



Adelaide's Premier Digital Print Specialists



ROLL-UP DISPLAY BANNER DESIGN TIPS

Color On Demand has been producing pull-up/roll-up banners here in Adelaide since they came onto the market more than 20 years ago. This has given us an understanding of some important design basics when designing banner artwork.

1. Minimise written text. A banner graphic is not a brochure and clients will not bother to read paragraphs of written text while standing in front of your display stand.
2. A logo and name are not always enough to let clients understand your business message. A brief description or tag line is recommended.
3. If possible, select an emotive picture image that will dominate the banner. Let the image present your message. Use corporate branding to identify with the image.
4. The images you use must be high resolution. Images taken from the internet are not suitable for print due to the low resolution required for the web. Photos taken on the **very latest** phones can be used as long as they are not reduced in size when you share them or download them from your phone.
5. Your artwork needs to be a pdf format, have 10mm bleed and crop marks.

We provide a top quality design service here at Color On Demand so why not give us your images and text and let us take all the stress of designing your banner away from you?

We are very competitively priced so contact us for a quote today!