



 **DLIMAGING**
a division of Dekra-Lite Industries, Inc.

Banner Catalog 2012-2013



dana point
festival
of
whales
march 5-6
12-13
dpfestivalofwhales.com

■ ■ ■
wall mounted banner installation

DLIMAGING

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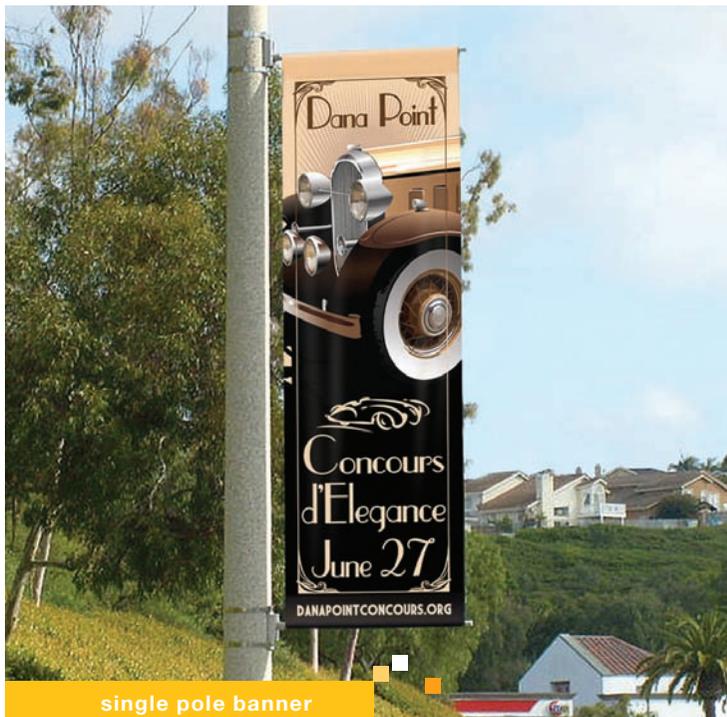
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double pole banners



block out window graphics



single pole banner

ABOUT DL IMAGING

At DL Imaging we know you expect superior quality and service from your turn-key digital print provider - and we're here to deliver!

We have a variety of large format print capabilities coupled with design, warehousing, finishing and installation services. Whether you need one banner or one-thousand, we have the facilities and resources to ensure that your large format print projects look great and stay in-budget.



Our customers benefit from:

- 10 Years Experience in Digital Printing
- Free Site Evaluation
- Fast Turnaround
- Installation & Removal
- Maintenance and Repair (including cleaning)



