

• A PUBLICATION OF ACCENT BANNER, LLC •

# AN INTRODUCTION TO **ATHLETICS BANNERS**

A BRIEF GUIDE TO ATHLETICS BANNERS & BANNER DESIGN

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## • CHAPTER ONE •

# INTRODUCTION TO ATHLETICS BANNERS

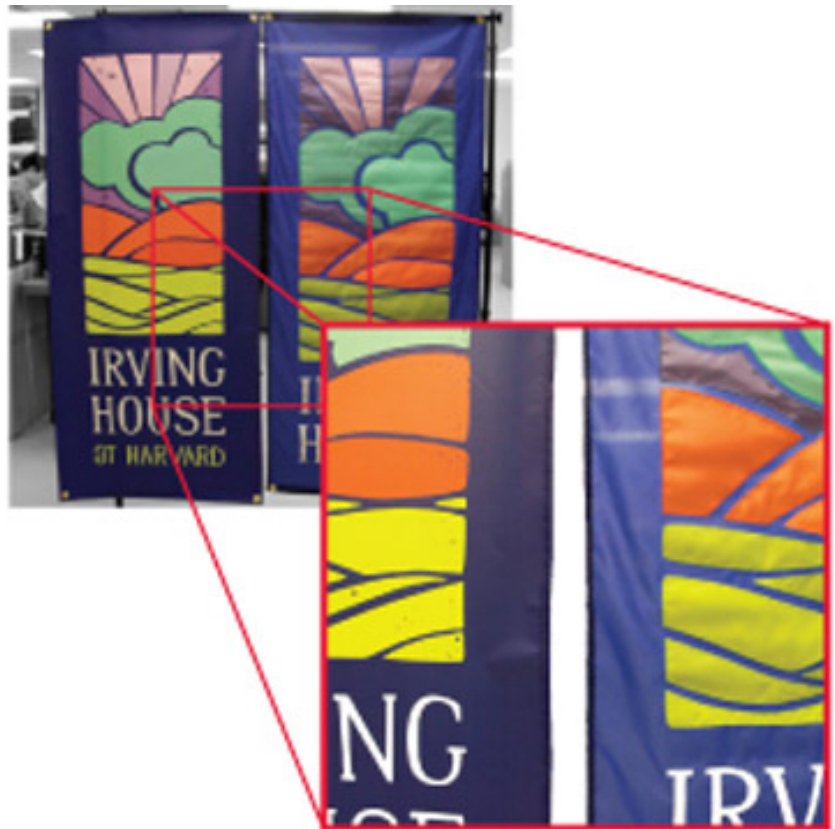
# Intro to Athletics Banners

“Getting to know you. Getting to know all about you.”

We have all seen them, those lofty appliquéd banners hanging in the pro basketball arena, the flowing flags cheerleaders run with at college football games, banners that “Wow!” us. Why do we notice them? What makes these banners stand out more than others? Maybe it’s because we associate them with our favorite teams, or maybe they are just more visually appealing than the standard, low-budget vinyl banners we see all around us everyday. Whatever the reason, the message conveyed by appliquéd banners goes well beyond sewn text or logo. They express a sense of excellence, of tradition, of something valuable or even great. They make an impression.

Additionally, appliquéd banners are a better long-term value than printed banners. Here are a few reasons why:

- **Add on’s:** An appliquéd banner can be updated, whereas a printed banner has to be reproduced every time there is new information to be added.
- **Editable:** We all know that athletics records are often complicated. Sometimes they date back 100 years or more! It’s understandable that from time to time the records may be documented incorrectly. No problem, appliquéd banners can have their text removed and replaced with accurate information.
- **Hybrid:** Sometimes portions of a banner design include a gradient or are too detailed to be appliquéd. In such cases we offer a hybrid solution: a product that combines the elegance and sophistication of appliqué with the versatility of printing.
- **Durability:** Appliquéd banners tend to outlive printed alternatives.







**Boston University's Case Center:** Here's a small selection of prominently displayed B.U. banners honoring their best athletes from years past. Visiting recruits are always impressed.

