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.