Pop-up banner guidance

About our pop-up banner template structure

Our pop-up banner templates have been designed to ensure legibility and impact.

Pull-up banners are frequently positioned behind registration tables, display counters, or other furniture at events and exhibitions. By placing your most critical information in the upper two-thirds of the banner, you ensure that:

- Primary headlines and core messages remain visible even when partially obscured
- Attendees can read essential content from a distance before approaching your stand
- Our brand and value proposition are never hidden by physical barriers

For our text only banner template, we recommend a word limit of 25-30 words in total. To retain impact the first paragraph should be at 238pt, and the second paragraph around 183pt.

For our combined text and image banner template, we recommend using around 7-10 words in your header, at around 250pt - 280pt to ensure legibility.

Do not significantly alter the recommended font size and word count, as your banner may become crowded and difficult to read.

The approved font for our pop-up banners is our approved brand font Roobert, which CDP's designers have access to.

Choosing your content

Copy

When selecting copy for your banner consider the following:

- Ensure your copy is impactful and succinct
- Follow LSTM tone of voice guidance.
- Avoid technical scientific language where there is a plain English alternative.
- Consider the audience you are speaking to and what message will resonate with them.

When choosing an image for your banner, follow the guidance below:

- Ensure you are using a high-resolution image. Images need to be 120-150DPI. Avoid blurry, low-quality images. Using poor quality photos will result in your image being pixellated when printed.
- Choose an image that supports your message.
- If the image features people, make sure they have all given permission for their photo to be used in publicity materials.

- Authenticity is important in conveying the LSTM brand. Avoid using stock imagery wherever possible.

How to order

Select your template preference from the available downloads. You will also need to choose if you would prefer a budget banner (best suited for occasional use and recommended for most orders) or a mid-range option, which is intended for more frequent long-term use.

You will need to supply your own copy and any images to Sue Burgess at CDP who will populate the template for you and send it back to you for approval. You can contact CDP at Sue.Burgess@cdp.co.uk.

You can then send the template to marketing@lstmed.ac.uk for sign-off before printing.

If you feel you need a pop-up banner design that is not covered by the existing templates, then please contact marketing@lstmed.ac.uk