



A GUIDE TO COMPLETING YOUR FIRST

LIGHT POLE BANNER PROJECT



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CHAPTER 1:

Intro to Light Pole Banners



Looking for an exceptional way to advertise your event? Custom light pole banners provide a great way to get the word out about your business or organization's event. Lightpole banners are an impactful way of promoting special events, festivals, and their related organizations.

Accent Banner has worked on numerous lightpole banner projects in and around Boston for more than a decade. We've decided to put our years of knowledge and experience into a special guide to help you complete your next lightpole banner project.

Intro to Pole Banners

Our Manufacturing Process

Before getting into the specifics of a particular project, let's discuss the way that light pole banners are produced. Since light pole banners are displayed outside they are most often constructed using durable 13oz. vinyl material. Our vinyl banners include double stitched hems, spurred grommets (for the ultimate grip) and 5" pole pockets specially fitted for the light pole banner brackets in Boston.

Vinyl continues to be one of the most cost effective options the banner industry has to offer. You can print many different styles of banner on vinyl including building, street, fence, and of course pole banners. Using the same material and printing method ensures that each piece will match and follow the same branding guidelines.

Vinyl is also cost flexible as pole banners can be printed at multiple levels of resolution providing customers with pricing and quality options. Additionally, pole banners are printed with UV inks making them less susceptible to the sun's powerful rays.

Print files can be created in any number of programs/creative software and then supplied to a banner company. If you are not able to create your own layouts Accent Banner can provide complete design services. Adhering to the design guidelines of your city or local municipality is critical in your project – as your designs will eventually need to be approved before installation.

Intro to Pole Banners

Advertising & Promoting with Banners

Street pole banners in the city of Boston are most commonly used for promotional means. Banners provide an eye-catching focal point for all who encounter them whether on foot or while driving by. This also means people spend more time looking at them than more traditional means of advertising, which helps get your message make a bigger impact. Often costing less than other advertising options, banners can be as effective especially when targeting a specific area or region.

Often pole banners are used by municipalities to raise awareness and create interest in festivals, holiday celebrations, and special events. Pole banners are also commonly used by large organizations with campuses such as hospitals and universities for advertising. This creates a direct link between prospects and the organization's branding and identity.



Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.

- William Bernbach

CHAPTER 2:

Getting Approval From Boston's DPW



There are several rules and regulations enforced by the City of Boston's Department of Public Works (DPW) for all light pole banner campaigns within city limits. The DPW owns and maintains all light poles in Boston and anyone who chooses to display banners on light poles is essentially renting advertising space from the city of Boston. As such Boston's DPW has a set of guidelines explaining what they will and will not accept when designing light pole banners. Here are just a few "no-no's" you should be aware of before starting your light pole banner project in Boston, MA.

5 Steps to achieving the “Green Light”

1) No advertising/promoting an individual business:

One of the DPW’s most heavily enforced policies on light pole banner design is regarding the message expressed on the banner. The DPW will not allow banners that promote or advertise a business or company. Light pole banners are intended to promote only city based non-profits, cultural, civic, and/or major local events which advance the image of Boston as a world class city.

2) No promotion of items from certain industries:

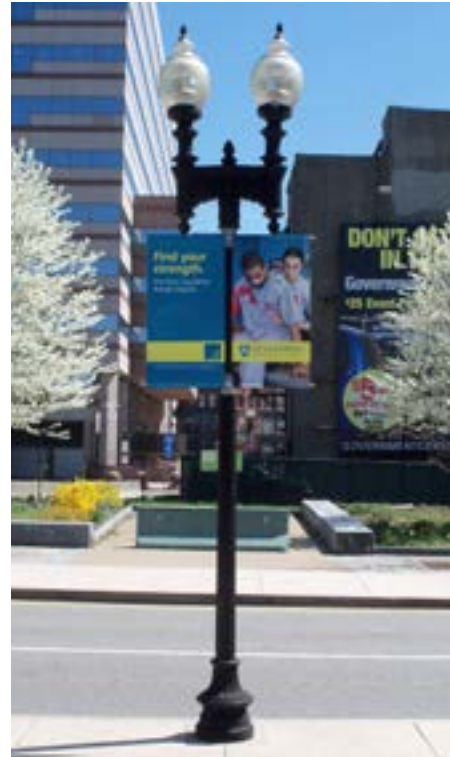
Boston’s DPW has the right to deny or refuse applications from certain businesses or industries. The DPW will not accept a light pole banner campaign request or layout submissions containing promotional text or logos from any of the following industries: tobacco and tobacco related products, alcohol, pharmaceuticals, gambling, firearms, sexually explicit products, or political campaigns.



