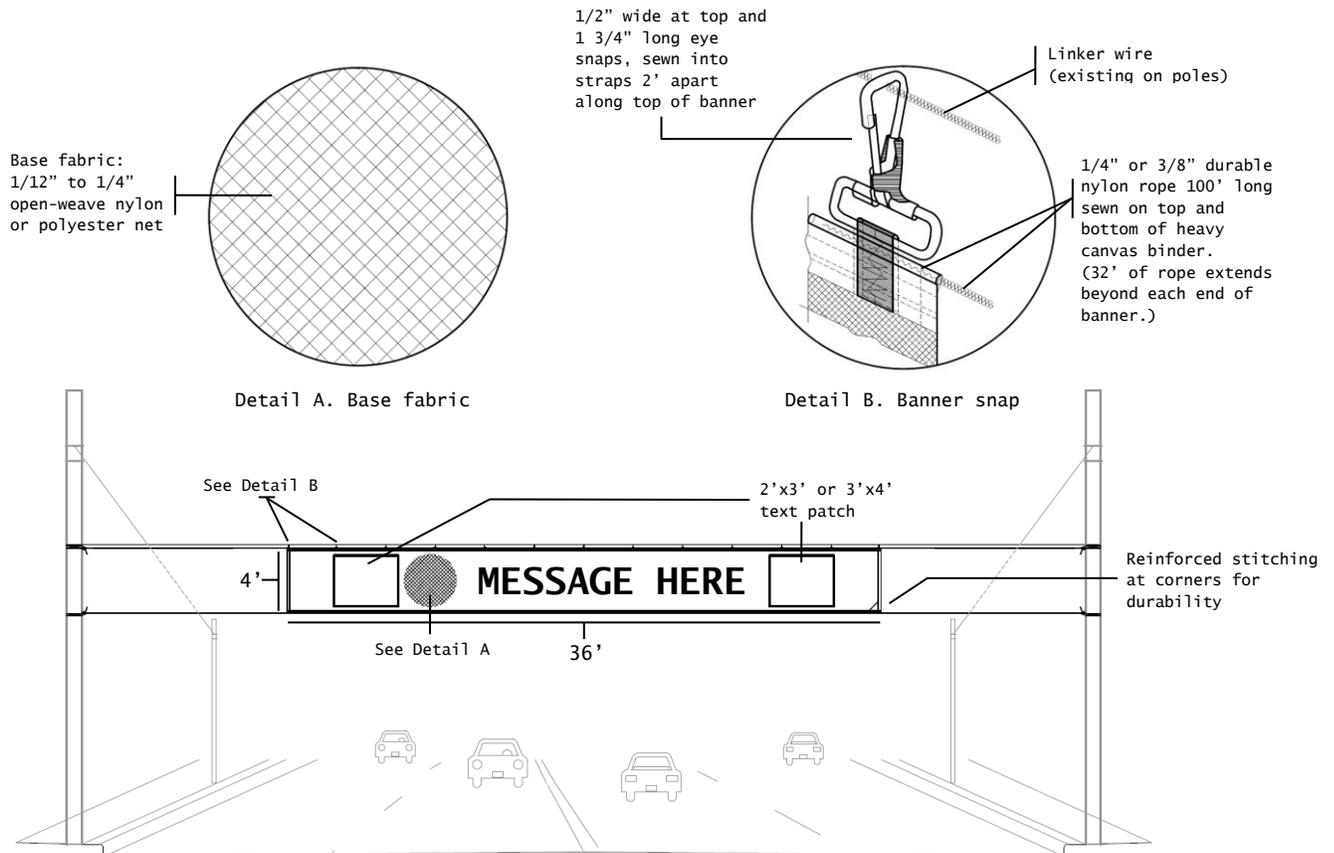




Over-the-Street Banner Technical Specifications & Design Requirements

Austin Transportation Department

www.atxbanners.org



TECHNICAL SPECIFICATIONS

1. Banners shall be **4' x 36'** in size. No exceptions.
2. Base fabric must be 1/12" to 1/4" open-weave nylon or polyester net.
3. Letter and text patches must be made of fade-resistant nylon or vinyl sewn directly onto net base fabric.
4. Limited design to single-lettering message in center and a maximum of two 2'x3' or 3'x4' patches.
5. Lettering and text patches shall not cover more than 50% of banner surface.
6. Banners can be re-used each year, with individual patches replaced.

DESIGN REQUIREMENTS

1. Banner design should include no more than 4-6 elements. These typically include:
 - Event name with a "call to action"
 - Sponsor name
 - Date and location
 - A single graphic image (a URL may be included)
2. Headline lettering shall be no less than 16" high.
3. Subhead lettering (e.g. event date and location) shall be no less than 8" high. If the event will reoccur, consider omitting dates so that banners can be reused.
4. Image resolution shall be no less than 300 dpi (dots per inch).
5. Sponsor name/logo, if used, can be no larger than the 3'x4' text patch of banner. Sponsor logos can vary by banner.



Contrasting color ideas

Banners not meeting the specifications will be rejected. Refunds are not granted for banners that cannot be installed because of incorrect specifications.

All banner designs must be approved before a reservation is finalized and at least **30 days prior to installation**. Please contact Lauren Seyda, Street Banner Program Coordinator, for design review. Lauren.Seyda@austintexas.gov or (512) 974-9395.