LIGHT POLE BANNERS



single light pole banner



single light pole banner



double light pole banners

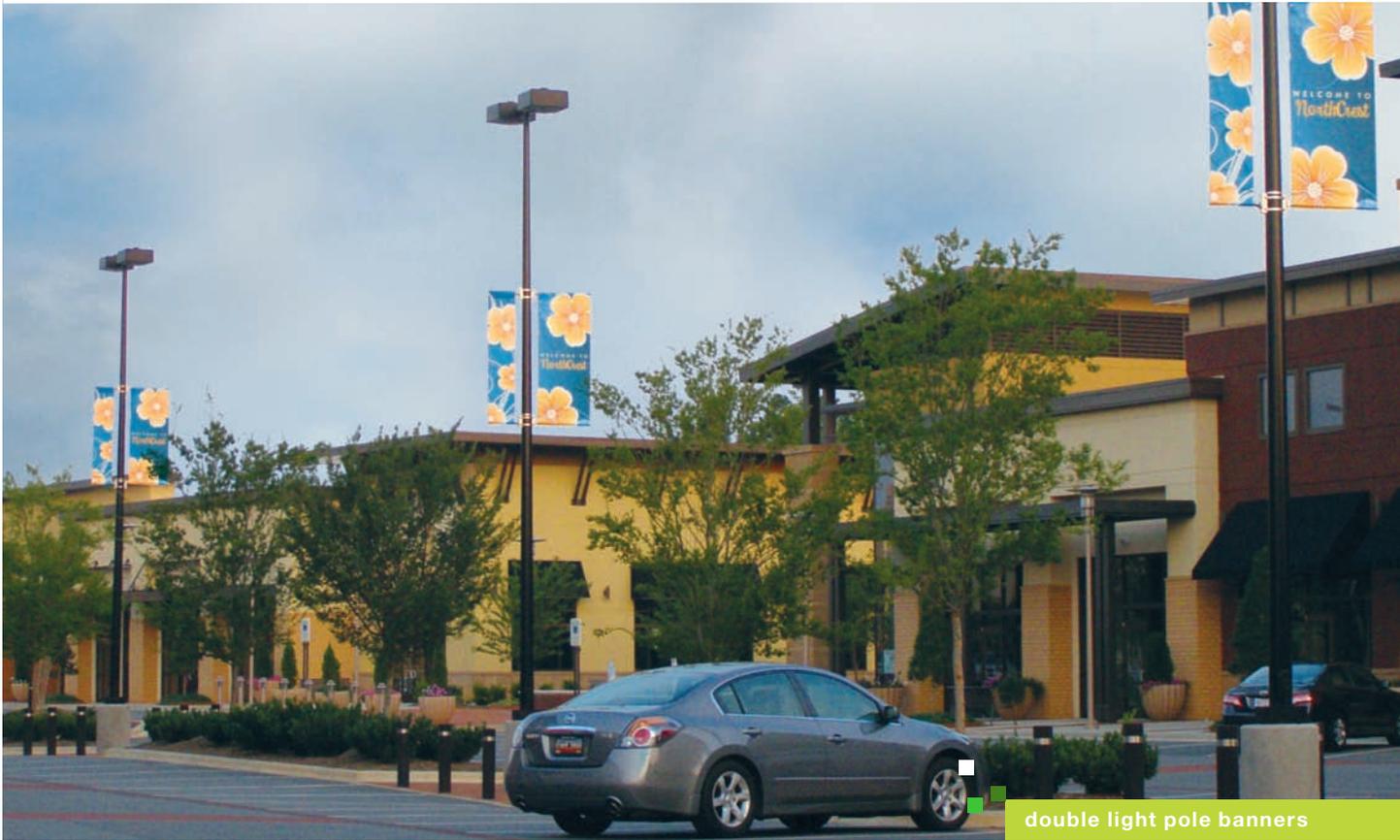


mounted banners

LIGHT POLE BANNERS



double light pole banner



double light pole banners



double sided illuminated graphic



lamp post banner

LIGHT POLE BANNERS

Our colorful and unique banner designs are a great way to create visual interest and communicate your message with minimal investment.

Don't see anything that fits your needs? We can create a custom light pole banner design specifically for your market. All banner designs can be printed as single or double banners. Our light pole banners are printed on 13oz matte vinyl and are backed with our three year no-fade warranty.



double light pole banners

BANNER SHAPES

We are happy to offer innovative banner shapes. These profiles create a fresh look and add an interesting appearance to your message.



Double rectangle



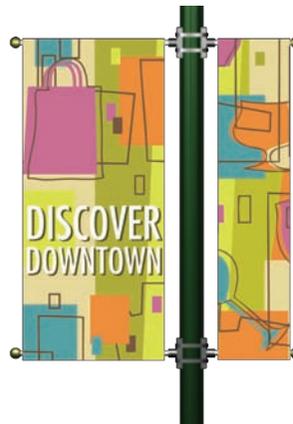
Double with Spear Extension



Double with Tapered Extension



Double with Diagonal Extension



Rectangle & Companion



Double with Swallow Tail Extension



Double Triangle



Double Flipped Triangle

SEASONAL



Blooming (double)



Summer Sailing (double)



Summertime Flowers (double)



Water Lily (double)



Spring Flowers (double)



Seasonal Birds (double)



Summer Fruit (double)



Summer Kites (double)



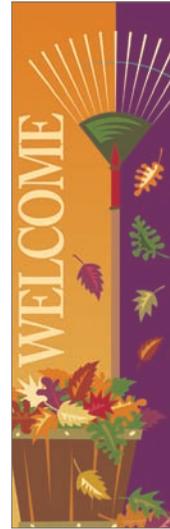
Flower Doodles (double)



Fall Leaves (double)



Fall Color (double)



Falling Leaves



Pumpkin Patch



Cornucopia (double)



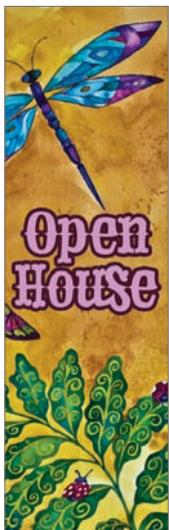
Seasons (double)