3) No inclusion of sponsorship logos above 10%:

According to the DPW the banner design “should be artistic in nature, representing in a graphically symbolic way the civic event, non-profit group, or charity being promoted.” If the event is promoted by a sponsor then the sponsor’s name will take up only the lower 10% of the graphic. The sponsor’s phone number, URL, and/or slogans will not be permitted.

Please click to download our [FREE Pole Banner Guide](#) for more information and design templates.



4) Installation is not permitted without layout and pole location approval from the DPW.

One component of a banner program which applicants often overlook is the actual installation of the banners onto the city’s light poles. According to the DPW’s regulations the applicant must use a private contractor who is “bonded with the Public Works Department, for the installation, maintenance, and dismantling of the banners.” If you decide to pursue a light pole banner campaign in Boston we’d be happy to guide you through the project and provide quotes for light pole banner manufacturing, installation, and removal.

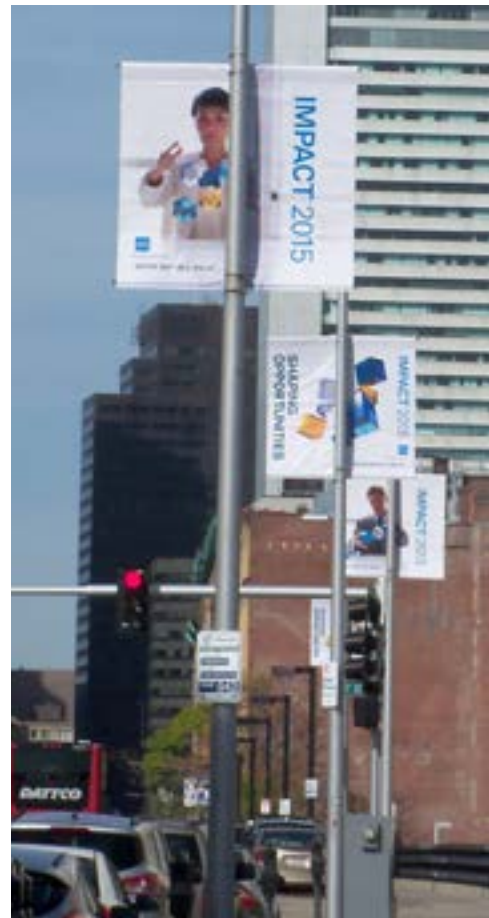


You're almost there!

1 more “no-no” to avoid.

5) No non “City-Based” Promotions

A simple and seemingly obvious requirement of Boston's banner program is that all banners must focus on only Boston-based promotions. In fact this is the number one requirement listed by the DPW for an applicant to be eligible for a light pole banner program. The DPW states in order to be eligible the program must be a “promotion of a special event to be held in the City of Boston which due to its unique and significant importance would further enhance the image of Boston as a most desirable place to visit or live.”



These have been just a few of the “No-No’s” to avoid when applying for a light pole banner program in the City of Boston. If you have any additional questions about pursuing a banner program please click the blue text below to download our [FULL DPW POLE BANNER GUIDELINES DOCUMENT](#) or call 1-800-367-3710, or e-mail us at info@accentbanner.com and we'd be happy to inform you as best we can.

