COMMUNICATION TOOLS WORKSHEET

Banner

TYPE OF TOOL: **PUBLISHING**

Goals

▸ First of all to promote an event; also to promote an organization.
▸ To Inform.

Targets

▸ General Public

Steps for Creating

DESIGN

Decide on the main messages, the content, the size of the Banner (sizes vary), the quality and features (material type, vinyl resistant to sun, bad weather, etc., the hanging features, etc.) Be sure to ask for details and suggestions about hanging the finished banner. Call on a Graphics Designer for the design.

PRODUCTION

Proof the final PDF version of the banner text prior to giving Printing Approval (PA/RFP).

Key points:

Have the Banner viewed and critiqued by someone from outside the organization, who is not involved with the printing project, to get an independent opinion on whether the main messages are well presented and understood. Banners are usually used for a limited time period in a limited space.

Content

The copy text should be kept short and precise. Provide the essential information. Avoid extraneous, superfluous wording.

MESSAGES

In general banners provide information about something specific (event, organization, etc.). Included are the name of the organization, the title, theme, and information about date, time, and place.

IMAGES

Banners usually do not have many photos or visual images. If used they should not divert the eye from the information text. Use of logos should be limited

Distribution

▸ Most of the time banners are hung and fixed using heavy cords
▸ Identify the places for hanging
▸ Verify in advance that the banner can be fixed in these spots

Indicators

Examples

- **Kawawana Banner.**
  See Example Worksheet below and the document.
- **CSRP Banner.**

EXAMPLE *Banner*

KAWAWANA BANNER

Context
"Kawawana" - a shortened version of the expression in the Djola language that means "Preserve our ancestral heritage" is a community-based initiative in the Casamance Region of Senegal that brings together the populations from eight villages that decided to join together to preserve their environment, in particular their fishery resources, a mainstay of their livelihoods which are becoming more and more scarce. This rural community has taken charge of its destiny and all its members are the stakeholders.

Type of Tool
Publication

Language
French

Technical Characteristics
Cloth banner, approximately 2 m x 0,70 m in size.

Targets
All the Rural Community

Geographic scope
Local

Key Messages
The announcement of the official public inauguration of the protected indigenous community area (APAC) which is to take place in Mangagoulack on 10 July 2010.

Goals
Event announcement

Usability
●●●●

Use over time
●○○○
Only useable for a single event.

Replicability*
●●○○
The concept is replicable but generally this type of banner is for one-time use.

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• The content is clear and understandable
• The information given is complete

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• No specific visual (graphic, chart, etc.).

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)

MAVA FONDATION POUR LA NATURE   OCEANIUM DAKAR   FONDS FRANÇAIS POUR L'ENVIRONNEMENT MONDIAL