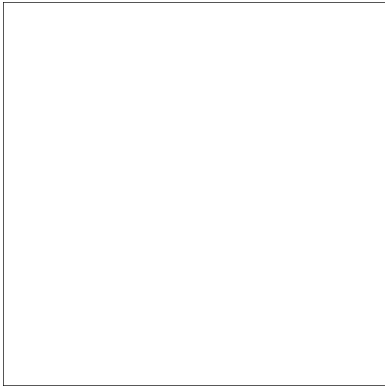
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AMERICAN TYPEWRITER (CONDENSED)

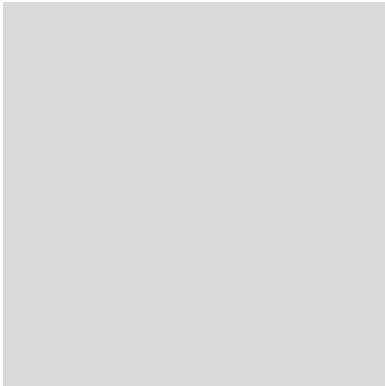
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



COLORS



White	
Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0



Light Gray	
Hex	#D4D4D4
RGB	212, 212, 212
HSB	0, 0%, 83%
CMYK	13, 10, 11, 0



Red	
Hex	#FF0000
RGB	255, 0, 0
HSB	0, 100%, 100%
CMYK	0, 99, 100, 0



Black	
Hex	#000000
RGB	0, 0, 0
HSB	0, 0%, 0%
CMYK	75, 68, 67, 90



NEW YORK

NYC  1234

The Big Apple

Jake Raiman
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Big Apple: Empire Gold And Navy

Big Apple: Empire Gold And Navy is a modern take on a vintage classic, blending historical influences with refined details. The Empire Gold and Navy color scheme pays homage to New York's historic plates, while the elegant serif font adds a sophisticated, timeless touch. A bold red apple replaces the traditional separator, reinforcing NYC's famous nickname with a simple yet striking symbol. The curved stripe features a more saturated blue, deviating from the traditional deep navy to create a richer, more vibrant contrast against the gold background. This plate is a revitalized classic—rooted in history but unmistakably NYC.



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TYPOGRAPHY

ORPHEUS PRO (MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KOROLEV COMPRESSED (MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



COLORS



Yellow Orange

Hex	#FBB03B
RGB	251, 176, 59
HSB	37, 76%, 98%
CMYK	0, 30, 84, 0



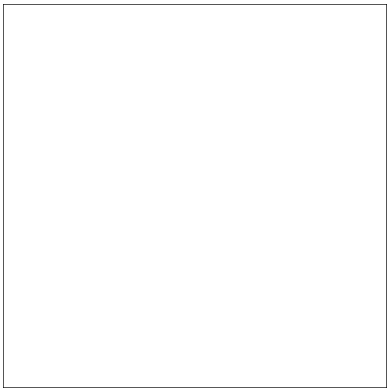
Prussian Blue

Hex	#003366
RGB	0, 51, 102
HSB	210, 100%, 40%
CMYK	100, 85, 30, 16



Rosso Corsa

Hex	#DD0000
RGB	221, 0, 0
HSB	0, 100%, 87%
CMYK	5, 100, 100, 1



R=255 G=255 B=255

Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0



NEW YORK

NYC  1234

The Big Apple

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Big Apple: Red, White, And Blue

Big Apple: Red, White, And Blue is a bold, sporty tribute to the city's heritage, blending classic aesthetics with a nod to its legendary teams. The red, white, and blue color scheme pays homage to New York's most iconic sports franchises, including the Rangers, Giants, and Bills. The blue header stripe recalls earlier New York license plates, maintaining a sense of tradition while presenting a refreshed, modern take. The red apple at the center reinforces NYC's famous nickname, making the design instantly recognizable and uniquely tied to the city's identity. This plate blends nostalgia with contemporary design, making it a fitting tribute to New York's sports legacy and cultural vibrancy.



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TYPOGRAPHY

LE MONDE SANS (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FUTURA PT COND (MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



COLORS



Aluminum

Hex #A7A9AC
RGB 167, 169, 172
HSB 216, 3%, 67%
CMYK 32, 24, 24, 0



Resolution Blue

Hex #003585
RGB 0, 53, 133
HSB 216, 100%, 52%
CMYK 100, 87, 13, 2



Rosso Corsa

Hex #DD0000
RGB 221, 0, 0
HSB 0, 100%, 87%
CMYK 5, 100, 100, 1



White

Hex #FFFFFF
RGB 255, 255, 255
HSB 0, 0%, 100%
CMYK 0, 0, 0, 0





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City Skyline: New York City

City Skyline: New York City blends heritage and modernity, paying tribute to the city's past while embracing its evolving identity. The bold orange, white, and navy colors reflect the New York City flag, while a gradient skyline fades into the background, highlighting the Statue of Liberty in sky blue—a nod to both the city's legacy and its sleek modern architecture. The New York State icon between "New" and "York" reinforces the plate's statewide identity while maintaining a balanced, official look. The elegant serif typeface reinforces the plate's timeless appeal, echoing the refined typography often seen in official New York signage and documents. The classic navy stripe is retained but refreshed, offering a slightly richer, more vibrant blue, balancing tradition with a contemporary aesthetic. This design embodies New York's past, present, and future in a single bold statement.



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TYPOGRAPHY

DECOY (LIGHT)

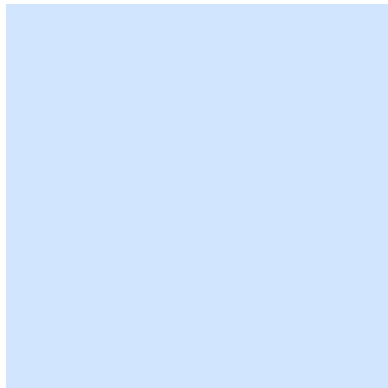
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KOROLEV COMPRESSED (MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



COLORS



Pale Sky Blue

Hex #CCE1FF
RGB 204, 225, 255
HSB 215, 20%, 100%
CMYK 15, 5, 0, 0



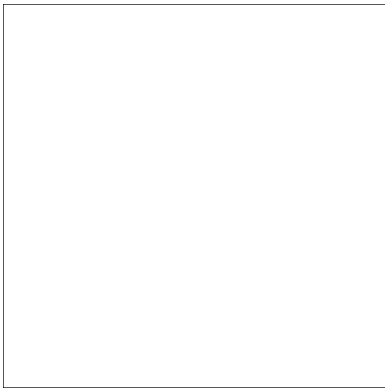
Magnus Blue

Hex #003685
RGB 0, 54, 133
HSB 216, 100%, 52%
CMYK 100, 87, 13, 2



Safety Orange

Hex #FF6600
RGB 255, 102, 0
HSB 24, 100%, 100%
CMYK 0, 69, 100, 0



White

Hex #FFFFFF
RGB 255, 255, 255
HSB 0, 0%, 100%
CMYK 0, 0, 0, 0



NEW YORK
NYC 1234
EMPIRE STATE

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