DESIGN FOR DISTANCE

Light pole banners have become a staple in the marketing and sign industries. They are a great opportunity to reach the public and make them aware of an event, performance, or sports team. Often sponsors choose to be included on pole banners as they are aware that pole banners reach an audience much larger then their customer lists or even online marketing which seems to be becoming the modern equivalent to junk mail. Below are a few tips to keep in mind when designing pole banners. Utilizing these tips will help you get the most out of your design and is sure to make your sponsors very happy with the visibility of their corporate identity.

1. GO BIG!

Pole banners are most often viewed from a distance. The larger the letters the easier they are to read. Make sure to create a hierarchy of information for your banner. In other words, the most important information should be the largest and the least important information should be the smallest. The United States Sign Council (USSC) has done extensive research and determined the optimum viewing distance based on every inch of letter height, known as the Legibility Index (LI). For example, a sign with an LI of 22 means that 1" capital letters should be legible from a distance of 22 feet. Likewise 10" capital letters are legible at 220'. Additionally, the LI also reflects a 15% increase in letter height required when all upper case letters are used instead of the more legible upper and lower case letters with initial caps.

ILLUMINATION	LETTER STYLE	LETTER COLOR	Background COLOR	LEGIBILITY INDEX	
				Upper & Lower Case	ALL CAPS
External	Helvetica	Black	White	29	25
External	Helvetica	Yellow	Green	26	22
External	Helvetica	White	Black	26	22
External	Clarendon	Black	White	28	24
External	Clarendon	Yellow	Green	31	26
External	Clarendon	White	Black	24	20
Internal Translucent	Helvetica	Black	White	29	25
Internal Translucent	Helvetica	Yellow	Green	37	31
Internal Translucent	Clarendon	Black	White	31	26
Internal Translucent	Clarendon	Yellow	Green	37	31
Internal Opaque	Helvetica	White	Black	34	29
Internal Opaque	Helvetica	Yellow	Green	37	31
Internal Opaque	Clarendon	White	Black	36	30
Internal Opaque	Clarendon	Yellow	Green	37	28
Neon	Helvetica	Red	Black	29	25
Neon	Helvetica	White	Black	38	32

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