“

**A MARKET IS NEVER SATURATED  
WITH A GOOD PRODUCT, BUT IT  
IS VERY QUICKLY SATURATED  
WITH A BAD ONE.**

**- HENRY FORD**

”

# *A little help?*

Having trouble deciding between print, appliqué, or hybrid banners? Not to worry. Just click the button below and we'll help you sort out which option is best for you.

**PRINT** or *Applique?*

Need help deciding? Click here.



Click logo to visit our website

## • CHAPTER TWO •

# DESIGN TIPS

# Design Tips

## So, what makes a banner look good and why?

1

Use your brand!

Carefully designed, well made, and strategically placed banners are the perfect way to reinforce your school's identity. These days, just about every school has put tons of money into branding. Why not use those logos to remind your student athletes just how proud you are of them, their accomplishments, and the history of their program?

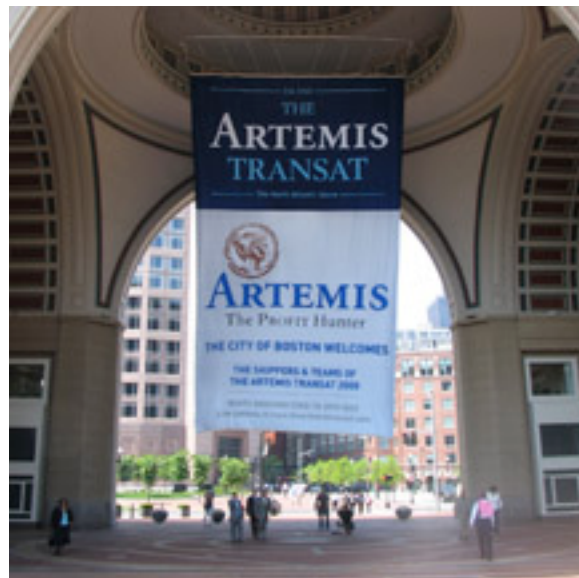
Complicated logo got you down? Not to worry! We have developed a way of incorporating printed materials into the appliqué process for a seamless and cost-effective hybrid result. The hybrid product allows for a wider range of aesthetics while maintaining the distinction of an appliquéd banner.



2

Go BIG!

In the world of athletics banners, bigger is definitely better. Consider the size of your gymnasium, pool area, or the strength and conditioning room. They're huge right? Now imagine trying to read a piece of paper on the other side of the room. Pretty tough, isn't it? Even a big banner can be dwarfed by its surroundings. So, think big - then go BIGGER!



Athletics banners are most often viewed from a distance. The larger the letters the easier they are to read. The United States Sign Council (USSC) has done extensive research on this subject, ultimately coming up with their Legibility Index (LI): a simple tool to determine optimum viewing distance per inch of letter height. 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 advises a 15% increase in letter height when signage is comprised of all upper case lettering, instead of the more easily read upper and lower case option.

Hierarchy of information is also important in determining letter size. The most critical information should be in larger scale to supplemental text.

3

Typography is key!

Typefaces (often referred to as fonts) fall into one of two main categories: serif and sans serif. Notice how the letters in this paragraph have little details on them, almost like each letter has little feet. Well, those little feet are called serifs. Now take a look at the quote down below. No feet. That typeface is known as sans serif, sans meaning no. Both styles of typeface have benefits and disadvantages. Choose wisely, as the wrong typeface can be challenging for the human eye, leading to legibility problems.

Serif typefaces often express a sense of history or tradition. Early Roman and Greek letters included serifs. Likely, this was done for decoration. However, the serifs play an important role in guiding the human eye from letter to letter, or more correctly, from word to word, as our brain sees words as shapes and not individual letters. For this reason most books and newspapers use serif typefaces for the body of their content.



Sans serif typefaces are often used for smaller amounts of text that need to be loud and clear. Take a speed limit sign for instance. The text "SPEED LIMIT 55" is viewed and understood very quickly as we whip by at 70 miles per hour. Additionally, sans serif typefaces are associated with a more modern image. A rebranding program designed to convey a "newer" feel might consider using sans serif typefaces.

