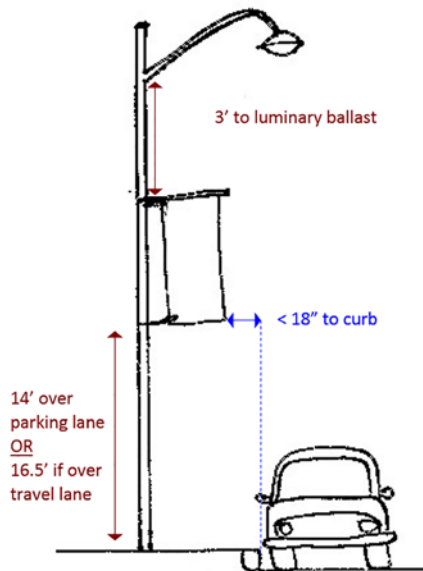
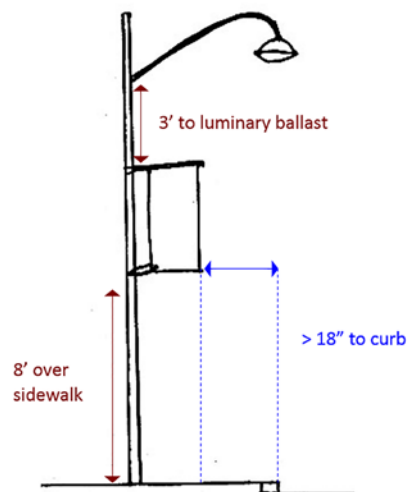


POLE BANNER DESIGN GUIDELINES



When banner's edge is less than 18 inches from the curb, the minimum clearance for the bottom of banner is 14 feet over a parking lane or 16.5 feet over a travel lane



When outer edge of a banner is **more than 18 inches** from the curb, the minimum clearance for the bottom of banner is 8 feet over the sidewalk.

ADDITIONAL GUIDELINES

Use the following guidelines to ensure that your banner is attention-grabbing:

- Use simple and bold graphics.
- Keep your text short. Include the event or location names, or short 'grabs' (e.g., "Seattle International Film Festival," or "Summer Festival at Hing Hay Park") and the date.
- Bright colors that contrast each another provide the best visual impact.

In most cases, one-inch-sized font works best for the main message.

If installing for pedestrian viewing only, you can decrease the font size.

Try installing more banners closely spaced together at similar heights.

This will help to create a strong visual impact.