

Thank you for joining the Sponsor A Highway Program! We look forward to working with you on creating artwork that will look great on your new Sponsor A Highway Panel!

This sheet covers some basic artwork guidelines for the sponsor panels. If you do not have any of the formats mentioned, please contact me and I will be happy to assist you in finding an alternative solution to creating a sponsor panel that will work for you and your business.

Vector Graphics

The sign art is printed on vinyl material at a scale much larger than a normal logo on a computer screen. The sponsor panels require vector based art programs such as Adobe Illustrator to create designs. Files created with outlines are necessary for maintaining the quality of the image when it is sized to scale for the sponsor panel.

JPEG, gif, and tiff images are not acceptable formats for sign art because they cannot be sized without losing quality or detail.

Acceptable File Types

- 1.) EPS File
- 2.) Adobe Illustrator File (up to version CS5)

If you do not have your company's logo in either of these file types we can often attempt to recreate your logo by tracing the outlines ourselves. NOTE: Should we have to recreate your logo it will not be an exact replica of your logo!

Color Formats

Please provide all files in CMYK. Pantone colors must be noted, otherwise we will do the best we can to match the vinyl swatches available.

Contact Information:

Kelley Brown

Senior Graphic Designer

P: 800-200-0003 x307

F: 866.277.5163

Email: KBrown@adoptahighway.com



TSAH Address:

Austin, TX

www.texasponsorahighway.com

Artwork Viewed Normally



Same Artwork Viewed as Outlines