Either typography style can be accented with the use of various sizes, weights, and italics. Italics imply a sense of motion which is why they are often used in books when someone is speaking. Using different weights like bold, semi-bold, or black can provide a clear hierarchy to several groups of text. The same goes for size. Varying the size of text can help the eye move through the design, making it clear to the brain which text is most important.



DESIGN IS THE METHOD OF PUTTING FORM AND CONTENT TOGETHER. DESIGN, JUST AS ART, HAS MULTIPLE DEFINITIONS, THERE IS NO SINGLE DEFINITION. DESIGN CAN BE ART. DESIGN CAN BE AESTHETICS. DESIGN IS SO SIMPLE, THAT'S WHY IT IS SO COMPLICATED.

- PAUL RAND



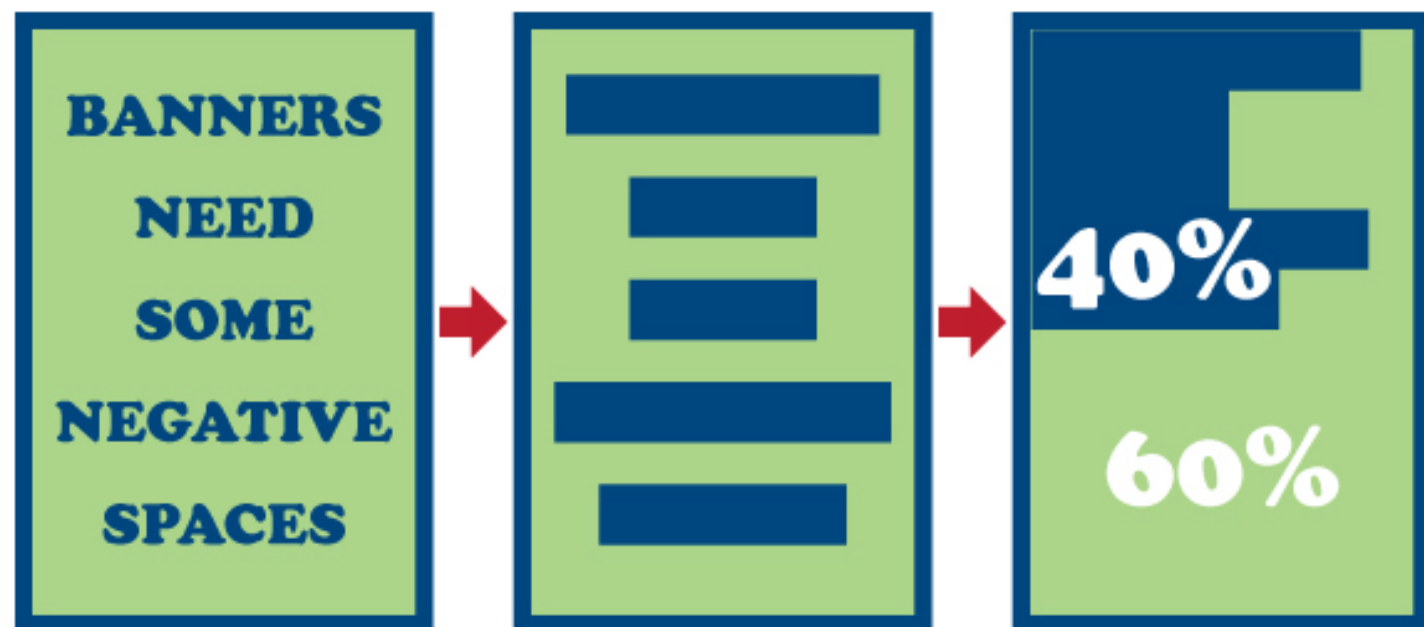


# Design Tips

So, what makes a banner look good and why?

## 4 Be negative.

Okay, not really. However, it's important to be mindful of the amount of negative space you use in a banner design. Negative space is the area around the text or logos. Often negative space is referred to as the "blank space". Make sure to include plenty of negative space! A crowded banner is not pleasing to the human eye and might deter a viewer from reading it. A decent rule of thumb is to have 60% negative space and only 40% positive space. However, the 60/40 rule isn't an exact science. Often just stepping away from a prospective design for a moment or two can be telling. If you return to it and find it too, "busy" then you need more negative space.



