

SWAMPLOT

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If Texas License Plates Were More Badass



WHOSE IDEA WAS it to make the new standard-issue Texas license plates look like **cheezy souvenirs** from some island **celebration vacation**? Well, **this** should fix that: Here's Houston graphic designer **Craig Minor's** new no-nonsense version, intended to look especially sharp below the front grille of one of those mean **wader pickups** comin' right atcha. And hey look, it's **bilingual!**

Minor's Texas plate redesign was commissioned by Fast Company blogger **Ken Carbone**, a mean graphic designer himself. But it isn't just Texas's new plates he's picking on — recent license-plate design is **namby-pamby all over**. He groups recent plate designs into 3 categories: the **acceptable**, the **unfortunate**, and the **“so bad it's good.”** Carbone showcases his own improved version for New York, and gets other designers to draw up improvements for Illinois and California:

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Yes, that does say “Illinois” in the background. The color-coded tags across the top are **scanner-readable** city, state, and **emissions stickers**, says Chicago designer Bart Crosby.



Oh, California: Here's LA designer Stefan Bucher's rendition:



Who needs Facebook? And that's **Katzenberg** as the write-in candidate for **co-pilot** on the sample. But you can pick your own! Meanwhile, we're stuck with **these**:



- [Rebranding the License Plate: 4 Designers Clean Up Graphic Road Kill](#) [Fast Company, via [Curbed LA](#)]
- [Craig Minor](#) [Minor Design]

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