



Accent Banner's Updated Guide to

# LIGHTPOLE BANNERS



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# CHAPTER 1

## 3 Things to Know About City of Boston Guidelines

There are several rules and regulations enforced by the City of Boston's Department of Public Works (DPW) for all light pole banner campaigns within city limits. The DPW owns and maintains all light poles in Boston and anyone who chooses to display banners on light poles is essentially renting advertising space from the city of Boston. As such Boston's DPW has a set of guidelines explaining what they will and will not accept when designing light pole banners. Here are just a few "no-no's" you should be aware of before starting your light pole banner project in Boston, MA.



# 1. No advertising/promoting individual business



One of the DPW's most heavily enforced policies on light pole banner design is regarding the message expressed on the banner. The DPW will not allow banners that promote or advertise a business or company. Light pole banners are intended to promote only city based non-profits, cultural, civic, and/or major local events which advance the image of Boston as a world class city.

# 2. Installation is not permitted without layout & pole location approval from the DPW

One component of a banner program which applicants often overlook is the actual installation of the banners. According to the DPW's regulations the applicant must use a private contractor who is "bonded with the Public Works Department, for the installation, maintenance, and dismantling of the banners." If you decide to pursue a light pole banner campaign in Boston we'd be happy to guide you through the entire process.



### 3. No non “city-based” promotions

A simple and seemingly obvious requirement of Boston’s banner program is that all banners must focus on only Boston-based promotions. In fact this is the number one requirement listed by the DPW for an applicant to be eligible for a light pole banner program. The DPW states in order to be eligible the program must be a “promotion of a special event to be held in the City of Boston which due to its unique and significant importance would further enhance the image of Boston as a most desirable place to visit or live.”



# CHAPTER 2

## 3 Design Tips

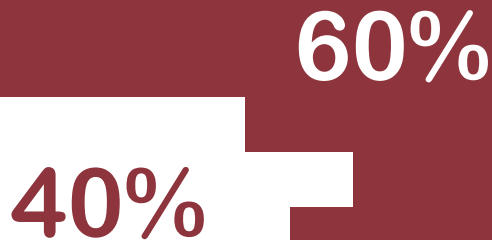
### 1. Go BIG!

Pole banners are most often viewed from a distance. The larger the letters the easier they are to read. Also, make sure to create a hierarchy of information for your banner. In other words, the most important information should be the largest and the least important information should be the smallest.



## 2. Negative Space

**SIGNS  
NEED SOME  
NEGATIVE  
SPACES**



**60%**

**40%**

Negative space is the area of a layout in between and around the letters and images. The space around the letters/images is equally important as letter height. The human eye works with the brain to see words as shapes instead of recognizing each individual letter. Having enough space around these shapes allows our brain to more quickly identify and understand the word/shape. The USSC has determined a ratio of 40/60 as a standard for sign legibility. 40% coverage with text or image and 60% negative space.

### 3. High Contrast

In addition to letter size and the the ratio of positive space to negative space, the amount of contrast in color of text to background helps increase legibility.

Consider speed limit signs which are typically black text on a white background.

Although this may seem a bit boring it is the highest amount of contrast you can have from background to text. The more contrast there is between text and background the better. Treating text this way helps it to “pop” off the sign and be even more readable, especially when viewed from a distance and/or while moving.



# CHAPTER 3

## 2 Things to Know About Installation

### 1. Installation Should Not Be Overlooked

Unfortunately, the installation process is one area that tends to get overlooked when planning a banner project. Not only do you need the proper permits to install pole banners one also needs a real understanding of how to do it properly and safely. A banner or hardware set that is incorrectly installed can be a huge liability for any residence, business, or municipal office. We highly recommend that you contact our team at Accent Banner to get advice from our professionals regarding installation and removal before attempting to do anything yourselves.

Our team has years of on-site experience and will help ensure that your banner and hardware set is installed correctly which will give you the peace of mind that you deserve while your banners fly legally and safely.

## 2. Accent Banner Offers Installation Services

A successful light pole banner project is reliant on proper display, which means each banner needs to be installed perfectly and with the appropriate hardware. Accent Banner's installation team can install any banner we produce. We carefully assess site conditions and apply the right hardware and anchoring techniques to get the job done safely and securely.