## 5 Border v.s. No Border

A border on a banner acts much like a frame around a painting. The border visually closes the banner. It encourages the human eye to focus on the content within the banner. Borders are most helpful when you have several banners hanging together. Imagine an art museum and all of those paintings hanging in close proximity on the same wall. They all have frames around them, don't they? That's because frames do exactly the same thing: they enclose the painting and keep your eye from moving to the next piece. For a more decorative effect and/or an opportunity to include several of your brand's colors consider using a double border.

As for the flip side of this coin, borders aren't always the best choice. If the desired end result is for a banner that augments or "blends in" with its surroundings, then a border might not be appropriate. Let your eyes be your guide.





# Design Tips

## So, what makes a banner look good and why?

### 6 Color & Contrast

This design tip is pretty simple, so simple that often it's overlooked. Color and/or the combination of colors can instantly draw in or turn away the human eye. Choose wisely. And by all means use your school colors! Your marketing department will love you forever.

Contrast is very important. As mentioned before, athletics banners are often viewed from a great distance. In addition to size, contrast between the background color and the color of the text or logo will dictate the distance in which the banner is legible. You might think that neon colors like yellow on a black background would have the furthest visibility. Actually, such a combination has less contrast than black letters on a white background and is not as legible from afar. Of course this doesn't mean that all banners should be black and white. It's simply a reminder that the viewing distance is a critical consideration when selecting colors for your banners.



### 7

#### Repetition, repetition, repetition.

Have you ever wondered why certain companies can use a logo that doesn't include their name, yet you know exactly who they are? Take Nike for instance. We see the infamous Swoosh logo on its own and we don't hesitate for a second. We know it's Nike. This is because we have been bombarded with their brand. Nike's marketing team knows that if we see the same image enough we will always identify that image with their company. Early on, the swoosh was accompanied by the Nike name in text. As time went on, and we became as familiar with their brand as we are with our own families, they were able to shed the Nike text and use the swoosh by itself. The same is true for Apple, Chevrolet, and even Target.

You can apply this same principle to banner design. Repeating your branding through use of color and logo will make a memorable impression on others. Repeating design elements from banner to banner will reinforce your brand. This concept is particularly important for banner groupings. You can also have slight variation from banner to banner to help distinguish groups within your brand. For instance, men's team banners can have a white background with a red border while women's team banners include a red background with a white border. This variation will allow for clear definition from category to category without taking away from the impact you will achieve by repeating your brand's colors and logo.



# *A little help?*

Need some information on creating appliqué ready files?  
No problem! Just click the button below and you will  
be magically transported to our website where you can  
download our artwork guidelines sheet for FREE!



