

COME SHOP



One Great Place!

COME
SAVOR



*One Great
Place!*

**COME
DISCOVER**



*One Great
Place!*

COME
EXPLORE



One Great
Place!

**COME
THRIVE**



*One Great
Place!*

**COME
TOGETHER**



*One Great
Place!*

Below is information from the applicant, pulled from several banner companies' websites that they found helpful and wanted to share with the committee.

Tips for a successful Street banner program:

Optimal Design Strategy

- **For General Branding:** A single, unified design or a limited, cohesive set of designs to ensure brand recognition and visual impact. Using a consistent color palette ensures maximum, memorable impact. A common, effective strategy is to use 2 to 5 different, themed designs for a single campaign
- **For Seasonal/Events:** Using 3-4 different, complementary designs—such as one for spring, summer, fall, and winter, or a few for a specific festival—keeps the streetscape fresh without causing visual clutter.
- **For Neighborhoods:** Different, color-coded, or thematic designs can be assigned to different districts to reflect local character, while maintaining a consistent structure.

Why Fewer Designs are Better

- **Repetition Creates Memory:** The human brain recognizes patterns; repeated exposure to the same few designs ensures residents and visitors remember the message or brand.
- **Readability:** Street banners are meant to be read by passing motorists. Too many different designs create visual noise and reduce the impact of each banner.
- **Cost-Effectiveness:** Ordering in bulk for a few designs is significantly cheaper than ordering many, unique designs.
- **Cohesive Identity:** Using consistent colors, logos, and fonts strengthens the city's visual identity.

Best Practices for Designing

- **Keep it Simple:** Limit text to 6-7 words maximum.
- **High Contrast:** Use bold, contrasting colors for readability (e.g., dark text on a light background).
- **Modular System:** Utilize a template system where only the image or main headline changes, keeping the logo and font consistent.
- **Double-Sided:** Ensure designs are printed on both sides to maximize visibility for traffic in both directions.