Valentines Hearts



Gerber Daisies



Welcome Dragons (double)



Colorful Butterflies (double)



Owls in Spring



Poppy

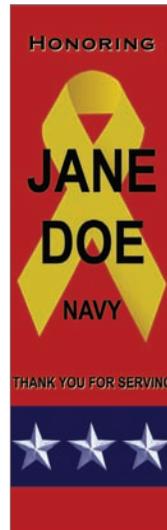
PATRIOTIC & HONORS



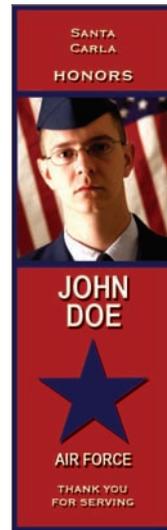
Support the Troops (double)



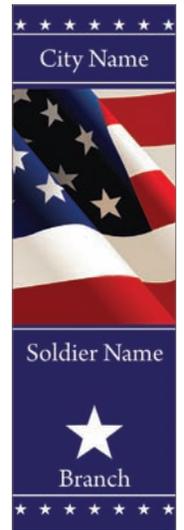
Flag Honors



Three Stars Honors



Blue Star Honors



Blue Honors



Shooting Star Honors



American Flag



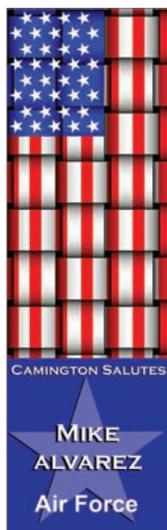
Vertical Flag



Star Honors



Waving Flag Honors



Woven Flag Honors



Red Honors



Canadian Honors



Canada Day



Canada City Sponsor

EVENTS & COMMUNITY



Cherry Blossoms (double)



Earth Day (double)



Ride for the Cure



Jazz Concert



Anniversary



Recycle Tree



Awareness Red



Jazz Fest



Botanical Gardens



Marathon



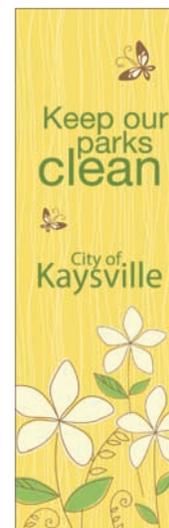
Save the Arts



Music Festival



Theater



Parks

ATTRACTIONS & PLACES



Tropical Garden (double)



Orchids (double)



Flight (double)



Aquarium (double)



Hot Air Balloons (double)



Farmers Market (double)



Harbor Ferry (double)



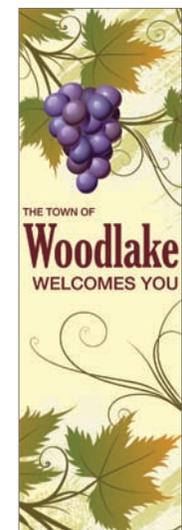
Surf City



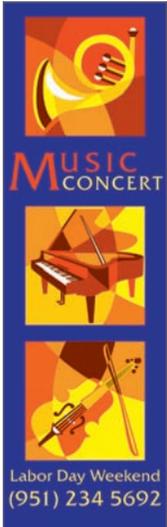
Sailing



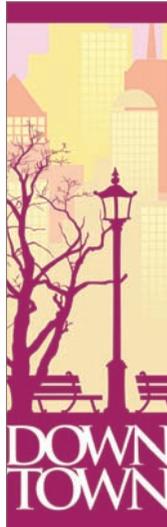
Zoo



Wine



Music Concert



Downtown



Welcome Shop



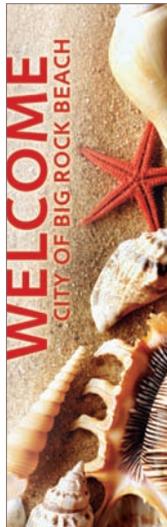
Welcome Dine



Welcome Play



Flower Festival



Beach



Urban Shop



Urban Dine



Urban Play



Shopping



City Park



Silhouette Shop



Silhouette Dine



Silhouette Enjoy

ATTRACTIONS & PLACES



Ballooning (double)



Discover Downtown (double)



