



# SCOTTSDALE CHARROS BANNER ARTWORK GUIDELINES

With Associated Sign Company

## FOR OUR BANNER SPONSORS:

- Customers will need their banner size and area from their Charro Baseball Sales Rep.
- Please review the acceptable file formats and notes below.
- All artwork files should state the banner area and customer/company name.
- When your banner artwork is ready, please send a low-resolution pdf version to the Charros Banner Chairman for review and approval.
- Once your banner artwork is approved by the Charros Banner Chairman, please label and send the final artwork file in high-resolution Vector format (per below) to the Charros Banner Chairman.
- The Charros Banner Chairman will submit the final high-resolution file to Associated Sign Company.

## 2023 Charros Banner Chairman: Chuck Loftin

EMAIL: [cloftin@loftinequip.com](mailto:cloftin@loftinequip.com)

PHONE: (602) 315-3062

## ACCEPTABLE VECTOR FILE FORMATS (In order of preference)

1. .ai (Adobe Illustrator)
2. .eps (Encapsulated Postscript)

\*Please include PMS Colors, convert all text to Outlines, and include Fonts and any linked images.

## WHAT ARE “VECTOR GRAPHICS”?

Vector Graphic Files (such as .AI and .EPS) use polygons to represent images in computer graphics. This allows Associated Sign Company to print and manufacture products at various sizes without negatively affecting the quality your image/logo.

Most logos and branding items are all created in Vector Format.

## NOTES:

1. When emailing artwork, please **attach** the file and do NOT embed it into the body of the email.
2. Saving a .pdf or .jpeg as one of the files listed above does NOT necessarily convert it to one of the vector files listed above and will not be acceptable for printing.
3. Please be sure to review files for any errors before sending to the Charros Banner Chairman.

**\*\*BANNER ARTWORK SUBMISSION DEADLINE: JANUARY 20, 2023\*\***