expand Dsign®

A world of branding solutions

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Keep your logo at the top...

It is important to have your main message at eye level.

Whether this is your company slogan, an image of a product or information about the services you offer, this is the area that is most likely to grab a customer's attention as they walk past.

Think top-to-bottom & left-to-right...

People are used to reading from top to bottom and left to right, so keep this in mind as you start laying out the flow of information on your pull-up banner.
It is also important to only include relevant information and keep text to a minimum.
Your sales team or associated brochures can provide additional info.

Less is definitely more!

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High-quality images...

If you are going to include images on your pull-up banner, then be sure that they are high quality. Ideally they should be 300 dpi and saved as CMYK. Poor quality images downloaded from the web, won't do your branding any justice.

Remember you are trying to capture people's attention and draw them towards your products.

Colour is your friend...

Colours can help to make you stand out but they have to work well with your corporate identity.
It is also important to consider the impact of background colour in relation to text and images.
All images and text must be clear and easy to read.
Bright colours like red and orange can really grab your attention but avoid using yellow and white together as this makes it difficult read information.

Contrast is key!

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Contact details...

Last tip when designing your pull-up banner, is contact details.
This is particularly important for an exhibition where you may not get a chance to engage with every customer.
Contact details are often best placed towards the bottom of a pull-up banner and must be clear to read.
Include your website, contact number and email address.