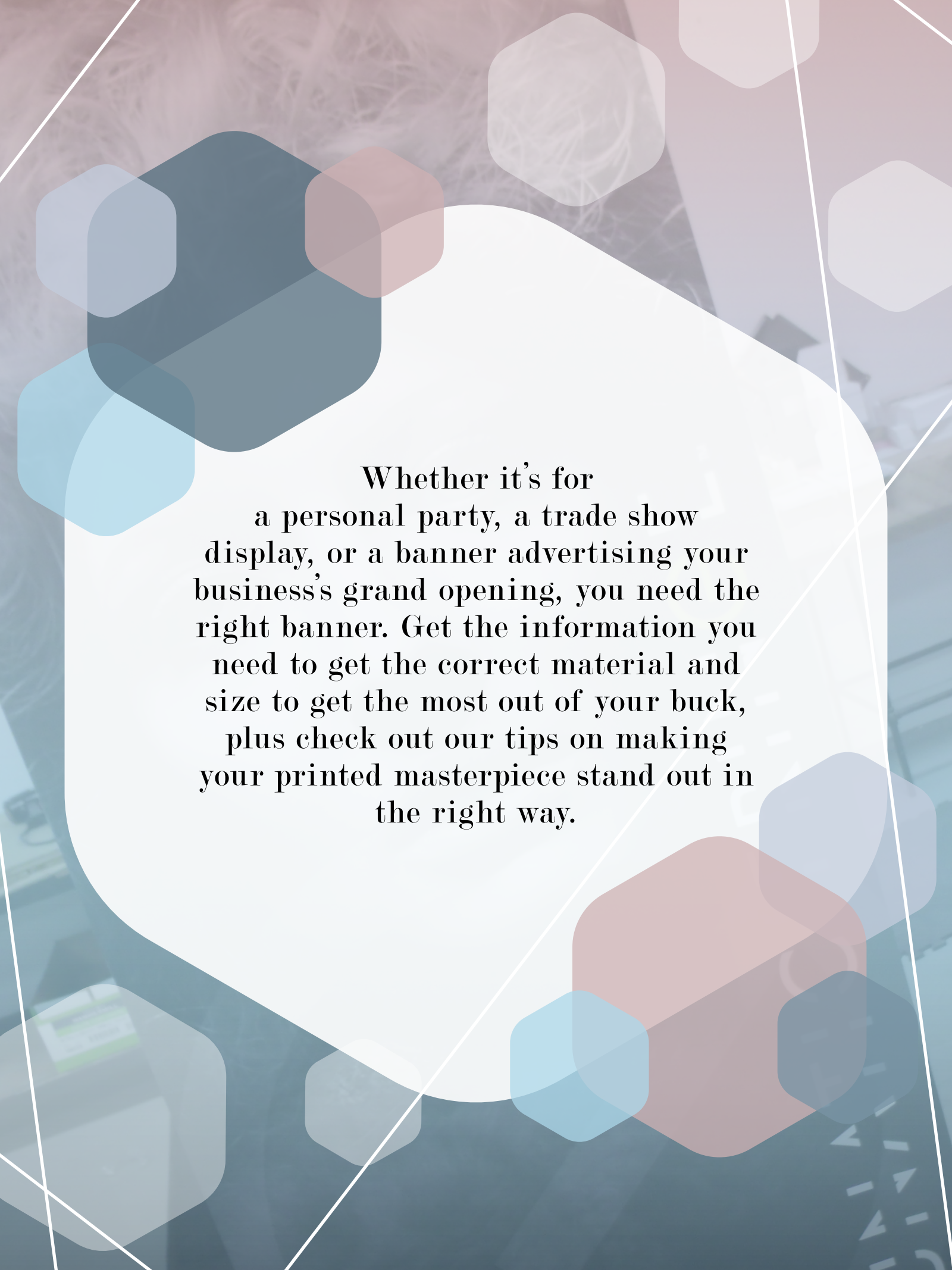


# COMPLETE GUIDE TO BANNERS





**Whether it's for  
a personal party, a trade show  
display, or a banner advertising your  
business's grand opening, you need the  
right banner. Get the information you  
need to get the correct material and  
size to get the most out of your buck,  
plus check out our tips on making  
your printed masterpiece stand out in  
the right way.**

