

UNIVERSITY OF NORTH DAKOTA RETRACTABLE BANNERS

Retractable banners should attract attention and start a conversation. A successful banner invites the audience to learn more. Here are some tips to remember when developing a banner design:

- **Keep it simple.** A banner should **not** contain a lot of details. Some banner designs are able to include a bit more information but still should be limited to a few short bullets.
- **Think about the other items that will be displayed with your banner.** Will there be a table cover, tabletop signage, handouts, giveaways or other materials? Make sure these items work together to communicate your message.
- **Less is more.** One large photo attracts much more attention than multiple, smaller images. Make sure all images are high resolution.
- **Keep the UND logo (or appropriate unit logo) visible.** Keep the logo toward the upper portion of the design, because the bottom will not always be visible in a crowd or behind a table.
- **UND green is eye-catching and stands out in a crowded space.** Using bold, large type also will help the banner stand out from other tables/booths that are competing for attention.

Design guidelines and samples

Banners should be designed according to the official UND brand standards, as shown in these sample designs. In some cases, an alternate design scheme may be appropriate. Please contact Marketing & Communications or email identity@UND.edu for more information.

