



# JAPANTOWN TASK FORCE

日本町の経済発展・計画・保存

ECONOMIC DEVELOPMENT, PLANNING & PRESERVATION OF JAPANTOWN

## JAPANTOWN BANNER DESIGN COMPETITION

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The Japantown Economic Development and Marketing (JEDM) Committee is a collaboration of the San Francisco Japantown Merchants Association (JMA) and the Japantown Task Force (JTF) is seeking designs for banners that will be placed on poles in the Japantown neighborhood.

The JEDM Committee is seeking two designs that will alternate when placed on the 50 poles currently displaying Japantown banners. Two logos may need to appear in the design of both banners.

Proposed designs should be sent as a digital version in a PDF format and sent to Greg Marutani at "jtfgreg@yahoo.com" and received no later than 4:30 p.m., Thursday, April 7, 2011 (PST) to be considered. The PDF files will be compiled and shared with the Committee members via e-mail to review.

Selection of the designs will be made by the JEDM Committee. A cash prize of \$300 will be awarded to the selected designer. The JEDM Committee reserves the right to use either or both designs to further promote Japantown in publications or promotional material should such opportunities arise.

The selected designs will need to meet the requirements specified in both the General Guidelines and Street Banner Production Guidelines sections, which are included, to receive the cash prize.

Inquiries about the banner competition may be directed via e-mail to "jtfgreg@yahoo.com"

## GENERAL GUIDELINES

Measurements - 30" x 72"

Material - 18 oz. Vinyl

- Banner design(s) should be sent at full banner size with all text converted to outlines.
- Designate spot colors with Pantone PMS colors. To avoid color shifts, Pantone Process colors are strongly encouraged for full color designs.
- Send linked images separately when you send final design.
- For the highest quality and clarity, all digital images should be between 100-150 resolution at full size of the banner.
- Standard pocket size is 4" top and 4" bottom.
- For vinyl banners, graphics may bleed to all sides, but for optimum legibility, text should **not** cross over the top or bottom standard 4" pocket hemline.

## STREET BANNER PRODUCTION GUIDELINES

For spot color banners, vector art is preferred as it allows the manufacturer to separate colors for printing and makes it possible to build color traps on press. All spot colors must use Pantone colors. Vector art is accepted in the following formats:

- **Adobe Illustrator CS4**
- **EPS**
- **InDesign CS4 (Use package feature)**
- **Adobe PDF (High Quality)**

For digital banners, the following also is accepted: **Photoshop CS4 TIFF files in CMYK format with a resolution of 100-150 at FULL size. Do NOT send jpegs or gifs** because these formats are compressed and therefore have degraded image quality.

\* If you have newer versions of Adobe software, please be sure to save files down to CS4.