Click logo to visit our website

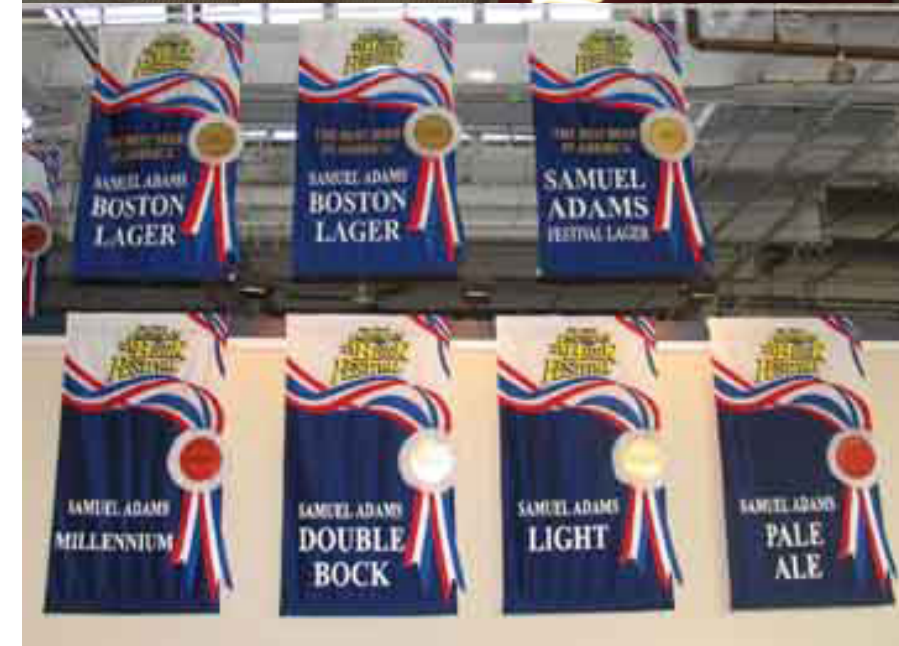
## • CHAPTER THREE •

# BANNER GALLERY



# Banner Gallery

Various banner projects to inspire your designs!





# Banner Gallery

A few more banner projects to inspire your designs!





# *Want more?*

Click the button below to see more banners, backdrops,  
table drapes, and flags in our online galleries at  
[www.accentbanner.com](http://www.accentbanner.com)



~ CREATIVE • CAPABLE • COMMITTED ~

Click logo to visit our website

## • CHAPTER FOUR •

# CASE STUDY: ASSUMPTION COLLEGE





# Assumption College

## Re-branding the Athletics Department: Go Hounds!

From time to time we all go through the process of updating our look. Maybe it's a different haircut or some new clothes that freshen our style. The same thing applies to schools, companies and institutions of all sorts, except we call it re-branding. Recently, Assumption College in Worcester, MA did just that. We were happy to help them successfully re-brand their athletics facilities. Take a look at some of the work below. Maybe we can help your school too? It just might be time to get rid of those bell bottoms or trim off that mullet.



### Printed Fabric Banners

- Affordable
- Full color spectrum
- Multiple fabrics
- Washable

### Vinyl Decals

- Multiple applications
- Peel resistant
- Impressive
- Re-branding option
- Durable



### Appliquéd Banners

- Elegant
- Visually stunning
- Editable
- Washable
- Durable



### Di-Bond Signs

- Indoor/Outdoor
- Light weight
- Rigid substrate
- Re-branding option
- Durable



# *How much?*

Click the button below to request a quote  
or visit us at  
[www.accentbanner.com](http://www.accentbanner.com)



