Banner Submission Details

Dimensions

• The finished street banner will measure 20” x 42” and will be vertically oriented.

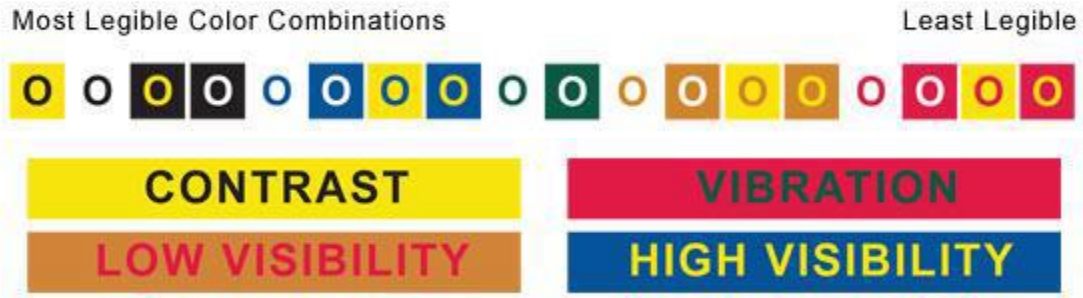
Simplicity

Your Bear Smart image is on the street, viewed by people in motion, it moves in the wind and is impacted by sunshine - therefore “keep it simple”.

• The message must be easy to absorb at a single glance.
• The identity of the message should be immediately clear.
• An image attracts the eye and quickly conveys an impression.
• Make sure that the relationship between the design and Bear Smart is self-evident.
• When viewing a textile banner the image will be a mirror image on the back side. Simple images that can be mirrored like the Canada maple leaf are good choices, avoid lettering.

Be Legible

• Use type large enough to be read from a predetermined distance.
• Overly fat or thin type fonts should be avoided.
• Lettering which is superimposed over a complicated background should be avoided.
• Nylon banners are dyed so there will be some bleed between the colour separations thus very small detail elements should be avoided. Ensure wording and lines are spaced so that they do not bleed into the next word or design

Color and Contrast

• Use bold colours with high contrast.
• Avoid graduated colour changes, solid colours are best.