

This Free E-Book is brought to you by Natural-Aging.com.



Vinyl Banner Design Tips

By Rick Hendershot

Vinyl banner design is about as easy as it gets for the non-professional graphic designer. Generally speaking, a vinyl banner is easy to design, and anybody with a little bit of graphic design experience can do it.

Even if you have no experience, your supplier can point you in the right direction, or even design your banner for a small charge.

Here are some things to watch for when designing a vinyl banner...

1. Use a software that handles CMYK full color output. There are at least three kinds of software you can use:

- Image editors like Photoshop, PhotoPaint, or PhotoImpact
- Page Layout programs like Quarkxpress, Pagemaker, or InDesign
- Illustration programs like Illustrator or CorelDraw

Generally speaking, programs that are designed for consumers or general office applications are not recommended: e.g., Word, Wordperfect, Publisher, Excel, etc. If you have a specific inquiry, don't hesitate to ask your vinyl banner supplier. A good source of information is the contact person at your supplier (see below).

2. The best designs contain two or three basic elements. Usually, these will be a photograph, a large headline, and an "identifier" such as your company name, logo, or phone number.

3. Use bright colors. The most striking vinyl banners have lots of bright colors.

4. Design your vinyl banner so it is readable for your target audience. If it is going to be placed on a building or beside a road on a fence, or on an outfield fence at a baseball or soccer field, make sure

Vinyl Banner Design Tips

your most important message is easy to read.

5. Make sure your images have sufficient resolution. For some advice on image resolution, see the FAQ link below.

6. Make sure your vinyl banner fits the area where you're going to mount it. Don't guess the size. Most people who are not familiar with signage will UNDERESTIMATE the required size.

7. Consider alternative methods of mounting your vinyl banner. Grommets are the default method of mounting a banner on a wall or fence. But often "pole pockets" are simpler and more efficient.

Rick Hendershot is a writer and founder Linknet Promotions –

<http://www.linknet-promotions.com>

Vinyl

banners supplier ==>

<http://www.america-banners.com>

Vinyl Banner FAQ ==>

<http://www.america-banners.com/faq.html>

Vinyl Banners Don't Get No Respect

By Rick Hendershot, Trade Show Tips

Vinyl Banners Don't Get No Respect by Rick Hendershot, Trade Show Tips

In the hierarchy of advertising and promotional media, the lowly

Vinyl Banner

has to be one of the most

under-rated of them all. Often viewed as a temporary substitute for a real sign, or a cheap backdrop when you couldn't afford something better, in the not-so-distant past vinyl banners rarely got their due.

The "digital revolution" has changed all that. Printing machines are now available that can print directly on both indoor and outdoor grade vinyl in stunningly beautiful full color. That means a graphic designer can take the same files she uses for her client's magazine ad or company brochure, blow them up, and print them directly on a very durable piece of vinyl.

Vinyl Banner Design Tips

As a result, the catalog of available vinyl materials has exploded in the last three or four years, and the printing process has been perfected to the point where you can now print a beautiful full color image on a piece of virtually un-tearable vinyl with durable inks that will not weather or fade for many years.

This opens up many possibilities for marketers, designers, trade show exhibitors, retailers, special speakers, and event planners.

Vinyl banners

have several distinct advantages over almost any other

advertising medium.

First, they are **FLEXIBLE**, and very durable. That means you can carry your backdrop to an open house, trade show, or outdoor event. Just hang it over a table, or from readily available hanging hardware. Or if it is an outdoor event like a golf or slo-pitch tournament, attach it to the side of a building or an outfield fence. When the event is over, just take it down, roll it up, and you're ready for the next event.

Second, they are **CHEAP**. If you find the right supplier,

www.lowestpricebanners.com

, for instance, you

can produce a banner for much less than any other suitable alternative.

Third, they are **BIG**. An image can be stretched across several segments, and these can be stitched together. A banner does not have to be long and skinny. It can just as easily be big and square. There is virtually no limit to the size you can produce a vinyl banner.

Finally, they are **EASY**. Anybody with a little bit of graphic design experience can design a banner. And even if you have no experience, the best online sources of vinyl banners – such as

www.tradeshow-display-experts.com

— provide you with instructions and design templates to make the

process extremely simple.

The next time you want to make a big, bold statement for very little money, consider doing it with a vinyl banner.

Rick Hendershot is based in Conestogo, Ontario, Canada, and publishes a trade show industry newsletter called

Trade Show Tips

, the official newsletter of

www.tradeshow-display-experts.com



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!