Farmer's Market (double)



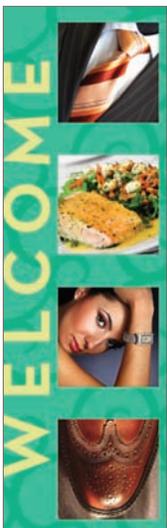
Music Fest (double)



Sails (double)



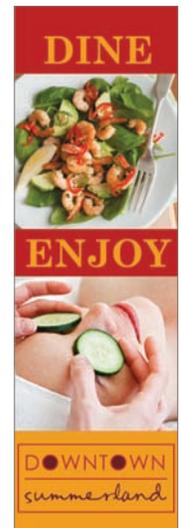
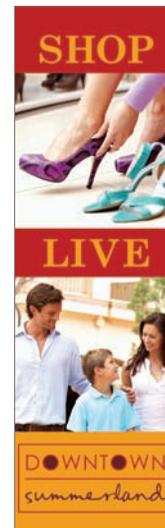
Music (double)



Shopping Mall (double)



Town Square (double)



Town (double)



Art Fest



Birds & Butterflies



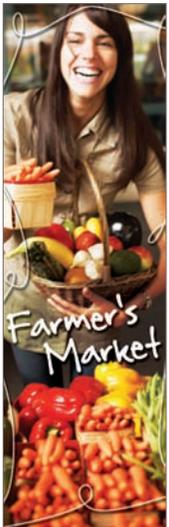
City Marathon



Clean Parks



Coffee Shop



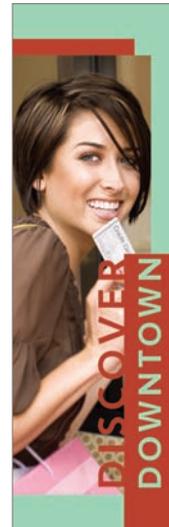
Market Basket



Whale Tours



Nautical



Downtown Shopper



Trumpet Flowers



Zoo Monkey



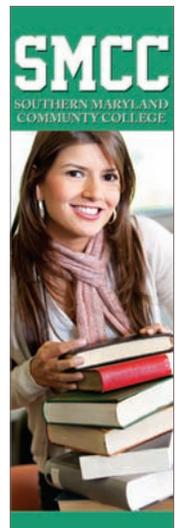
Air Show



Natural History Museum



Bicycle Rentals



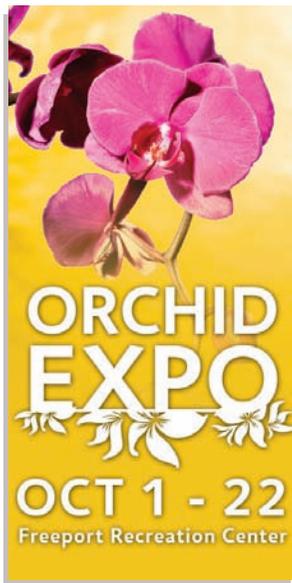
Community College

CREATING YOUR BANNER

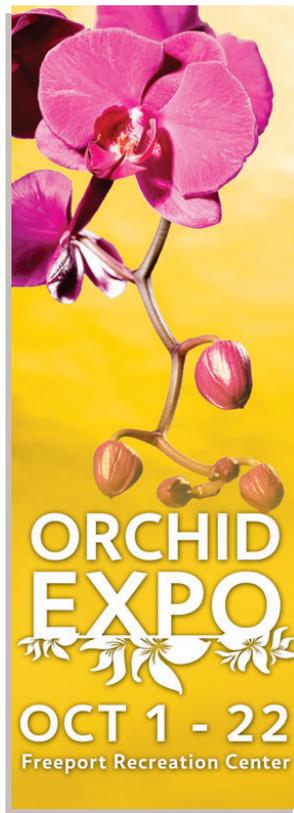
Designing a banner is simple! The following suggestions will get you started and help you complete a professional looking design for your banner project.

Select the images and messages that best convey your point. Bright and colorful graphics and photographs are guaranteed to attract attention. To ensure the best results, use the highest resolution possible.

