Sec. 11. (1) Subject to subsection (2), a vehicle subject to this act shall display a consistent and distinctive signage or emblem at all times while the vehicle is being used to provide transportation services or while the vehicle is being used by a transportation network company driver for a transportation network company prearranged ride or while the transportation network company driver is available to receive a transportation request. Subject to subsection (2), a vehicle subject to this act may also display a department of licensing and regulatory affairs registration number. The signage, emblem, or department of licensing and regulatory affairs registration number shall satisfy both of the following:

(a) The signage, emblem, or department of licensing and regulatory affairs registration number shall be color-contrasted to be visible during daylight hours from a distance of at least 50 feet.

(b) The signage, emblem, or department of licensing and regulatory affairs registration number shall sufficiently identify the limousine carrier, taxicab carrier, transportation network company, or dispatch system provider with which the vehicle is affiliated.

(2) If a limousine carrier, taxicab carrier, or transportation network company is providing services in association with a dispatch system provider, the limousine carrier, taxicab carrier, or transportation network company shall display its signage or emblem or the signage or emblem of the dispatch system provider. If a limousine carrier, taxicab carrier, or transportation network company displays the signage or emblem of a dispatch system provider as provided in this subsection, it shall also display its department of licensing and regulatory affairs registration number.

(3) If a limousine carrier, taxicab carrier, or transportation network company displays a department of licensing and regulatory affairs registration number, the 10-digit registration number shall be displayed with the "#" symbol prior to the registration number and shall use numbers and symbols that are at least 1-1/2 inches in height.