CHAPTER 3:

Designing Your Banners



Light pole banners have become a staple in the marketing and advertising industries. They are a great opportunity to reach the public and raise awareness for an event, performance, or sports team. Often sponsors choose to be included on pole banners as they know how impactful a good banner can be. A well designed banner will reach a much larger audience than a sponsor's customer list and can be more successful at reaching through to people than online campaigns that tend to become part of the visual we are exposed to daily. The following pages include 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 brand identity.

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 contrast of color and 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 letter are used instead of the more legible upper and lower case letters with initial caps.



Negative Space

Negative space is the area of a layout in between and around the letters and images. The space around the letters/images is equally important as letter height. The human eye works with the brain to see words as shapes instead of recognizing each individual letter. Having enough space around these shapes allows our brain to more quickly identify and understand the word/shape. The USSC has determined a ratio of 40/60 as a standard for sign legibility. 40% coverage with text or image and 60% negative space.



High contrast

In addition to letter size and the the ratio of positive space to negative space, the amount of contrast in color of text to background helps increase legibility. Consider speed limit signs which are typically black text on a white background. Although this may seem a bit boring it is the highest amount of contrast you can have from background to text. The more contrast there is between text and background the better. Treating text this way helps it to “pop” off the sign and be even more readable, especially when viewed from a distance and/or while moving.

CHAPTER 4:

Installing Your Banners



A successful flag or banner project is reliant on proper display, which means each banner needs to be installed properly and with the appropriate hardware. Accent Banner's Field Services team can install any banner we produce but our team is not limited to banner installation. We install flags, brackets, hardware, and all sizes of commercial and residential flagpoles. From pole banners to outrigger poles — we carefully assess site conditions and apply the right hardware and anchoring techniques to get the job done safely and securely.

Unfortunately, the installation process is one area that tends to get overlooked when planning a banner project. Not only do you need the proper permits to install pole banners one also needs a real understanding of how to do it properly and safely. A banner or hardware set that is incorrectly installed can be a huge liability for any residence, business, or municipal office. We highly recommend that you contact our field services team at Accent Banner to get advice from our professionals regarding installation and removal before attempting to do anything yourselves.

Our team has years of on-site experience and will help ensure that your banner and hardware set is installed correctly which will give you the peace of mind that you deserve while your banners fly legally and safely.



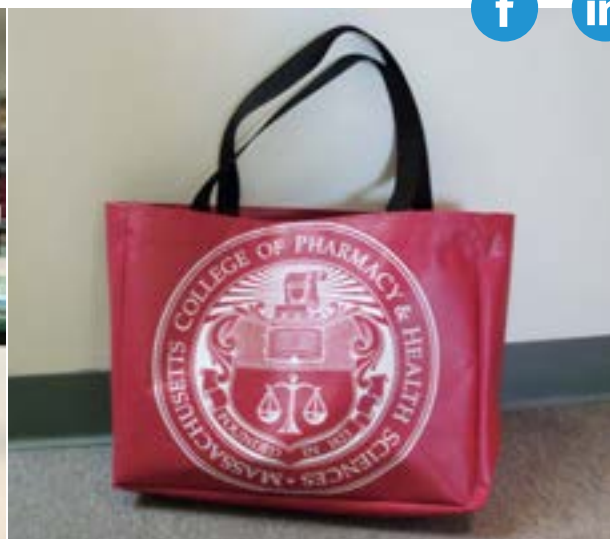
CHAPTER 5:

Removal, Storage & Recycling of Banners



Eventually your pole banner campaign allotted time will expire, or even worse your banners will wear down beyond reasonable repair. Accent Banner offers banner removal, disposal, and recycling. One could assume that banner removal and disposal is the easy part but the truth is handling banner removal is just as important as executing a proper banner installation. An experienced and permitted crew such as Accent Banner's should be contracted to handle the job.

