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www.arena-signs.com

Artwork for Sponsorship Signs and Banners

We at Arena Signs greatly appreciate the opportunity to help the area athletic programs raise money to keep our youngsters involved in sports and other productive activities. These excellent extra-curricular programs would not excel without the successful sponsorship programs that they offer, and the dedicated, hardworking board members that orchestrate it all. We want to make it easy for businesses to participate in the sponsorship programs and make their name and logo look the BEST that it can; so here are some helpful guidelines regarding logos and graphic production.

PREFERRED FORMATS:

1- Vector Images:
Adobe Illustrator (.ai), Encapsulated PostScript (.eps), FlexiSign (.fs)

These files are specifically created for the purpose of scalable graphic production. These images can be scaled to ANY size without losing quality, as they are composed of dot-to-dot type strokes created in a CAD design program. These images are used by many different print and advertising shops, and my be available by contacting the creator of the business logo.

2- High-Resolution Bitmap Images:
Jpeg (.jpg), Bitmap (.bmp), Adobe Photoshop (.psd), Tagged Image File Format (.tif) PNG Raster (.png)

These images are usually created for incorporation into print and web applications for small scale use. These images cannot be (drastically) resized without loss of quality. Unlike vector images, bitmaps are composed of pixels, and when the image is enlarged, so are the pixels, sometimes creating a grainy, distorted image when scaled up to a full size banner. Also, we are unable to make changes to color or content when using a raster image. Most times, low resolution bitmaps cannot be converted into a vector file without severe loss of quality, resulting in a poor reproduction of the sponsor's name and logo. A high-resolution bitmap is preferred when a vector is not available. An easy way to tell if your bitmap image is high-resolution is by the file size. A high-res bitmap will be a large file, and low-res will be a small file.

When Neither Format is Available:

Please submit your artwork to us and we will do the best that we can. If we have to re-create or re-draw the logo, there may be slight imperfections in the artwork, and depending on the complexity of the artwork, there may be an additional charge. If in question, please submit the artwork to Arena Signs for review. If you have any questions, feel free to give us a call at 302-644-8300 or e-mail Arena Signs at Ed@arena-signs.com   Thank you!

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