



# City of SANTA CLARITA

## Banner Placement Procedures

1. Availability of locations are subject to change and is on a first come, first served basis. Contact Gold Metropolitan Media to schedule your banner.
2. Please adhere to the banner design criteria in this information packet. Send your artwork for your banner to Carrie Lujan at [clujan@santa-clarita.com](mailto:clujan@santa-clarita.com) for approval prior to printing banners (no banners will be installed without prior approval).
3. Please forward City approval along with your artwork for your banner two weeks prior to the installation date to Gold Metropolitan Media.
4. Full payment to Gold Metropolitan Media must be received prior to the booking of the paseo bridges.
5. If you are printing your own banners, please make sure to follow proper material and finishing guidelines.

**GMM will NOT install substandard banners under any circumstances.**

- **Paseo bridge banners** must be printed single sided on a reinforced heavy scrim 15 oz. vinyl with 2" canvas webbing back edges and 3/4" grommets every 3' all around. All banners must be stitched and must be double tacked at each end of the banner.\*
- **Street pole banners** must be printed double faced on a reinforced heavy scrim 15 oz. vinyl with 3" double stitched sewn pockets top & bottom, double tacked at each end of the banner with webbing loops in pocket.\*

**\*Heat sealed or taped seams and pockets will not be accepted.**

# City of Santa Clarita Banner Program

The City of Santa Clarita offers **local non-profit organizations within City limits** with the opportunity to have banners promoting local, non-profit events hung on its 15 paseo bridges and the street poles throughout the City. The events being promoted must also be held within the City limits. The program is administered by the City's contractor, Gold Metropolitan Media. All costs for printing and hanging banners are incurred by the requestor. The City receives no money from this program.

## Regulations and Standards

- Advance reservations are required for a banner to be hung. Please contact our contractor, GMM at (714) 272-4488 – Dawn Miltenberger to schedule your paseo bridge or street pole banner hanging. They can also print your banners, but you are not required to have them print your banner(s).
- There is a cost to hang and print your banners which has been pre-negotiated by the City and is available through GMM's website at **goldmetropolitan.com**. GMM is the only one authorized to hang banners in our public right-of-way, although you may use a different vendor for the **printing** of your banners as long as they meet the City's guidelines and the contractor's specifications.
- We have fifteen (15) available bridge sides to hang banners from in the City. Please check out the website for locations of the bridge banners and be ready with your first and second choices. Prior design approval is required. Our contractor provides an online calendar for banner scheduling. Go to **goldmetropolitan.com** to schedule, obtain pricing, and other information.
- Banner may be hung up to two weeks prior to your event, no sooner.
- No more than two paseo bridge banners per event please.

## Banner Design Criteria

- You are required to use the City-provided templates for your banner design. Basic information looks the best: name of event, date of event, time, place, and contact information (website, email address, or phone number). Less is better! Remember, people are driving by when they read these.
- Paseo bridge banners size: 15' wide x 4' high -no exceptions!  
Street pole banner size: 3' wide x 6' high, double sided, per Southern California Edison.
- Banners must be clean and in good repair. If the banner is dirty, it will not be put up. These hang on our City streets and must look nice. You may be required to replace older banners.

City of Santa Clarita  
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# Creating Successful Street Pole and Paseo Banners within the City's Guidelines

## Banner Templates

To ensure readability and quick message recognition, the City of Santa Clarita has developed templates and guidelines for street and paseo banners. Illustrator files and pdfs of our templates are available (upon request), and should be used along with the guidelines below for all banners hung within City limits.

## Guidelines

### *Font styles, color, margins, and graphics*

### Banner sizes

- Paseo banners are 15' wide x 4' high and street pole banners are 3' wide x 6' high.

### Appropriate Font Styles

- For readability use no more than two type styles on a banner. *The more fonts used, the harder the message will be to read.*
- For the primary message please choose a bold san serif font like Arial, Helvetica, Futura, or Myriad. *San serif fonts are easier to read from a distance.*
- For secondary message use medium weights of the same font used for the primary message, or a serif fonts such as Goudy, Times, or Palatino.
- **Do not use** Fancy Scripts, Old English, Calligraphy, or Engraved fonts. *These fonts are difficult to read from a distance and should never be used, unless they are part of a logo.*

### Letter Height

- For maximum impact at a good viewing distance, letters should be at least 14 " to 15" high on paseo banners and 7" to 9" high on street pole banners.
- No text on the banner should be less than 3" high.

### Caps vs. Upper and Lowercase Letters

- For readability, stay away from using all upper case lettering on banners. *All caps should only be used for adding emphases of a word or line.*

### Use of Images and Graphics

- Graphics should not overpower the sign's main message. *Drivers have only a few seconds to read the text and if they are concentrating on the graphics they will miss the main message.*
- When using images make sure they face the message or middle of the page and are not facing or looking off the page.

