Design FAQ for BANNERS

What are the banners like?

Full color digital printing produces vibrant, eye-catching intense color that your audience will notice. They are printed with environmentally-friendly latex inks which don't contain any solvents — so unlike solvent-printed banners, these will have no solvent odor or off-gassing.

Your banner will be printed on premium 13 oz. indoor/outdoor vinyl which is both water- and fade-resistant. This vinyl has an NFPA 701 fire resistance rating for your safety.

Your banner also includes the highest-quality finishing available, with 1" sewn hemmed edges and metal grommets every 24-36" along the long edges of the banner.

We print and assemble the banners in our union shop in downtown Carnation, Washington.

What kinds of designs work best?

The banner sizes we offer are 2'x3', 3'x6', and 3'x10' and you can design your banner to hang in whichever orientation you prefer. Remember when choosing your graphics, that vector-based images scale much better to these sizes. You will need a very-high resolution image if you use a photo or other bitmap image in order to not end up pixellated. **Your final image should fill the "page" to the margins** unless you have a pure white background to your design. Otherwise you may end up with a (possibly) irregular white border around your banner edges.

Please note: **We reserve the right to cancel any order that includes offensive text or design elements.**

What color space should I use?

You will probably be happier with the results if you **use CMYK color space for your design.** Please note, **we cannot guarantee a perfect color match,** even if Pantone® spot colors are specified.

What do I need to open the template?

The template is an **Adobe InDesign** file. You will need access to this program to open it. Please **do not change the document/page size** as this is carefully calibrated for our printers.

What if I don't have Adobe inDesign?

We have a basic version of the template that is a .jpg image with all the measurements and bleed areas noted. You will have to translate those into whatever program you use. Make sure you can export your final file to a .pdf to send to us.

What are the layers for?

The large blue expanse you see on the template is the finished banner size. The red at the edges is the bleed you need for finishing the hems (unless you have a pure white background to your design, then you can ignore the bleed). These are on a non-printing "Instructions" layer. There are also guides to show where the grommets and stiching will be on those layers. The Buttonsmith branding will be on the back of the banner when hemmed; you are welcome to add your own branding for your design there (or elsewhere) as well.

There is a layer reserved for your banner design, though you can also add as many layers for your design as you want to. It is probably a good idea to keep them together in the layer order.

If you want to see a representation of what your finished banner will look like, turn **on** the visibility of the "HIDE BEFORE EXPORT/PRINT" layer (which contains images for the grommets and stitching as well as a grey "background") and turn **off** the visibility of every other layer except the one(s) for your image. **Make sure to reset the visibilities as needed before exporting** your banner to its final .pdf.

Can I get a union bug on my Banner?

Yes you can; there will be an option when you place your order to add a union bug to the design. We do our best to keep it visible but not interfere with your design.

What do I need to send to you?

When you are happy with your design, **export the design as a high-quality print .pdf of the "page."** Please open your .pdf and check it over carefully before sending it to make sure it is all how you want it to look. This is the file we will use to print your banner.

You may also send your original layout file as a backup. **Make sure all your images are embedded and convert your text to outlines,** then save it as something meaningful and preferably with your name somewhere in the file name.

How long will it take to get my banner?

Once we receive your files and confirm everything is in good shape, we can usually make your banner within a few business days.