# Banner Types at a Glance

Banner Type	Indoor	Outdoor	Durability	Cost
Vinyl/PVC	✓	✓	●●●	●
Mesh	✓	✓	●●●●●	●●●
Retractable Banner Stand	✓	✓	●●●●●	●●●
Fabric	✓		●●●●●	●●●
Pop-Up Booth Display	✓		●●●●●●●	●●●●●
A-Frame	✓	✓	●●	●
Foam Core	✓		●	●
Gator Board	✓		●●●	●●●
Styrene Correx	✓	✓	●	●

# Common Banner Sizes

			5'x10'	5'x12'		5'x20'		5'x30'
	4'x6'	4'x8'	4'x10'			4'x20'		
	3'x6'	3'x8'	3'x9'	3'x12'				
2'x4'	2'x6'	2'x8'		2'x12'				



# Vinyl & PVC

Vinyl banners are a durable, multipurpose material. Vinyl (also short for polyvinyl chloride or PVC) is a plastic material. If you see advertisements for a vinyl banner or a PVC banner, keep in mind, they're the same thing. This is one of the most commonly used for printing, as it can be used in a variety of ways, including:

- Indoors
- Outdoors
- Trade shows
- Birthdays
- Weddings
- Business events
- Big announcements
- Construction sites
- Festivals
- Concerts
- Step-and-repeat backdrops

## Advantages

The biggest advantage of vinyl banners is how easy they are to display. Many printing companies offer a variety of ways to make putting up your brand new banner a breeze. You can put grommets, pole pockets, and more, making it easy to mount to your display stand or on fences. Your printer can help you prepare everything you need to make your vinyl banner exactly what you need. Vinyl banners are:

- Lightweight
- Relatively inexpensive
- Waterproof
- Customizable
- Easy to clean

## Disadvantages

While banners are a very cost-effective option when you only need a one-time event or limited use, there are a few disadvantages to vinyl. Vinyl banners are:

- Reflective
- Not completely weatherproof
- Known to crease easily
- Hard to store

Once a vinyl banner creases, understand that you'll be spending some time getting the wrinkles out. If you're planning on using your banner more than once, make sure to store it properly by rolling instead of folding it. If it does crease, you can place the banner print side down and use a steam iron at a low temperature. You can also use a hair dryer at a low temperature to smooth out wrinkles too.

## Tips for Designing a Vinyl Banner

**Keep bigger banner designs simple.** If you're planning on having someone read your banner from far away, make the important text and images big, making it easier to understand the purpose of the banner from a distance.

**Be careful which font you use.** Even though vinyl banners are often printed big, it still needs to be legible from far away. Fancy, script fonts may look good but are hard to read at a glance.

**Use bold, eye-catching colors when possible.** You want to catch people's attention with the colors used. While we don't recommend breaking away from your brand's colors, we do recommend using bright colors when possible to make your banner stand out.

# Mesh

Mesh banners are usually made from a vinyl material. However, because it's a mesh, the material is full of small holes. You can still print on mesh material, but the holes make it the best solution for outdoor signage. Wind can pass through it, keeping your banner in place. They can be used:

- Indoors
- Outdoors
- Trade shows
- Birthdays
- Weddings

- Business events
- Big announcements
- Construction sites
- Festivals
- Concerts

## Advantages

Mesh banners share many of the advantages vinyl banners offer, as they are made of the same material. However, the biggest advantage to mesh is that the material allows wind to pass through, making it easier to display your message without wind getting in the way. Mesh banners are:

- Weatherproof
- Durable

- Lightweight
- Tear-proof

## Disadvantages

Because of the nature of mesh banners, the biggest disadvantage is that the print may not appear as clear, as the design is covered in little holes. They also share many of the disadvantages of vinyl banners, as they are made from the same material. The main disadvantages are:

- Print may not be as clear
- Banner may crease
- It's hard to store

- Double-sided prints may be harder to produce

## Tips for Designing a Mesh Banner

**Keep the design simple and any messaging big.** The holes in mesh banners, while they make the vinyl able to withstand wind, can make the print less clear. Make sure your banner is still legible even with the holes in the mesh.

