

ROLLER BANNERS

a DESIGN GUIDE

Think in thirds...

As this was our own banner we were able to take our advice to the extreme and strip the content down to its bare essentials. With your own banner you may not be able to be quite so brutal but it pays to be concise and think of the banner in three roughly equal horizontal sections.

Top
Vital

Middle
Supplemental

Bottom
Incidental

Key information

This is where your key message(s) should be: a short headline to grab their attention, and/or a brand-appropriate image. That way it'll have greater impact as it'll draw people's attention from further away.

Important detail

This will vary dependent on what is above it, but in general should be content that supports the key information

'Nice to have' extra content

This is the area that is most likely to be obscured by tables, bags, people and other things so don't put anything critical here.

See the next page for some more examples

The web address is secondary to the key messages here, so can be below the half-way point.

The photo helps convey a friendly image, but if it becomes obscured the key messages will still be delivered.

By placing the accreditation logos lower down, the main message and the image can be given prominence to convey the message

You don't have to have your logo at the top. Your message is more important than your company name unless you are a global brand

Halfway point

The image displays four roller banners, each annotated with design principles. A vertical scale on the left and right indicates the placement of key elements relative to the 'Halfway point'.

- Banner 1 (WEBalliance):**
 - Top Vital:** WEBalliance logo and tagline 'your partner towards success'.
 - Middle Supplemental:** Main headline 'Content Managed and E-commerce Websites & Mobile Apps' and a bulleted list of services.
 - Bottom Incidental:** Website URL 'www.web-alliance.co.uk' and images of a computer monitor, tablet, and smartphone.
- Banner 2 (LifeForceFitness):**
 - Top Vital:** LifeForceFitness logo.
 - Middle Supplemental:** Main headline 'Look Good Feel Better Be your Best' and a bulleted list of benefits: 'Lose weight', 'Gain muscle', 'Feel fantastic!'. Below is the website URL 'www.lifeforce-fitness.co.uk'.
 - Bottom Incidental:** A photograph of a smiling man and woman.
- Banner 3 (Bean Counters):**
 - Top Vital:** Bean Counters logo and tagline 'Accounting for your Success'.
 - Middle Supplemental:** Main headline 'Reduce Stress. Save Money.' and sub-headline 'With a clear view of the financial health of your business, you can enjoy life.' Below is the Xero logo.
 - Bottom Incidental:** A photograph of a family (mother, father, and child on a toy car) and accreditation logos (AAT, ICAEW, ACCA, IASB) at the very bottom.
- Banner 4 (SW Business Development):**
 - Top Vital:** Main headline 'Would you like to win more business?'.
 - Middle Supplemental:** A funnel diagram showing 'Leads', 'Prospects', and 'Sales'. Below is the headline 'Talk to us about...' and a bulleted list: 'Business Development Strategy', 'Sales Mentoring', 'Outsourced Sales'.
 - Bottom Incidental:** SW Business Development logo and tagline 'Helping SMEs to close more sales'.



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Success by design