



How to Design Eye-Catching Exhibition Display Banners | Bravo Print

About Exhibition Display Banners

When it comes to attracting visitors to your booth, a good start is with a banner that's eye-catching. But even more important is making sure your trade show banner carries the right message that's easily understood and instantly memorable. This means keeping text to a minimum, choosing images that are high quality and indistinguishable from a distance and being consistent with other marketing materials, such as brochures or catalogs.

Color is also an effective tool, but it's important to know what messages specific colors communicate. Red, for instance, is a loud color that [communicates](#) urgency and power and can be used to draw attention from other attendees or signal a call to action like "come see us for a free ABC."

Another great way to attract attention is with a banner that uses icons and symbols instead of words. These can be easy to recognize, even at a distance, and can save you time in the design process. Just make sure that the icons you choose are consistent with your overall brand strategy, so they don't clash and create visual confusion for viewers.