**Create a high contrast in colors.** Because of the nature of mesh, it may be harder to see the differences between similar colors. To avoid important parts of your design blending in with each other, make sure your design has plenty of contrast.

**Ask your printer if they print double-sided.** Not all printers can print on both sides of the mesh. If your design needs to be visible from both sides, find the right printer to get the maximum benefits of your print.



# Retractable Banner Stands

Often made from vinyl, retractable banners come with stands and are usually vertical. The banner is displayed on a foldable stand that are easy to put up. Plus, when you're done, the banner can be easily rolled into the stand, making it much easier to store for later use.

## Advantages

- Easy to store
- Easy to set up
- Harder to crease

## Disadvantages

Because of the nature of mesh banners, the biggest disadvantage is that the print may not appear as clear, as the design Banner sizes must be made based on the stand. For example, a common display size is 33" x 81".

- Banner sizes are limited
- Often not double-sided

## Tips for Designing Retractable Banner Stands

**Make sure important information is away from the top and bottom.** It's possible that a little of your design will be cut off when mounted on the stand. To avoid this, make sure important parts of your design are a few inches from the top and bottom.

# Cloth/Fabric

Cloth banners are similar to vinyl, as they are wide banners that can be used in a variety of ways. Cloth banners are often made out of polyester, satin, or canvas.

Depending on the material, some fabric banners are washable and wrinkle-resistant. Fabric banners may also be ironed before use, as they aren't as likely to warp or melt because of the heat. However, make sure to get instructions from your printer, as some materials may only be able to withstand a hand steamer to get out tough wrinkles. Cloth or fabric banners are great for:

- Trade shows
- Table covers

- Step-and-repeat backdrops
- Wall decor

## Advantages

- Not reflective (as compared to vinyl)
- Easy to store
- More durable

- Washable
- Can be double-sided
- Easy to iron

## Disadvantages

- Not best for outdoor use
- Direct sunlight makes ink fade

- Prone to ripping or tearing

## Tips for Designing a Cloth Fabric Banner

**Keep the pole pockets and grommets in mind in the design.** If there's an integral part of the design, make sure it's away from the holes and seams necessary to mount your banner. You don't want to lose clarity because there's a piece of the design missing.

# Pop-Up Booth Display

Pop up booth displays are best for **trade shows**.

They come in a variety of shapes and sizes, often using a tension fabric that stretches over a metal frame. They vary in size depending on your booth space, with the most common booth size being 10' x 10'. These are often made out of tension fabric that stretches onto the display, removing any wrinkles and folds.

## Advantages

The biggest advantage of choosing a pop-up booth display is that the display often smooths out wrinkles by itself because it is stretched out on the frame. It also covers any unsightly frame, as the fabric is stretched over the metal or plastic. The advantages of pop-up booths are:

- Professional-looking
- Tension fabric removes wrinkles
- Can be easy to set up

## Disadvantages

While pop-up booth displays with tension fabrics are the most professional option, if you aren't often going to trade shows or expos to showcase your company, you're looking at a high cost with a low ROI. Pop-up displays are:

- Expensive
- Easy to lose parts
- Hard to store/transport

## Tips for Designing a Pop-Up Banner

**Follow your brand's style guide.** A pop up booth display is going to represent your brand, so make sure people can tell at a glance who you are.

**Make sure the design is reusable.** Pop-up displays can get expensive. It's more cost-effective to use the same display at each event, especially if you've proven that your banner is successful.





# A-Frame Signs

A-Frame signs are often used as caution signs. However, there are other uses for these signs, including:

- Specials/sales/deals
- Warning signs
- Directions
- Menus

The frame is often reusable, but it may need a different print each time, depending on the use. When investing in an a-frame sign, you also have to keep in mind how the print is attached to the frame. Some have tabs to lock it in place, which means you should have a laminated print to make it more weatherproof while others come with a removable plastic cover.