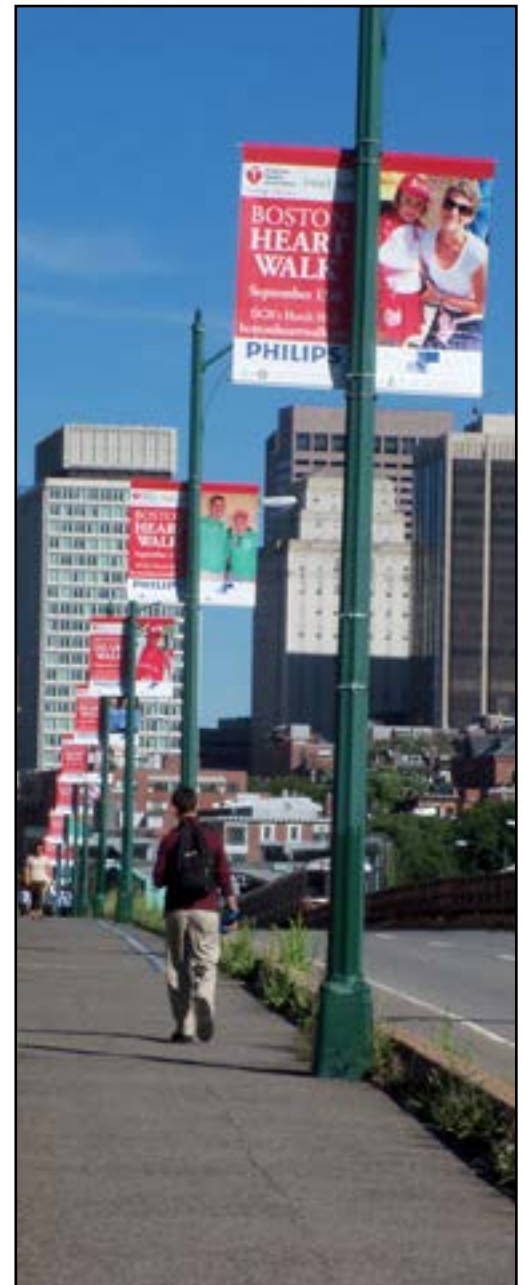
If you prefer not dispose of your banners and hope to find a new use for them you may want to consider our "Banner-to-Bag" program where we recycle your banners into sharp looking and durable tote bags. Often used as gifts or fundraiser merchandise these totes breathe new life into the vinyl used to make banners and extends their marketing impact. Visit our ["Specialty Products"](#) page to learn more.



CHAPTER 6:

Case Study: American Heart Association

Nicole Francoeur: Senior Director, Boston Heart Walk



Your Experience Using Accent Banner:

Q: What are the top three features you “love” about working with Accent Banner?

A: Customer Service, Quality of Product , Installation/Removal Services, Design Capabilities, Response Time, they are a Local Company.
(OK, that was 6 features. . . but we’ll take it!)

Your Results With Accent Banner:

Q: What specific problems has Accent Banner addressed that other companies of your size/type might be able to relate to?

A: The responsiveness and willingness to work under tight deadlines is extremely helpful. We also have many sponsors with specific logo/design needs that are always kept in mind without us needing to ask.

Q: Did you experience any direct “big win” business results for your company because of Accent Banner? (i.e. more customer engagement, better brand recognition, increased business, etc.)

A: We have fantastic brand and event recognition through our pole banners. It also is a great way for us to feature and publically recognize our local volunteers in a meaningful way.

Would You Recommend Accent Banner:

Q: What is the single biggest reason you would recommend/why you love Accent Banner?

A: Absolutely! I have thoroughly enjoyed working with them year after year. They are so hospitable and accommodating. Always willing to work with us on our timeline, design ideas and help us stay relevant. I also appreciate their customer loyalty. Their competitive pricing helps us stay within spending guidelines for our event, and still offer top notch signage both at the event and within the city.





REQUEST A QUOTE

Have a pole banner project coming up and need some pricing info?
Click the image below and be instantly transported to our request
a quote page on our site. Let us know what you have in
mind and we'll help out in any way we can.

Thanks!



REQUEST A QUOTE