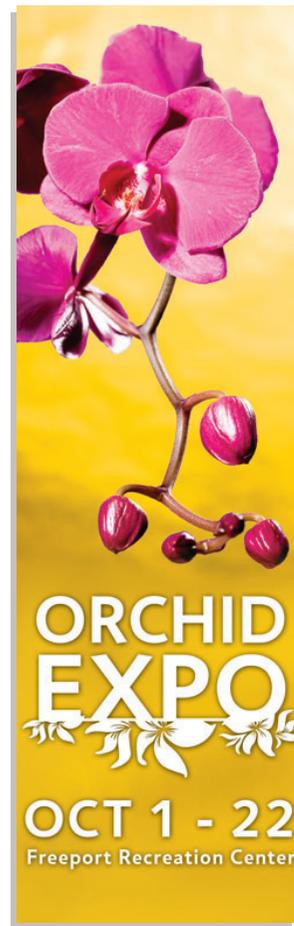
Make sure you know what size light pole banner you need. Our most common size is 30" x 96", but we often create banners that are 30" x 60" or 30"x 84". The ratio of the banner makes a big difference in how your image will be cropped.



30" x 60"



30" x 84"



30" x 96"

We have thousands of stock images and illustrations for you to choose!

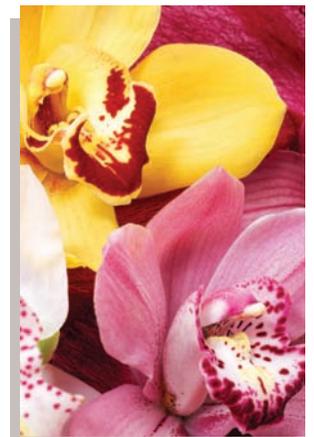
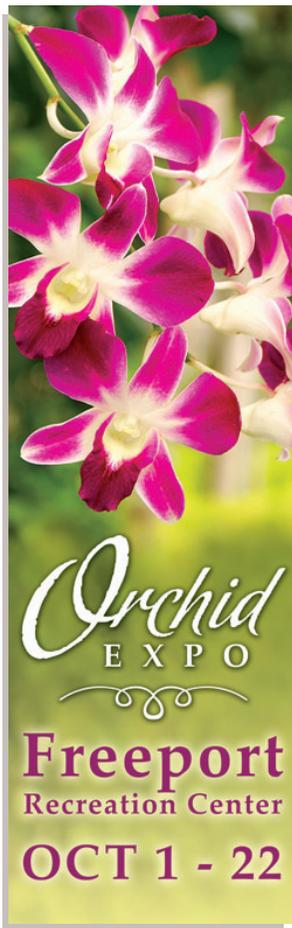
ADD YOUR MESSAGE

There may be times when you want your banner to be completely filled by the image. If so, choose an image that has some open space to allow for the placement of text. This way the image doesn't interfere with the legibility of your message.

Images with a lot of detail may interfere with the legibility of your text. If your image is busy or has several colors, then it is a good idea to place the text in separate fields. This will ensure that your message is legible.



If your image is busy, place the text in a separate field for increased readability



COLORS AND FONTS

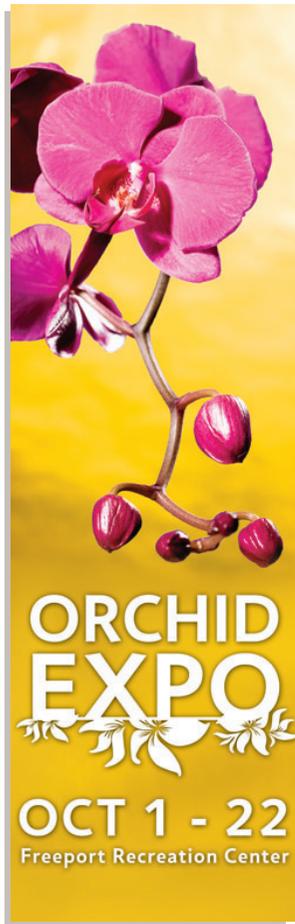


Different color combinations and font styles can create a different look and feel within the same design. Experiment with different colors sampled from the image and decide which one looks best in your banner design.

Avoid using too many colors and fonts, especially when the image featured in your banner is busy. This will keep your banner from looking cluttered.

Whatever your design, take care to choose fonts that are easy to read. Avoid overly decorative fonts, as these lose legibility at a distance.

Different color combinations and font styles can create a different look and feel within the same design



EXPAND YOUR BRAND

Once you have settled on a design for your banner you can reuse and rearrange elements of your design in other formats. Coordinating light pole banners with window graphics and other signage reinforces your message and helps you get the most bang for your promotional dollar.