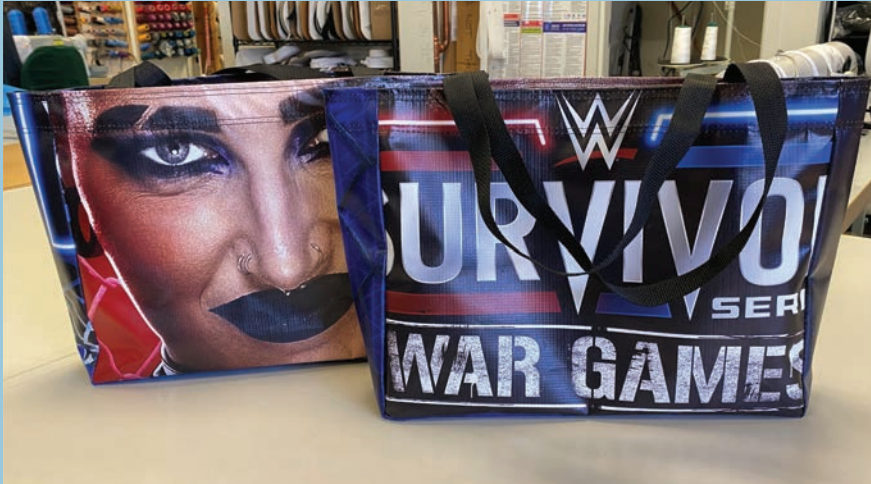


# CHAPTER 4

## Recycling & Tote Bags

Eventually your pole banner campaign's allotted time will expire, or even worse your banners will wear down beyond reasonable repair. Accent Banner offers banner removal, disposal, and recycling. One could assume that banner removal and disposal is the easy part but the truth is handling banner removal is just as important as executing a proper banner installation. An experienced and permitted crew such as Accent Banner's should be contracted to handle the job.

If you prefer not dispose of your banners and hope to find a new use for them you may want to consider our "Banner-to-Bag" program where we up-cycle your banners into sharp looking and durable tote bags. Often used as gifts or fundraiser merchandise these totes breathe new life into the vinyl used to make banners and extends their marketing impact.

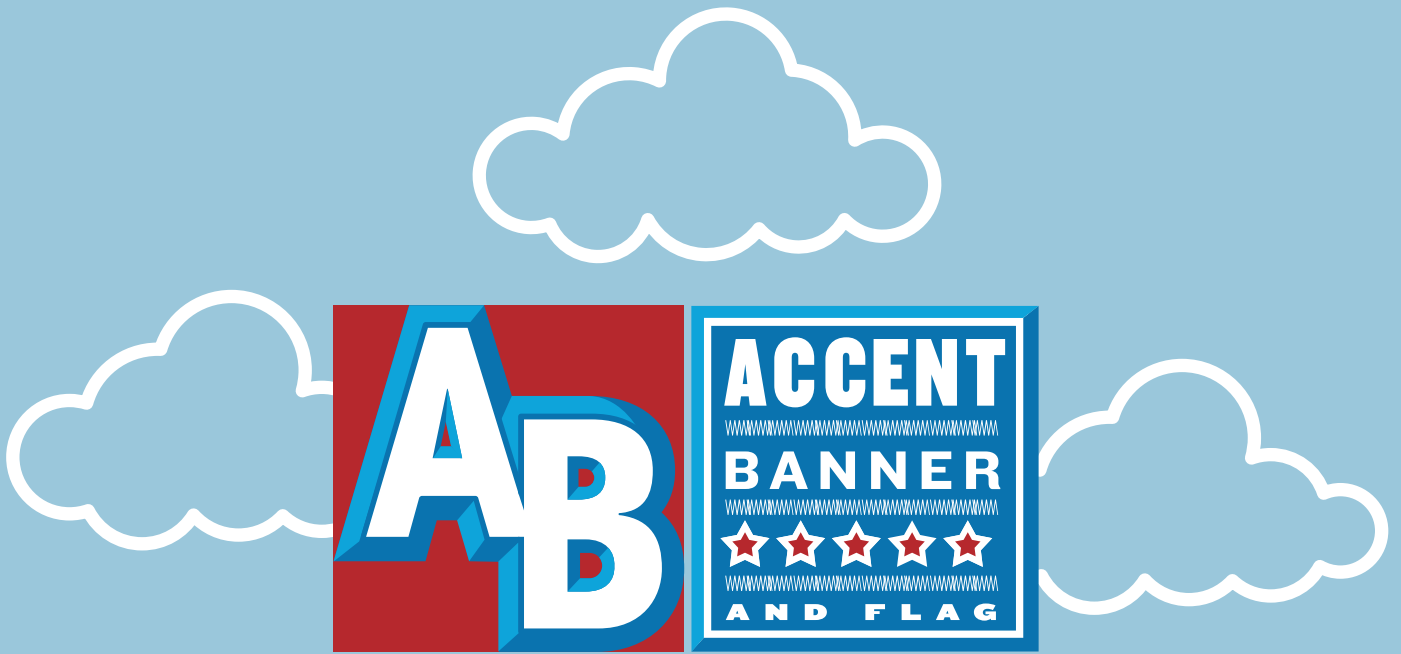


# CHAPTER 5

## Gallery & Contact







Have a pole banner project coming up  
and need some pricing info?

Click the image below and be instantly  
transported to our request a quote page  
on our site. Let us know what you have in  
mind and we'll help get you started!

[Request a Quote](#)