28.0 Pull-up banners

Information and inquiries:
University Relations
brand@ucalgary.ca
28.0 Pull-up banners

Pull-up banners are used as a marketing tool to identify university events, enhance trade-show presence and draw attention for programs and faculty events. A standardized display system creates recognition for the brand, while providing flexibility with communication needs. All banners should have the logo positioned in the upper left over a curved white area. **Alternate designs need to be approved by University Relations at brand@ucalgary.ca.**

**Fonts**

Type is set in Gotham. Specifications for fonts sizes, spacing and placement are laid out in design templates available from West Canadian: ucalgary.ca/printshop

**Colour**

Colour backgrounds, screened supergraphics and photography can be incorporated for maximum visual impact. Focus colours used on the banner must be UCalgary red, light orange, berry, or dark orange. These can be used as solids or in patterns and backgrounds incorporating the entire UCalgary colour palette. Note: UCalgary gold is not an ideal background for white text due to poor legibility. (Please reference Chapter 1.0 for colour values)

**Supergraphics**

Layered supergraphics must either a 10-15% screen of white or as a shade of the background colour with 10-15% black added or removed (examples at right).

**Photography**

Photographs must be of high quality and resolution to ensure that no pixelation occurs in the printed product. Photos must be at a least 9x12 inches at 300dpi. Photos must reflect university-related themes and work best when they are simple compositions with a topic or subject focus.

**Messaging**

Pull-up banners are most effective when they convey small amounts of information. The faculty is positioned vertically in the same location for all banners. The key message or statement is generally fewer than six words so viewers can quickly scan and understand the message.
Available templates

Required elements include: the placement of the university logo on the top white curved field, size and placement of faculties and other units, Gotham font throughout and use of the primary and secondary colour palettes.

Two banner hardware bases are available: **Premium** (standing banner size: 31.5” wide by 84.35” tall) and **Standard** (standing banner size: 33” wide by 81” tall)

To have banners quoted and created, please contact West Canadian: [ucalgary.ca/printshop](https://www.ucalgary.ca/brand/system/files/4.0-dinos-identity-standards-may2017.pdf)

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**OPTION 1**
Simple

**OPTION 2**
Full-length photo

**OPTION 3**
Three photos

**OPTION 4**
Half-length photo

**OPTION 5**
UCalgary logo

Additional default colour options available in each template

!!! This general UCalgary banner cannot be altered. Ideal for off-campus and large events.
On all templates, the white block and full-colour vertical logo must remain at this size and position.

Key message should be less than six words. Ensure the text is left-aligned with the UCalgary logo.

Banners must incorporate a web address. Please adjust the type size so there is an equal amount of space on each side of the URL. (Short, simple URLs are encouraged)

Optional title should run top-to-bottom in white Gotham Medium. Please adhere to the margins and guides within the template.

Type size can be altered to fit the content but should be proportional to the rest of the design. Only faculties may appear in all caps.

* Faculties: ALL CAPS

* Departments, programs, units, initiatives, centres, etc: Sentence Case

1" of spacing required between title lines. (This is built into the template text boxes)

Do not place text/important content in the bottom four inches — this space is for extra banner on the roll.

Do not alter the location of the URL.