We can help you create a coordinated graphics program across light pole banners, over the street banners, window graphics, backlit signage, murals, hanging signage and more. Talk to one of our design experts about how you can best achieve your promotion goals through cohesive design and large format prints.

**Achieve your promotion goals
through cohesive design**



Light Pole Banner



Backlit Sign



Window Graphic

MOUNTING HARDWARE

We know how important it is that you have the right hardware for your pole banner installation, that's why we carry only the strongest and most reliable hardware for your job. Engineered for long-lasting exterior installations, our Windbreaker™ Banner Brackets are the strongest banner bracket system in the industry. That's why we stand behind all of our hardware with a 6 year warranty.



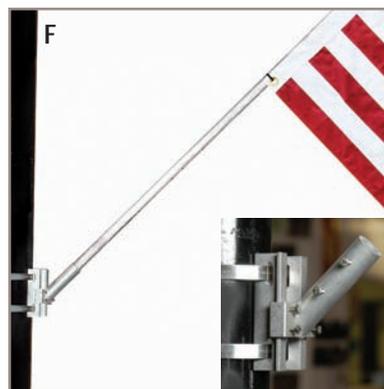
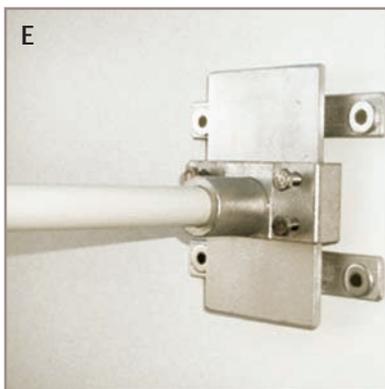
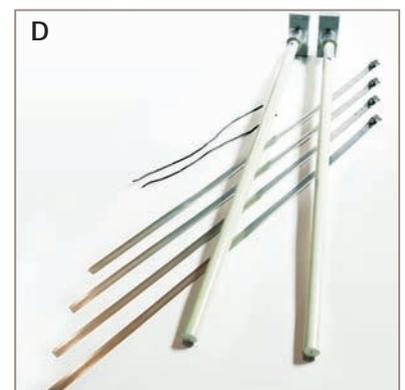
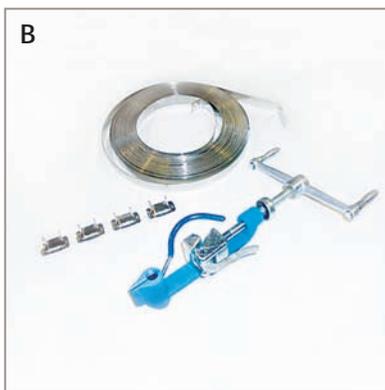
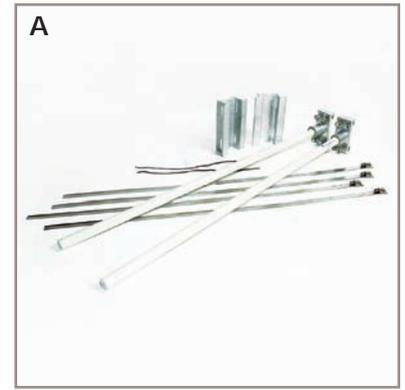
Example above is a double pole banner requiring two sets of Windbreaker™ Banner Brackets

- A.** Windbreaker™ Banner System with Adjustable Bands
Engineered to withstand sustained 70 mph winds when installed with Band-It strapping. Fits poles 2 1/2" or larger. Set includes:
2- banner bracket shoes
2- pole assemblies
4- adjustable band clamps
8- 3/8" hex bolts
2- 1' pieces solid core wire

- B.** Band-It™ Strapping Material, Buckles & Tool
Bright stainless steel finish resists oxidation and many corrosive agents. Imprinted scale on band for easy measuring.

- C.** Banner Bracket Pole Ends
Solid aluminum pole ends screw on to 3/8" threaded end of Windbreaker™ arms. Available in brushed aluminum or anodized gold. Custom anodized colors available.

Our Windbreaker™ Banner
Brackets are engineered to
withstand sustained 70 mph
winds!



