

# A BRIEF GUIDE TO SAIL BANNERS

**Sail Banners - Portable flag displays primarily for outdoor use, designed to be portable and compact for easy transportation, built to withstand the elements.**

Due to their outdoor nature the sail banner has a look and feel of a boat's sail. The unique design give you a unusually large print area that helps to gain maximum outdoor exposure.

Consisting of a pole (which comes in sections that slot together) and a printed flag. The fabric flag is produced with a sleeve on one side which the pole then slides into, similar to the construction of a tent.

The bottom of the flag has a cord which loops and is pulled tight around a fitting on the bottom of the pole.

The poles and flag are supplied with a carry bag, which is usually around 140cm long.

## Available Shapes

Sail Banners come in three different shapes - Teardrop, Windchaser and Feather. There is no cost difference when you choose one shape over another (when the height is the same). The only thing to consider is how your message is best suited to the chosen shape and available viewing conditions.

So it's a good idea to have a think about how your branding or message will look, and then chose the most suitable shape. For large images, a Windchaser or Feather Banner normally works best, as they have a larger print area, and are more rectangular in shape. Whereas a Teardrop Banner normally works better where the artwork design is a logo at the top, and web address or company name running down the side of the flag.

[Web-Video: Sail Banner Setup](#)



## Popular sail banner locations

### Good for:

- County Shows, Fetes and Fairs
- Music Concerts & Festivals
- Shop Front and Building Grounds
- Markets and Shopping Centres
- Sporting Events
- Airports and Petrol Stations
- Road and Rail side Advert Billboards



Teardrop



Windchaser



Feather

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## Single / Double Sided

Sail Banners can be produced single or double sided. Single sided flags are printed on one side with a reverse show through on the other side. This is the cheapest option but bear in mind that if you have a lot of text on your design, this will read back to front on the other side of the banner.

Single sided is fine for large images, but double sided is better for artwork that has a strong text focus such as web addresses or company names.

Double sided flags are printed on two pieces of fabric which are sewn together with a light block material in the middle. This light block material prevents the print from bleeding through from the front flag to the rear flag. Different artwork designs can be printed on each side.

## Top Tip:

When sourcing suppliers be careful of companies who can't offer double sided banners, as this normally means that their poles aren't strong enough to handle the extra weight of double sided flags.

## How a Sail Banner rotates

All the base options have the same spindle fitted. The spindle has bearings inside it, so the flag doesn't resist the wind, and freely rotates.

Bearings stop the flag from rotating quickly at 360 degrees. When the flag comes into contact with wind it will rotate gradually, in small steps. Rather than rotating at the same speed as the wind, ensuring branding can still be easily seen and understood even in strong winds.

[Web-video: Sail Banner in 60km wind](#)



## Base Units

Once the flag is fitted to the pole, the Sail Banner needs to be fixed to a base. With a choice of bases units, you will normally be guided by the type of surface that the Sail Banner will be used on.

The cheapest option is a ground spike which is the most secure way of fixing the Sail Banner into a grass surface.

If using on a surface where a ground spike isn't an option, there is a cross base with a water fillable bag to weigh the base down, or a square or round rubber base. The cross base with water bag is a lightweight option if you have a water source at the venue so the bag can be filled.

The rubber bases come in a square (21kg) or round (27kg) shape.

These are the best option for heavy winds, but of course are quite heavy to carry around. There is a "car wheel" base, which has a foot that can fit underneath a car wheel to weigh the Sail Banner down.

If the banner needs to be fixed to a wall there are wall mount brackets available in a choice of angles.

## Heights

Sail Banners are available in a range of heights from 2.1m to 5.6m high. The heights refer to the distance from the ground to the top of the banner.

There is a space between the bottom of the flag and the ground.

[Web-link: Sail Banners](#)



Ground Spike



Water Filled Base



Rubber Base



Car Wheel Base



Wall Brackets



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## Updating Artwork

The pole simply slides through the sleeve on one side of the flag. The pole and fabric are separate items, which means the flag can be replaced at a later date if your branding message changes.

Replacement flags can be purchased at a later date, and the existing poles and bases can be reused.



## Artwork Design

Artwork templates and spec sheets can be supplied once we know which shape, size and if single or double sided banners are required. These can be used by your designer to create the print ready artwork file.

If you don't have a designer, simply supply us your logo, any high resolution images, details of fonts / Pantone colours that should be used for text and colours. Our experienced team will do the hard work for you. Once the artwork is finalised we will then send your proof.

At Zoom Display we offer the first half an hour design time free of charge, which is usually enough for straight forward designs.

However, if the artwork brief is more involved the hourly rate is £30+vat for artwork design time. Even with a more complex brief this shouldn't normally take more than a few hours.



## What to look out for when designing artwork

Try to keep it simple.

The job of a Sail Banner is to attract attention rather than tell a passer by everything about your company.

Include important information such as your logo, perhaps a strapline, and web address, and of course using your branding so that your visitors can see where you are at the venue.

### Top Tip:

When supplying artwork, use our templates rather than creating your own. While its tempting to move cut lines to fit your design you must follow the template provided for the final print.

If sending a high resolution PDF, please ensure that fonts are outlined.

## How long do they take to produce?

We ask for 5 working days from receipt of print ready artwork.

If we are putting the artwork together, then we ask for 5 working days from approval of our proof.

If the artwork is being supplied by a designer, then we will check the artwork over and advise of any issues, then send you a proof for approval.

If we are putting the artwork together, then we will send proofs as part of the design process.

