



Municipal Banner Program (Spring/Summer) Call For Submissions

Applicant Name: _____ **Phone:** _____

Applicant Address: _____ **E-mail:** _____

If Child Under Age of 18: Parent/Guardian Name: _____ **Phone:** _____

Purpose of this Call for Submissions: The Township of Wainfleet is seeking submissions of a digital art design by local residents to create a Municipal Banner concept to be implemented as part of the Spring/Summer Municipal Banner Program.

Eligibility to Participate in this Call for Submissions: This is an open call to all local Wainfleet residents regardless of age. The submission must follow the attached guidelines for a high-quality digital art file with high resolution to meet printing needs.

Please note: there is no monetary compensation for the artist of the selected design. Council will award through public recognition at one of their regularly scheduled Council Meetings in the future.

Submission Checklist:

- ☐ Completed application information above.
- ☐ Completed release/waiver below and signed by a parent or guardian if under 18 years of age.
- ☐ Completed Digital Art File Submission Attached.

Please submit completed applications by e-mail no later than 4:00pm on Friday May 26, 2023 to:

Attention: Lindsay Earl, Manager of Community & Development Services
Re: Municipal Banner Program-Spring/Summer
Township of Wainfleet
31940 Highway 3, PO Box 40
Wainfleet ON L0S 1V0
learl@wainfleet.ca

RELEASE/WAIVER

I, _____
(First, Last Name PLEASE PRINT)

Consent to participating in the Township of Wainfleet's Municipal Banner Program call for submissions.

I grant permission to the Township of Wainfleet and its employees, to take and use the visual digital images of the above named person. Visual digital images are any type of photographs, digital images, drawings, renderings or accompanying written descriptions. The Township of Wainfleet may (as needed) alter the original images in the event the image(s) is chosen for use in and in promotion of the Municipal Banner Program, on the Township's website, Facebook page and in print.

I release the Township of Wainfleet and its employees, including any company authorized to publish and/or distribute a finished product containing the images, from any claims, damages or liability which I may ever have in connection with the taking of and use of the images or printed material used with the images. I recognize that this is a free submission and no monetary compensation will be provided by the Township.

I am at least 18 years of age and competent to sign this release/waiver. I have read this release/waiver before signing. I understand its content, and I freely accept the terms.

Signature

Date

Parent/Guardian Signature of Consent

Date

NLD ART SETUP GUIDELINES

Acceptable Software Programs: Adobe® Creative Cloud's Illustrator, Photoshop, and InDesign.

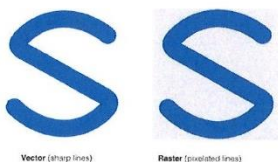
Note: Any QuarkXpress®, Corel Draw®, Word®, etc. files must be exported as a press quality .PDF for print.

Formats like Microsoft Document (.DOCX), PowerPoint (.PPX) or Publisher (.PUB) are not optimized for a printing press. And formats like .PNG and .JPEG are static images that, if designed correctly, can be printed, but leave the printer with no ability to edit. The most important thing to remember is that it's possible for all of these file formats to be saved, exported or converted to a .PDF for print-ready files.

Vector Graphics vs. Raster Images

Vector Graphics: Vector (line art) are graphic elements made up of points and lines that remain smooth no matter how large or small the art is scaled. Vector art (.AI, .EPS, or .PDF) allows you to increase or decrease the size of the graphic without compromising the integrity of the original image. Vector art is a layered editable file that can be changed in color and size resulting in crisp, clean, and readable artwork, no matter the scale. Since vector artwork is highly scalable, there are no real limitations when it comes to size. A vector logo can be small enough to fit on a button or scaled to fit a billboard without losing any quality. Always remember to **convert your fonts to outlines** before sending your artwork.

Raster Images: Raster images are a series of pixels per inch (PPI) or dots per inch (DPI) that form an image when compiled. Raster images are used for non-line artwork, primarily photographs. Since there is a finite number of pixels in a raster image, the scaling of the image can result in loss of quality. High-quality raster images are also larger in file size. The more pixels or dots in one raster image, the higher the quality but the larger the file size. Raster images are non-scalable, so if you need to resize your image larger than the original, the result will be a low-quality image with fuzzy, low resolution.



A Vector .PDF file format is always preferred.
A .PDF is the best format for print-ready files because of its universal accessibility—any printer has the ability to edit a .PDF if necessary.

Most applications use the information in your file and information stored on your computer (fonts, images, color settings) to print. However, when you take that file to a print provider, it doesn't bring all that information on your computer with it. This is why a .PDF solves a lot of potential problems. When you save a .PDF on your computer, you are creating a complete package with all the components your file needs. All the fonts, images, and other settings are stored in the file itself. So when you hand it off to your printer, they have all the information to ensure what they see on their screen matches what you see on yours. This explains the .PDF acronym (Portable Document Format). The .PDF is packed and ready to go!

Other File Options

Other formats have broader editing capabilities, such as Photoshop (.PSD, .TIFF, .JPG, .PNG), Illustrator (.AI, .EPS) or InDesign (.indd—exported as high res .PDF).

Image Resolution

Resolution specifications apply only to raster image files. Follow the guide below. For producing nearly all banners the most common resolution is highlighted in yellow. Try to get as close as you can to this resolution at 100% file size.

VIEWING DISTANCE	PPI (pixels per inch)
LESS THAN 5 FEET (SMALL TEXT VIEWED UP CLOSE)	200-300
5-10 FEET	125-150
10-20 FEET	100-125
20-30 FEET	75-100
MORE THAN 30 FEET (I.E BILLBOARDS - LARGE BANNERS)	50

CMYK & Pantone® PMS Colors

Make sure your print-ready file uses CMYK colors for the most accurate comparison between what you see on your screen and what is produced with the press. RGB images will be converted into CMYK.



We use a CMYK digital printing process, which means our presses print a wide range of hues using Cyan, Magenta, Yellow and Black inks. When you set up color for your file, we will reproduce the color you submitted as closely as possible. However, an exact color match is not possible. The term "color match" refers to the color rendering intent specified in the submitted artwork. If the artwork contains colors specified as PMS (Pantone Matching System) spot colors, we will attempt to match the color as closely as possible. When using PMS colors, please use the **Solid Coated PMS color library**. However, only a limited number of Pantone colors can be matched perfectly in the CMYK digital printing process.

Bleeds and Margins

Vinyl Banner: Expand your graphics by 1/2 inch (.5") on all four sides. Please keep all logos, type, and critical information at least 1 inch from each edge of the graphic and 5 inches from top and bottom. No gradients are accepted for vinyl.

Fabric or Canvas Banner: Expand your graphics by 2 inches on all four sides. Please keep all logos, type, and critical information at least 2 inches in from each edge of the graphic and 5 inches on top and bottom.

Sending Files

Files are accepted by Email (up to 15 MB), FTP site (up to 500 MB),