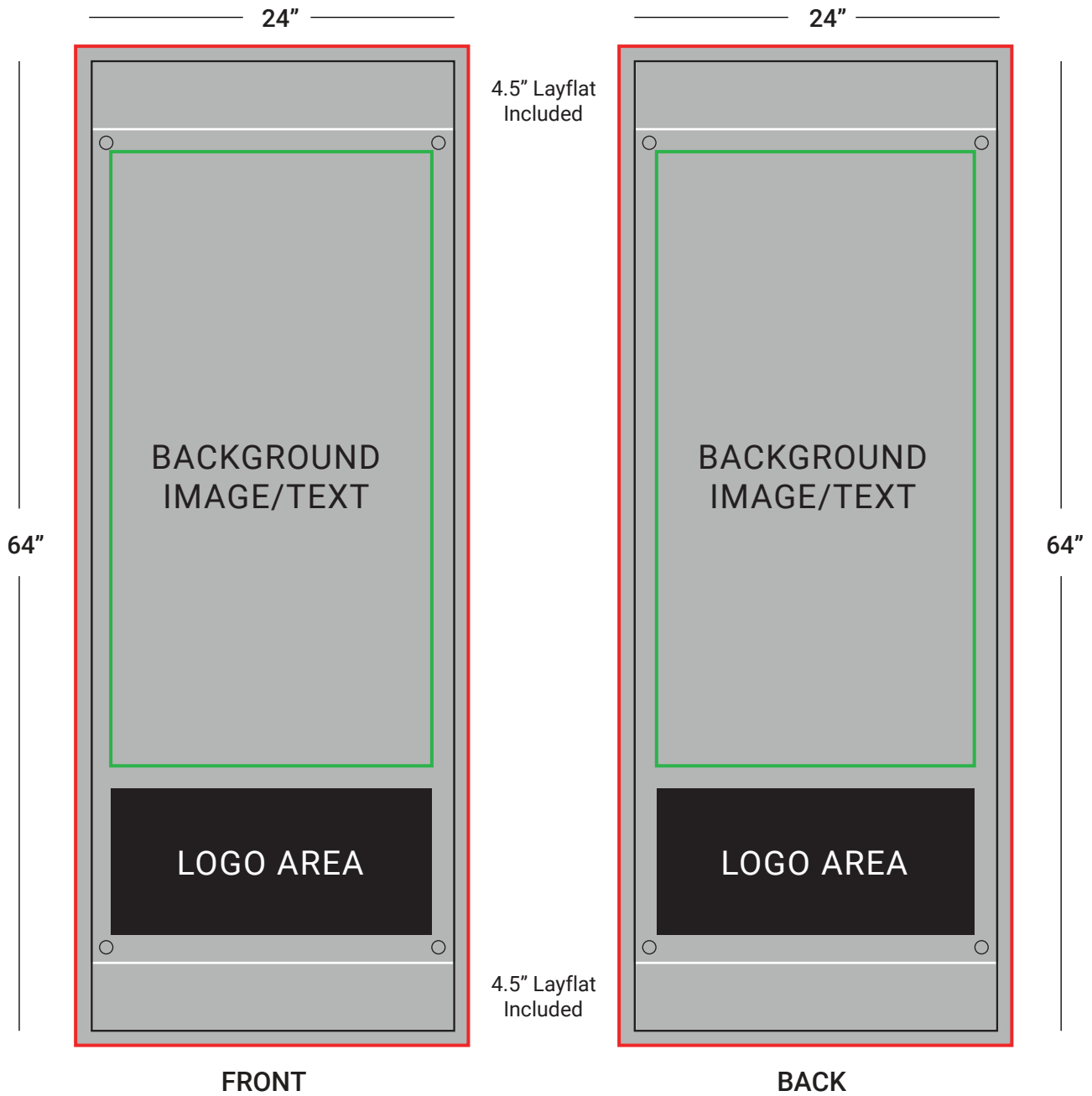



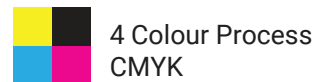


**TOWN OF AURORA - BANNER PROGRAM**  
TEMPLATE - FRONT AND BACK



-  Safe title area
-  Background image/text
-  0.5" bleed



**Banners shall:**

- Be made of durable vinyl and be 24 inches wide by 64 inches long with standard pockets reinforced by heavy nylon thread.
- Grommets are required on the pole side corners.
- Include UV inhibited inks where applicable, to resist fading.
- Double-sided using bright, contrasting colours on both front and back.
- Be simple in nature, incorporating large simplistic and bold elements.
- Incorporate imagery and text that are appropriately scaled for long-range, road-side visibility.
- Three to five words maximum, not including a URL.
- Using the template provided, please ensure text is within the safe title area in the green box and that any logo is placed within the designated logo area.
- If using an intricate logo, please use a high contrast version for best visibility.
- Banners must be submitted to the Town as a layered PDF

**Banner Shall Not:**

- Be political in nature, nor display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
- Display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity.
- Display any logos or text that is not visible over images or backgrounds
- Have displayed thereon which portrays a traffic control device, or which attempts to direct the movement of traffic.
- Contain more than 25% of space used to highlight the sponsor of the banner.
- Display inappropriate material including but not limited to: offensive language, hate speak, pornographic images, and/or content considered demeaning and derisive.