

Published based on [How To Put Together An Effective Banner Design](#)

How To Put Together An Effective Banner Design

It's time to start bringing people back into the store again. You had a slow winter and lackluster spring but you took the opportunity during the lull to throw some fresh paint on the walls, get some new lights and replace the fixtures along the main aisle. Now the store is looking like a million bucks, and the summer stock has come in. You're planning a big summer sale in a couple of weeks; it's just a matter of advertising it. You have some bag stuffers already printed out and you're planning an ad in the local circulars. What you really want are a couple of custom banners for outside the store, one advertising that the sale is coming up and another that it is taking place. The problem is you've never really done any banner design before. Don't worry. It doesn't have to be complicated. Here are a few things to keep in mind.

First of all, figure out where you are planning to hang your banner.

Decide where the banner is going to go. This will tell you how much space you have to work with. It'll also tell you who's likely to see it; are they likely to be largely your own customers, walk by traffic, or drive by traffic? Also if you have never placed a banner there before, you're going to need to be certain of all the sign bylaws. If you cannot find a good placement on the side of the building perhaps you should look into custom banner stands.

Know what it is you hope to announce.

The trick with a banner, even if it's a big banner, is that the message should be brief, clear and precise. People should know who the banner is for (if it is not obvious by the placement) what it is promoting, and no more than a couple of relevant pieces of information. In your case the date of the sale and the type of discounts.

Make sure it is as bold as possible.

Based on your location you have to make sure the text is big and visible. If most of the eyes scanning your banner are doing so from the far side of a parking lot or perhaps across the street you should make certain that the text can be read from that distance. You should know too that color will play a big part in visibility. If you decide to use color text with a color background make certain that they contrast. Blueish-green letters on a greenish-blue background will not make much of an impact. Remember that dark text on a light background is usually more visible than light text against a dark background.

Whatever you do, make sure it is legible.

Even an awesome banner - one that's the right size, in a tremendous location, with bold contrasting colors, is going to be compromised if the text isn't incredibly legible. You want a brief message, written large, and in an extremely legible font or typeface. If the font is too curly or gimmicky, you are likely to lose the impact of the banner. People's eyes are naturally drawn to the written word. The more legible the text the less of the eye you need to catch.

There is no reason you cannot go to your local print shop, or to an online print shop for that matter, and purchase a couple of appealing outdoor vinyl banners that will draw shoppers in to your summer sale. Some of the better online shops these days will actually allow you to design your banners right on their site. Try it out, you might find that you are better at it than you thought.

No matter whether you need [outdoor vinyl banners](#) or [outdoor banner stands](#), you will find them at Allstatebanners.com. Easy ordering system, fast turnaround and best pricing guaranteed. Visit Allstatebanners.com today for more details!

You can also find this article published on [How To Put Together An Effective Banner Design](#), and on the tag pages [Advertising](#), [banner printing](#), [banner stands](#), [cheap vinyl banners](#), [Custom Banners](#), [outdoor vinyl banners](#), [Vinyl Banner](#), [vinyl banner printing](#).