**REQUEST A QUOTE**

Click above for a quote



Click logo to visit our website

## • CHAPTER FIVE •

# OTHER PRODUCTS

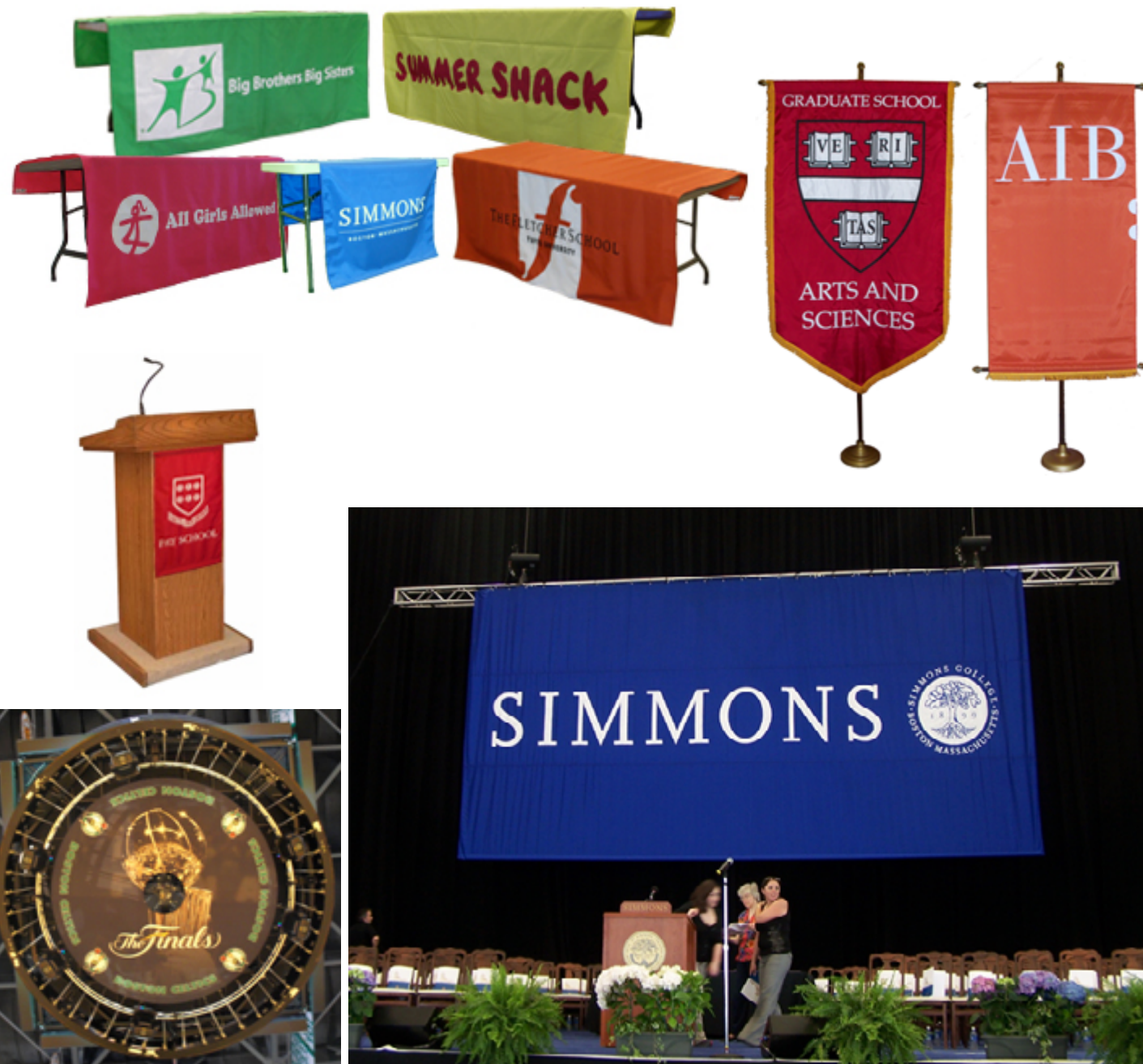




# Other Products

Here are some other products you might find useful.

BACKDROPS • GONFALONS • TABLE DRAPES • PODIUM BANNERS • JUMBOTRON SKINS • FLAGS



CREATIVE • CAPABLE • COMMITTED

Accent Banner is a major manufacturing, distribution, and installation specialist of custom-designed flag, banner, and signage products for commercial and institutional markets. In addition, a full spectrum of readymade flags, poles, accessories, and hardware is stocked and marketed through Accent Banner's retail division—successor to The Flag Center, the venerable Cambridge-based store established in 1938. The comprehensive scale of Accent Banner's products and services contributes to our stature as a "full-service provider." At every level of the Accent Banner organization, our informed, creative, and experienced staff is committed to the goal of complete customer satisfaction. Accent Banner is proud to deliver products that are "Made in the USA."

## CUSTOM PRODUCT LINE BANNER AND DISPLAY ITEMS

Whether large format or small, intended for interior or exterior use, fabrication of custom banners, backdrops, table drapes, and other displays will feature either appliqué or print design . . . or a hybrid solution incorporating both techniques.

### APPLIQUE

Appliqued banners are Accent Banner's signature product. These beautiful, colorful, and unique fabric-on-fabric stitched creations are designed and hand-crafted on-site, with benefit of the finest workmanship in the industry.

### PRINT

We offer an array of print techniques (digital, dye sublimation, screen print, acid dye) rendered on a variety of mediums (nylon, canvas, sunbrella, vinyl, and rigid substrates.)