## Advantages

If you want an a-frame sign that matches the style of your business, chances are you'll be able to find one. There are so many different types of frames, so pick a frame, then print a size according to the frame you bought!

- Durable
- Come in a wide variety of types
- Easy to make double-sided

## Disadvantages

The biggest advantage is the biggest disadvantage. While there are a wide variety of a-frames available, there are a number of poorly made designs that are not worth the money.

- May blow over unless weighted
- Some break easily

## Tips for Designing an A-Frame Sign

**Make the design readable from far away.** While these types of signs are often seen by people on foot, it's still important to make the sign legible from far away to attract your audience, especially if you're advertising a sale.

**Keep important information away from the tabs that keep the print in place.** Much like any other banner design, keep important information away from tabs or pieces of the sign that may block your design.



# Foam Core Sign

Foam core is a combination of a thick cardstock and a durable form center. If you're looking for a sign for limited use or are only planning on displaying your sign indoors, a foam core sign is a cost-effective way to get a professional print you only need to use once. They are often used as:

- Prints
- Photograph backing
- Presentation displays

## Advantages

If you're looking for something quick and easy for your print or need some extra body to your picture frame, foam core is the way to go, as it is:

- Easy to cut and customize
- Stiff material
- Lightweight

## Disadvantages

Foam core is not the most durable material, and you are most likely only able to use it once or twice before it gets stained.

- Not durable
- Not weatherproof
- Can't wipe off dirt or stains

## Tips for Designing a Foam Core Sign

**Don't be afraid to use shapes.** One of the biggest advantages of foam core is that it's easy to cut. If your design would look better as a unique shape instead of a regular square or rectangle, foam core is the perfect material for it!

# Gator Board

Stronger than foam core board, Gator Board is foam board that has a mixture of wood and plastic instead of paper like regular foam board has. Gator board can be used for:

- Artwork prints
- Presentation displays
- Indoor business signs
- Trade show displays

## Advantages

Unlike foam board, the wood and plastic surface makes your print last a lot longer. It also gives a nice, glossy finish perfect for displays in your business. A gator board banner is a great way to showcase artwork or photographs in your office.

- Easy to cut and customize
- Durable
- Able to lightly wipe off dirt

## Disadvantages

Much like foam core, gatorboard is not designed to be used outdoors. Not only can the foam inside get damaged, but direct sunlight will cause the print to fade.

- Not weatherproof
- Sunlight makes the print fade

## Tips for Designing a Gator Board Sign

**Choose the right base.** Gator board comes in black, white and tan, but make sure to contact your printer to see if they offer them. A black gatorboard means you can print with white ink to make your design stand out.

# Styrene Correx Board

Ever seen yard signs staked into the ground? These signs were most likely made from coroplast, a corrugated (also called fluting) plastic material that is perfect for outdoor use. It often comes with stakes that can be pushed into the ground. They are often used at:

- Yard sales
- Political signs
- Outdoor events
- Events to give directions

## Advantages

It's lightweight, relatively inexpensive, and perfect for small projects. If you need multiple signs, it's also a great material to buy in bulk. The unique fluting of the plastic makes it possible to thread a variety of mounts through the material, creating easy ways to mount your sign or banner in a variety of ways.

- Weatherproof
- Easy to mount
- Lightweight
- Cost-effective
- Versatile

## Disadvantages

Because of the nature of the material, it is not designed to last. While it can withstand some rain and bad weather, it is lightweight and may blow over in heavy winds.

- Not durable
- May blow over in the wind

## Tips for Designing a Styrene Correx Sign

**Choose how you're going to mount your sign before making the design.** If you're planning on putting your banner in the ground, keep important information near the top.

# Choosing the Right Printer

If you're looking for a printer for your next big banner project, make sure they have the capability to print what you have in mind. Some printers don't have a big wide-format printer or they don't offer custom sizes, which can limit the scope of your project. Presto Print offers all of these materials and more! Plus, when you work with us, you get:

- A fast turn-around time
- High quality prints
- A wide variety of services

Just give us a call to see what we can do for your next big banner.