# BRAUNSTON PRINT

# Pop up Banner

## Artwork Specification and Design Guide

Image, testimonial
or logo

Catchy

Headline

Place Images
Information
& a call to action
here

Your contact
Details, logo &
Social Media

This section should not include any text of vital images,
as it feeds into the mechanism.
It should however include any background
colours etc to ensure a neat finish

2200mm

2000mm

200mm

800mm

———————  This line indicates the edge of the banner
where it will be cut to size

- - - - - - - -  This line indicates the bleed area, your background
should run over into this area, including colours and
full bleed images. But not any text.
We require 0.5cm bleed.

- - - - - - - -  This line indicates the gutter area, any text
should be within this line to ensure nothing is cut
off when the Banner is trimmed. We recommend
keeping all text 2cm in from the edge of the banner.

## Image, Testimonial or logo

Use this space to put your logo, a testimonial or an image.

## Catchy Headline

This part of the banner is what most people look at first so fill it with a catchy, short, to the point headline that will grab people's attention and make them want to read more. Make the design clear, easy to read and bold so it jumps out.

## Image, information or a call to action

Once you have their attention with your headline fill this space with more details and information about your business or offer, if you can, include a call to action in your information.

Try and use images so people can visualise your message.  Just make sure that the images you use are free from copyright and of a high quality.  A poor image gives a poor impression.

Keep this section simple and easy to read, i.e. use bullet points to break large blocks of text up.

## Your Contact Details, Logo & Social Media

End the banner with your contact details, logo if you have one and any social media you would like to add. This will follow on nicely from your call to action.

This guide is designed to give you an idea of what and where to place images and information on your banner.

Of course the images and information you have may mean that you have to change this around to make everything fit and work together, but this simple template should get you started.

Use this template to create your own design or as a guide to collect all the information and images you we would need to design your pop up banner for you.

If you would like any assistance or advice, don't hesitate to contact a member of the team on:

### 01604 626265

info@braunstonprint.co.uk • www.braunstonprint.co.uk

3d Manor Businss Park, Woodford Halse, Northamptonshire NN11 3UB