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Get your large format Banner printing right. by [Simon G](#)

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No matter what the end use is for, there are some designing tips that you need to keep in mind for some large format printing. No matter where you plan to display your banners, here are some thoughts to consider when making them.

When designing your banner, it would be a good idea to make use of as many vector based images as you can. They make use of small file sizes for images and prevent your computer from hanging or processing large files. When you work with multiple images and color schemes, designers will tell you of the number of times a computer can crash as it is not able to process the entire load in one shot. It would also be a good idea to make use of a smaller scale with the help of a vector program. Trying to design a 40 foot banner to scale with 300 dpi is almost ridiculous. Most software also comes with a limit on how much they can actually handle. It is therefore a good idea to work on a $\frac{1}{2}$ to $\frac{1}{4}$ scale and then make use of a printer to scale this up.

Most designers also make use of raster images. For this you will have to calculate the resolution you need to work with based on the complete design that you have. You can then link them up externally rather than embed the design. You will have to inform your printer of these parameters as well.

For the color scheme that you have, it would be a good idea to stick to process colors. Ensure that your company logo is a particular spot color. Also speak with the printer on the kind of printers used, as most large format printers make use of ink jets. The main idea of a large format print out is that it be legible from a distance. When you want to create an effective copy, you have to ensure that you are using a font that is not too convoluted and which can easily be read from a distance. The color scheme should be balanced and such that your text does not get lost in the color backgrounds.

Always take a step back from your monitor – around 12 feet and evaluate the design. You will be able to figure out what works and what will not. Designers generally tend to focus on minor details which they should not. It is up to you to point out any errors.

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