

**Design Guidelines****We can help - but artwork is your responsibility**

- The design should be of high artistic quality with concise and relevant messaging. A professional graphic designer can be recommended through Downtown Phoenix Inc. (DPI) if need be. Once final artwork is submitted and approved, production and installation is facilitated by DPI.

**Pedestrian activation is not advertising**

- Activation of the pedestrian environment and promoting events are the two main purposes of street pole banners. Advertising specific products, merchandise, services or individual businesses is strictly limited to the sponsor or company logo, which can consume no more than 25% of the visible banner area.

**Think bold, bright and readable**

- Banners are most successful in the urban environment when they are designed with a few large, simple and bold elements, utilizing bright colors and strong contrast. Complex, ambiguous images with numerous small components should be avoided. Text should be limited to as few words as possible.

**Get creative but stay simple**

- Varied designs and layout schemes are highly encouraged to add color and excitement to the pedestrian experience, while allowing additional messaging opportunities. When using photography, keep in mind that visually complex, busy or blurred content should be avoided. Also, smaller subject matter doesn't always translate on the banner scale.

**Production Specifications****Banners are available in two sizes:**

- Small Banners (48" L x 18" W) for short poles
- Large Banners (94" L x 31" W) for tall poles

**Design must account for grommets:**

- Grommets are 1" in diameter located 4" from the top and bottom and 1" from the pole-side edge. Measurements are from the center of the grommet.

**Design must account for pocket seam:**

- There is a 3" pocket seam at the top and bottom of the banner. No text should be placed within these points, as they will be sewn into the pocket for installation.

**File preference:**

- Artwork should be .eps, .pdf, .ai, .indd or similar. Logos and text should be kept in vector format, photos and artwork at 100 dpi, CMYK preferred.

\*Please note: Banners are printed on 18-oz blockout vinyl and display printing is double-sided.