

TIPS FOR DESIGNING POWERFUL BANNERS



HOW TO MAKE THE MOST OF YOUR BANNERS

Banners remain one of the most reliable, versatile and effective marketing tools out there. Whether you're a small business owner looking to promote a sale or a seasoned marketing professional running a campaign for a national client, banners can deliver the results you're looking for.

But how do you design a banner that makes an impact? Allegra® is here to walk you through what to keep in mind during the design process.

Understand your audience.

The first step to creating a truly effective banner is to know who you're targeting. Generally speaking, if you're placing one outside of your business, your key demographic will be living within a radius of just five or six miles from your location. Do you operate in an area filled with busy professionals, a popular retirement community choice or a college town with young students? Crafting visuals and messages that align with your local audience's interests is key to capturing their attention.

DID YOU KNOW?

74% OF CONSUMERS prefer to browse and/or buy locally rather than online.



Source: IPX 2031



Pick the right banner for your needs.

Before even starting your design, you need to know what banners are available to you. Our most popular options include:

- **Fabric banners:** Ideal for indoor displays, featuring vibrant, long-lasting colors.
- **Vinyl banners:** Good for both indoor and outside, these can withstand various weather conditions and are known for their durability.
- **Mesh banners:** Lightweight and wind-resistant, mesh is an excellent outdoor choice.
- **Retractable banners:** Easy to transport and set up, these are a go-to for events of all sizes.
- **Feather flags:** Lightweight and visually dynamic, feather flags are a great outdoor option that can grab attention from afar.



DID YOU KNOW?

76% OF CONSUMERS said they had entered a store or business they have never visited before based solely on signs.



Source:
International Sign Association



Create captivating designs.

A well-designed banner grabs attention, communicates your core message and drives the action you want to see more of. Here's how you can ensure your visuals stand out:

- **Use high-quality images:** Ensure that your visuals are high resolution to avoid pixelation or blurriness.
- **Incorporate visual cues:** Use easily identifiable symbols (such as arrows that point to where you want attention to go) to help communicate your message.
- **Select a strong color palette:** Colors can help evoke specific emotions, so choose tones that align with your end goal (and align with your branding, too).
- **Consider contrast:** Your color choices should also be high contrast to enhance readability, especially for outdoor messaging that needs to be seen at a distance.
- **Pick the right fonts:** Overly decorative fonts are hard to read; instead, stick to clean sans-serif choices to enhance visibility from afar.
- **Be interactive:** Printed banners can help drive digital engagement, especially when you include elements like scannable QR codes that go to your website.

Make the most of your location.

Where your banner is placed matters just as much as what's printed on it – if not more! Placement choice will likely have an impact on your design strategies. For instance, a busy intersection will need a larger banner with minimal, bold text for quick comprehension by passing motorists. Meanwhile, a retractable banner near the point-of-purchase location or at an industry event may warrant more detailed information about your business. Make sure you're thinking about how people pass through the area where you place your banner to ensure that it's doing the best job it possibly can for your business!



Banners can help bring your business to life!

Printed banners may seem like a traditional marketing method, but with modern designs and thoughtful strategies behind them, they can be a game-changer for your business. By understanding your audience, leveraging clever design and carefully considering the installation location, you can make the humble banner work harder for your business.

If you're ready to start seeing what banners can do for you, contact your local team of experts at Allegra. We'll work with you every step of the way to create high-impact visuals that drive more sales. Contact us today to get started!

**Make a statement with stunning banners.
Allegra is here to help!**



MARKETING



PRINT



MAIL



SIGNS



PROMO



DESIGN



APPAREL