### TENSION FABRIC STRUCTURES

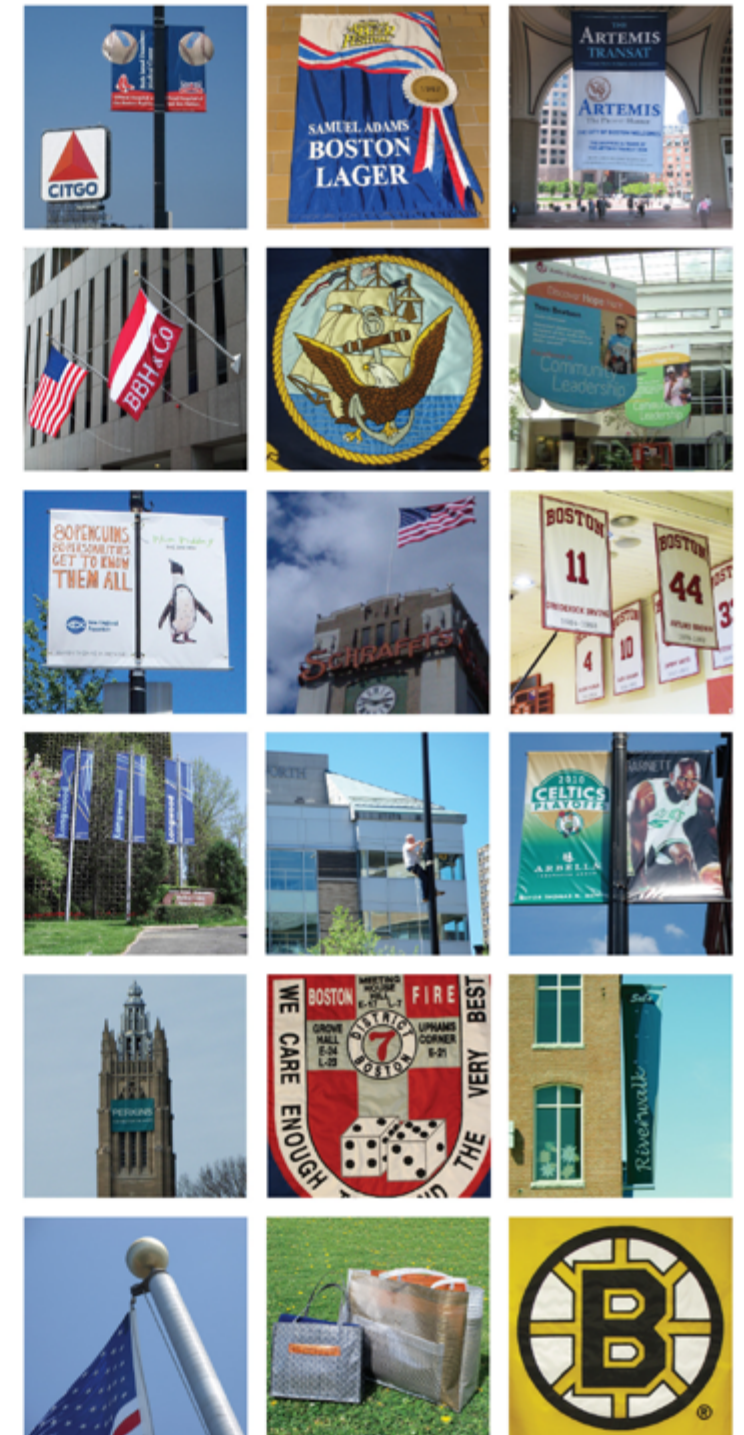
These light-weight, collapsible, tubular forms can be built to any shape and size and then fabric-wrapped with logos and/or eye-catching images. They are ideal for trade shows and exhibit halls.

### COMMERCIAL FLAGPOLES & HARDWARE

Accent Banner will custom furnish and install outdoor flagpoles, from single mast to wall mount—vertical or outrigger style.

## RETAIL PRODUCT LINE READYMADE FLAGS & ACCESSORIES

Through our retail outlet, we offer an extensive inventory of top-grade US, state, regional, international, historical, military, nautical, and sports flags. Residential poles, brackets, display hardware, and accessories are also available.



## SPECIALTY ITEMS

- Large-scale US flags made of high-end materials for cost-effective durability.
- Polartec-fleece blankets and scarves with stitched on logos or designs.
- Appliqued/printed acoustic panels, an attractive solution for sound suppression.

## PROFESSIONAL SERVICES

- Installation • Graphic Design • Contract Stitching • Flag & Flagpole Repair & Maintenance Programs



# FIN



Click logo to visit our website

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