- D. Windbreaker™ Bracket Kit
For smaller banners, use our Mini WindBreaker™ Bracket Kit. Adaptable to poles 2 ½" or larger.
Set includes:
2- WindBreaker Mini Pole assemblies
4- adjustable bands
2- 1' pieces of 14 gauge wire
- E. Wall Mount Brackets
Use with WindBreaker™ Banner Arm.
Constructed from solid steel with a aluminum finish.
Installation hardware is not included.

- F. Flag Pole Holder
Use with Windbreaker™ brackets to hold pole at 45-degree angle. Aluminum construction supports up to 7/8" fiberglass or wooden rod.
- G. Triangle Banner Bracket
Adaptable to poles 2 ½" or larger. Simple to install and remove. Includes the following:
3- Stainless steel adjustable bands
1- Arm 30" in length
1- Quick link connector
1- "D" ring.

ART SPECIFICATIONS

File types

We accept both Mac and PC formats of the following file types:

- TIFF flattened
- EPS flattened with all text converted to outlines
- AI Illustrator CS3 or lower
- PSD Photoshop CS3 or lower
- PDF with all fonts embedded

Please make sure to include all images required and all fonts used should be embedded or converted to outlines.

Size & Resolution

- All files should be built as large as possible. (maximum of full size at 150 dpi)

Bleeds

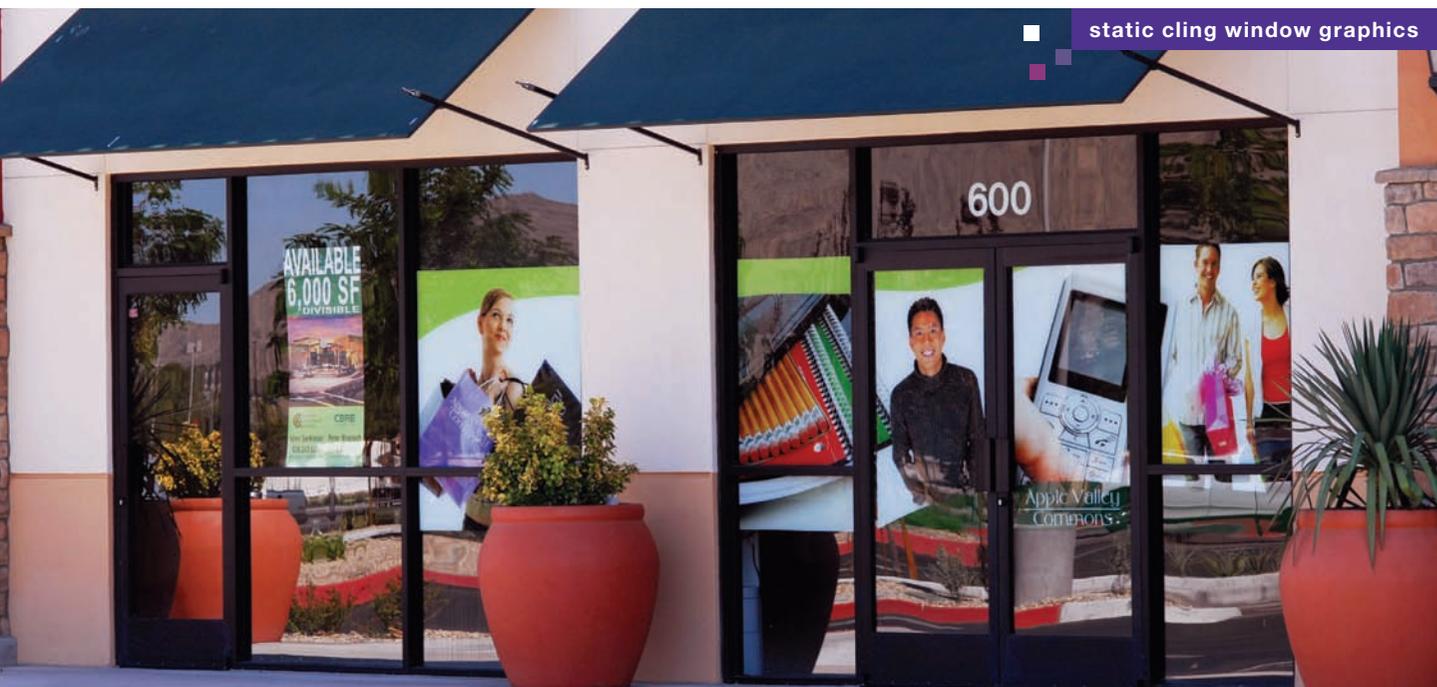
- No bleeds required on artwork.
- Please add a clipping mask to EPS artwork.

