

# City of Coronado

## Banners on Orange Avenue

### Mandatory Design Requirements Checklist

For design purposes, two goals of the program are particularly important: 1) to add color, excitement, and a festive look, and 2) to regulate the banners to maintain safe and effective travel. The most important goal, of course, is to convey your message.

Describing graphic requirements, other than color and sponsor placement, proved to be difficult, so you will see no specifics in the list below. However, most graphic designers have little experience with banners that are hung as high and as far offset from the roadway as ours. Therefore, **it is very important that you explain to your designer that the graphics should be simple, clear, and in proportionate size to the banner's text. If graphics are too small or too detailed, your banners will have limited impact.** Detail that looks beautiful on a program cover will disappear on a banner.

**DESIGN CHECKLIST** – areas where designers have had trouble are presented in **bold**

#### SIZE

- \_\_\_\_\_ Finished dimensions of single banner is 30" wide by 96" high  
(2 per pole – 60" wide by 96" high total)
- \_\_\_\_\_ Artwork design submitted for review should be presented at 8" tall (1" scale) with font types and sizes indicated. (see page 3 of this document)

#### CONTENT

- \_\_\_\_\_ Is artistic in nature, graphically or symbolically depicting the subject
- \_\_\_\_\_ Does not contain logos
- \_\_\_\_\_ Sponsor name, if any, is restricted to the lower 20% of the banner
- \_\_\_\_\_ Contains no advertising or selling
- \_\_\_\_\_ Any activity mentioned is open to the general public (ticket purchase may be required)
- \_\_\_\_\_ Does not promote any activity prohibited by the Purpose section of the Banner Program

#### LAYOUT

- \_\_\_\_\_ Banners are 2-sided, with identical content on both sides, in opposite order
- \_\_\_\_\_ Each panel is identical, or displays different but complementary content
- \_\_\_\_\_ If a large design is split down the middle between the two panels
  - \_\_\_\_\_ Text is fully contained on each panel for readability
  - \_\_\_\_\_ No words or letters are split between the two panels
- \_\_\_\_\_ There are no more than 3 different designs in the series

#### COLORS

- \_\_\_\_\_ Colors are **vibrant** with bold contrast among the various elements
- \_\_\_\_\_ Color schemes are **not muted or drab**
- \_\_\_\_\_ **Pastels are separated** from other colors by outline or placement near darker colors

#### FONTS

- \_\_\_\_\_ **Font choice is simple** and easy to read
- \_\_\_\_\_ Font is not a script style
- \_\_\_\_\_ Use of a serif style has been seriously reconsidered,
- \_\_\_\_\_ **Capital letters are at least 6" tall: lower case letters are at least 4" tall**

#### PRODUCTION

- \_\_\_\_\_ Artwork is hi-res camera ready \_\_\_\_\_ Includes 3" pocket and space for grommets
- \_\_\_\_\_ A 25% scale mock-up is presented, if possible

Following are examples of banners with too much detail, and how they were modified to be safe for motorists and effective in conveying the message.

### Set One



### Set Two



As you drive by Set 1, the dates are hard to read, '60<sup>th</sup> anniversary' is lost, you struggle to make out the sponsor's name, you can't really see that Hotel del is the 'presenting sponsor', and the pictures, especially the bottom one, are much too small to understand.

As you drive by Set 2, the event name and date are clear, you know there's a presenting sponsor and who it is, and the iconic picture tells you the story.

Please make sure your design team understands the special criteria of banner design. While Set 1 would be beautiful for a poster or program cover, Set 2 conveys your message quickly and with impact, without distracting drivers as they pass by.

# Sample Specification Sheet



Colors used (please indicate CMYK, PMS or RGB).

1" scale (image is 8" tall)