

Hello Street Artists,

We are happy to provide you with example signage and clarification for compliance with the new general criteria.

The criteria requires:

“4. All artwork larger than 2” (inches) x 2” (inches) must be signed and/or marked with initials or logo in a permanent manner. Artwork smaller than 2”x2” should be signed, initialed or marked with logo if feasible. If not feasible then (a) artwork should be accompanied by an attached label with the artist's name, initials or logo or (b) artist should have in view artist-generated signage no smaller than 8” x 4” or display program generated signage. Signage must indicate the artist's name, initials or logo and the handmade nature of the art being displayed. Artists may contact the Street Artists Program to view and/or obtain a signage template.”

http://www.sfartscommission.org/street_artists_program/screening_categories/SAP%20Guidelines%20Criteria.pdf

I have attached three documents and included links to editable online documents below. Two are very basic sign templates that you may use. One is the smallest size allowed 4”x8” while the other prints to regular 8.5”x11” sized paper. The third includes many images of example labels. In an attempt to clarify the language above we are asking that:

OPTION ONE: Sign ALL your items that are larger than two inches IF POSSIBLE. We recognize that this may be difficult for artists with large volumes of crafts already produced. If you are unable to mark the items directly, we ask that you move to option two OR three.

OPTION TWO: Have a card or label accompany the item. This may be attached with string or otherwise, or may be a business card that you give to your buyer once they have completed a purchase.

OR

OPTION THREE: Have a sign no smaller than 4”x8” stating your name and the nature of your handmade craft.

This means you are in compliance with ONLY a sign. However, the goal of the criteria is that the public understand your items are quality handmade crafts that are locally produced. Both labels and a sign are optimal, but having only a sign is still within the criteria guidelines.

For online editable documents please see the links below:

<https://docs.google.com/document/d/1nogAHw-k2tGt6FIVZSKd18XVdTNqHlgs5bHPiKj3U/edit?usp=sharing> – 8.5”x11”
https://drive.google.com/open?id=1IRPqW53fGSL9_FM6zXPFqkCB-drRkGAROpC7uxbaf_0 – 4”x8”

Your Name/Initials/Logo

您的姓名/首字母/徽标

Nín de xìngmíng/shǒu zìmǔ/huībiāo

Su Nombre / Iniciales / Logo

Ang iyong Pangalan / Inisyal / Logo

Type of Handmade Art/Craft

手工艺品/工艺类型

Shǒu gōngyìpǐn/gōngyì lèixíng

Tipo de Arte / Artesanía Artesanal

Uri ng handmade Art / Craft

Your Name/Initials/Logo

您的姓名/首字母/徽标

Nín de xìngmíng/shǒu zìmǔ/huībiāo

Su Nombre / Iniciales / Logo

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Images of Item Tags

项目标签的图像

Xiàngmù biāoqiān de túxiàng

Imágenes de las etiquetas del artículo

Image of Item Tag