Colors

- For best results, please build your files in CMYK colorspace. All banners are printed in CMYK process and may have slight variations in color.

Additional Information

- A color printout of the artwork must accompany the CD, or a PDF must accompany artwork if uploading to the FTP site.
- Number and placement of grommets, pocket size, special stitching, existing hardware, or other details need to be included in notes but not in file.
- If banners are going to have pole pockets, please add 1.25" to height only. For banner going into banner stands, please call for extra height needed for that particular stand.



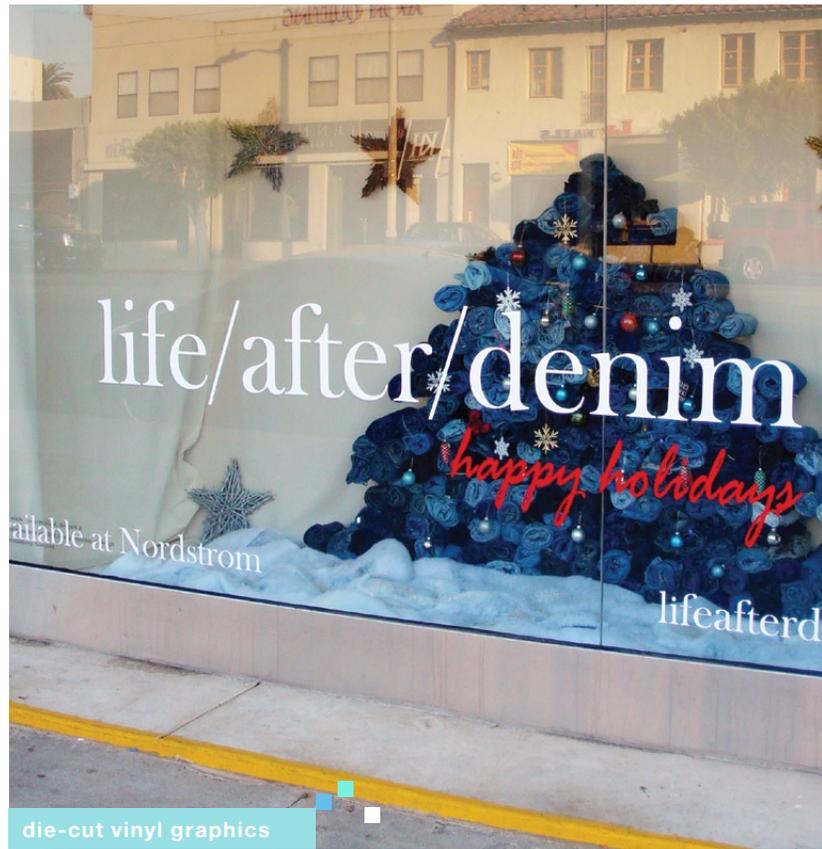
Artwork can be supplied to us by:
Upload files at:
dlimaging.net > upload file

Send a CD or DVD with all artwork to:
DL Imaging
Attn: Art Department
3102 W. Alton Avenue
Santa Ana, CA 92704

For orders or questions, contact us at:
DL Imaging

3102 W. Alton Avenue
Santa Ana, CA 92704

888.500.5006
dlimaging.net



die-cut vinyl graphics

Banner and Bracket Warranty

Banners are warranted for three (3) years from manufacturer defects and fading when installed per the instructions on Wind Breaker Banner Brackets. Wind Breaker Banner Brackets are guaranteed for six (6) years against defects in material and workmanship when installed according to our installation instructions. Please note - any banner programs up over 30 days must use "Bandit-It" stainless steel banding (Model #206) and the banding must wrap around the pole twice (x2) before clamping the buckles to qualify for warranty. After three (3) years we prorate our warranty by 50% from the date of delivery. Also, as noted in your instructions, inspect your banner installation 30 days after initial installation and every 60 days thereafter making any appropriate adjustments. Please verify with your light pole manufacturer or a structural engineer to insure that the light pole is suitable for a banner bracket and a banner application.



outdoor graphics



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