

So You Want to Make a Banner...

Decide where your banner will go

Do you have a specific location for the banner? Will it be inside or outside? How will you hang it? How will people view it – walking by, driving by, etc? This all can impact your banner design including size of the banner, size of the design, how many words you want to use, etc. You want your banner to be eye catching and readable.



Wording

Decide what you want your banner to say. Keep it simple but be sure to get your message across. Usually banners are seen from a distance, so you want a short and direct message.

Banner Material Available in the Lab

Where/how you place your banner will determine how long the banner will last. The banner we have is 13 oz. It will last for a couple of years outdoors as long as it is not allowed to flap in the wind. Metal grommets are available to install on your banner to help with hanging your banner.

We have three different sizes of banner – 54", 38" and 30". The printable area is approximately 2" less than the actual size of the banner. There will always be a white margin around your design. Tools are available in the Lab to trim your banner if you wish.

Select the lettering

Usually you will want to use large lettering when designing a banner.

<u>Letter Height</u>	<u>Best Readability Distance</u>	<u>Maximum Distance</u>
3"	30'	100'
4"	40'	150'
6"	60'	200'

Fonts

You may be tempted to use unusual fonts; however, that may make it more difficult for people to read your sign. Also, thin lined fonts may be difficult to read from a distance.

Contrasting Colors

If you want to use color in your design, as a general rule you want high contrast between the background and the lettering. White or light font on a dark background for example.

Designing your Banner

If you already have your design, great! PDF is the preferred file format to use with our large format printer. Bring in your design on a flash drive or email it to us at

imagine@champaigncountylibrary.org

If you need to design your banner, we have a number of programs available at the library that you may use to create your design including Publisher, PowerPoint, and Adobe Creative Cloud.

When selecting images to use in your design, be sure they are of high quality. Images should be at least 300 dpi (dots per inch).

If searching for images on Google, you are able to limit your results by size (click on Tools) and you can see the sizes in the results page. If you look at the image below you can see I have limited the search to Large image size and the size of each image in indicated under that photo. The larger the file the better. Please keep in mind, images available online may be protected by copyright.