## Effective Color Combinations

- Background and letter color combinations should have high contrast. Text will be easier to read and it can be viewed from greater distances.
- Avoid pastel colors

Color combinations play a large part in readability. The chart below, taken from "The Sign Guide: A Marketing Aid" is provided as a guide. When selecting color always consider the type of event or business being advertised. Colors like pink, purple, and orange (which are not shown) can be used for special events with City approval only.

<b>White on Blue</b>	<b>White on Green</b>	<b>White on Red</b>
<b>Yellow on Blue</b>	<b>Brown on White</b>	<b>Yellow on Red</b>
<b>White on Black</b>	<b>Blue on White</b>	<b>Brown on Yellow</b>
<b>Yellow on Black</b>	<b>Red on White</b>	<b>Blue on Yellow</b>
<b>White on Brown</b>	<b>Black on White</b>	<b>Red on Yellow</b>
<b>Yellow on Brown</b>	<b>Green on White</b>	<b>Black on Yellow</b>

## Margins and White Space

Margin widths on banners are very important. They frame the text, keeping the viewer's eye focused on the message.

- Keep graphics and text away from the edge of the banner. *When graphics or text goes all the way to the edge the eye often goes off the banner with them.*
- Leave approximately 10% of the height of the banner free of text and or graphics top and bottom and even slightly more than that on the left and right. *For example paseo banners would have a 4.8" margin top and bottom and even more on the left and right sides. A good guide for the space on the sides is to leave approximately the width of the largest letter on the banner.*

## Approvals

- All banner designs must be approved by the Communications Manager, **Carrie Lujan** before hanging. Send pdf proofs to [clujan@santa-clarita.com](mailto:clujan@santa-clarita.com)

# Paseo Banner Guidelines

15' wide x 4' high



Sponsor logos should be roughly 1/4 of the banner size.

Longer web addresses do not make an impression. If your URL is concise, you can include it.

A 2" border all the way around must be free of type or graphics for hem & grommets.

Sponsor's Name \_\_\_\_\_

Sponsor or promoter letters 5-6" high recommended.  
No less than 5" high.

presents \_\_\_\_\_

"presents" text 3.5" high recommended.  
No less than 3" high.

Name of Event \_\_\_\_\_

For maximum impact, name of event should be 14-15" high.  
No less than 8" high.

Date and Location \_\_\_\_\_

Date and location letters 6-8" high.  
No less than 5.5" high.

Web Address \_\_\_\_\_

Contact information, website or additional info approximately 5-7" high.  
No less than 5.5" high.

**NOTHING SMALLER THAN 4.5 INCHES IN HEIGHT WILL BE ACCEPTED**

(The only exception to this is the type in sponsor logo(s) that is not expected to be legible)

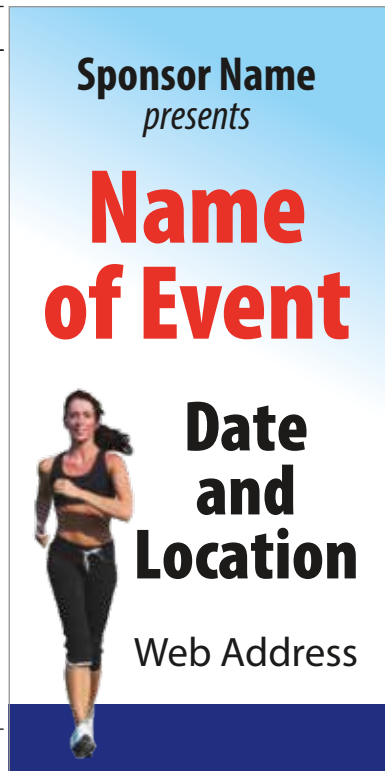


Use a high contrast between background and text colors  
(See color chart for preferred colors).

# Street Pole Banner Guidelines

3' wide x 6' high

There are 3.5" - 4" pockets top and bottom for hanging. Graphics can extend into pocket area but will be stitched over.



Longer web addresses do not make an impression. If your URL is concise, you can include it.



Sponsor logos should be roughly 1/6 of the banner size.

*HINT: If you intend to reuse your street banners make sure that the date and location (if used) are on a solid background color.*

Sponsor's Name

Sponsor or promoter letters 3.5" high recommended.  
No less than 3" high.

presents

"presents" text 3" high recommended.  
No less than 2.5" high.

Name of Event

For maximum impact, Name of event should be 8" high or more and set in a bold typeface.  
No less than 6.5" high.

Date and Location

Date and location letters 4-5" high.  
No less than 3.25" high.

Web Address

Contact information, website or additional info approximately 4" high.  
No less than 3.5" high.

**NOTHING SMALLER THAN 3 INCHES IN HEIGHT WILL BE ACCEPTED**

(The only exceptions to this will be the presents text at the top of the banner, or type in sponsor logo(s) that is not expected to be legible)



Use a high contrast between background and text colors  
(See color chart for preferred colors).