BANNER PROGRAM GUIDELINES

PLEASE NOTE – Signage Hubs are temporarily unavailable for hire and will be available again soon – please contact the Banner Program Officer banners@melbourne.vic.gov.au if you require further information.

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INTRODUCTION

Banners are an effective way of decorating the city. They provide a vibrant and strong visual presence within the city and allow an event or organisation to further enhance its marketing campaign on a large and impressive scale.

The City of Melbourne has established these guidelines for the design and production of banners to ensure effective designs and high quality production.

These guidelines encourage designs that enhance the city's appeal and communicate information about events and activities in the municipality - including arts, cultural and sporting events, as well as festivals and exhibitions.

Final confirmation of the booking and subsequent banner installation is subject to artwork being approved by the City Of Melbourne. Artwork must promote the event/activity relevant to the booking.

The City of Melbourne Banner Program’s objective is to:

- Promote events and activities that the public can attend, or engage in, that are being held within the municipality, including Docklands and
- Add vitality to the cityscape.

The Banner Program is not intended as a medium for:

- Advertising commercial sponsors or promoting brands
- Flying national flags or cause-related flags
- Promoting events, industry days and trade shows that the general public cannot attend
- Promoting private functions or events that the general public cannot attend
- Marketing activities such as product promotion and launches, venue openings or media announcements.

The City of Melbourne Banner Program currently offers the following mediums:

- City Standard Banners
- City Super Banners
- Docklands Banners V1
- Docklands Banners V2
- Docklands Super Banners

Further information about the City of Melbourne Banner Program can be found by contacting the Banner Program Officer by email or telephone or via the website.

Email: banners@melbourne.vic.gov.au
Phone: +613 9658 8355
Website: melbourne.vic.gov.au/bannerprogram
THE APPLICATION PROCESS:

PLEASE NOTE – Signage Hubs are temporarily unavailable for hire and will be available again soon – please contact the Banner Program Officer banners@melbourne.vic.gov.au if you require further information.

Banners are highly sought after to promote events and activities and applications are reviewed four times a year:

<table>
<thead>
<tr>
<th>Event/Banner booking period</th>
<th>Applications due by:</th>
<th>Allocations finalised and offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>January – March</td>
<td>September (of previous year)</td>
<td>October – December</td>
</tr>
<tr>
<td>April – June</td>
<td>December (of previous year)</td>
<td>January – March</td>
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<td>July – September</td>
<td>March</td>
<td>April – June</td>
</tr>
<tr>
<td>October – December</td>
<td>June</td>
<td>July – September</td>
</tr>
</tbody>
</table>

Applications will be accepted after the recommended submission date but it is likely that you will not secure the sites requested. Applications can be submitted up to 12 months in advance.

Banner allocations are not finalised on a first come first served basis, so whilst it is highly recommended to submit your application early, doing so will not guarantee the requested sites are allocated.

In making final decisions regarding allocation of sites, City of Melbourne aims to be fair and equitable and all applications will be considered on merit and subject to conditions of hire and relevant guidelines. However, sites are allocated based on a predefined City of Melbourne priority system.

PRIORITY BOOKING SYSTEM

In order of priority, bookings will be taken for:

- City of Melbourne owned events
- City of Melbourne sponsored/partnered events
- Major Hallmark events
- Events or conferences that are held within the City of Melbourne boundaries that the general public can attend, and
- A specific event that promotes a fundraising activity.

Minimum and maximum booking times may apply in times of multiple applications at the discretion of BTM management and requested dates may be amended, depending on demand.

ONLINE MAPS

To view online maps of the City Super, City Standard, Docklands Banners locations click on the appropriate link. These maps should be used as a guide only – please refer to the application form for a current list of available sites.

APPLICATIONS

The banner application form can be downloaded via our website.

Please submit completed application forms to banners@melbourne.com.au Applications can be submitted up to 12 months in advance.

Banner sites must be applied for as a whole and sites cannot be split between customers.
DESIGN GUIDELINES

Designs must be approved by City of Melbourne prior to production.

Banners and posters are considered to be a decorative medium and are not intended to be used as advertising for products, services, brands or individuals. As banners and posters are often an addition to other marketing material, the artwork may need to be altered to suit the banner medium; artwork must promote the event or activity associated with the booking and not the brand.

Each banner can have a maximum of 10 per cent of the total banner allocated for direct sponsorship recognition, such as a company’s logo or naming rights. Logos must be placed at the bottom of the banner. Below is an example of a banner showing where logos should be placed. Image dimensions are scaled from standard banner specifications. The 10 per cent restriction applies to all styles of banners, including signage hub posters.

To help make the design more effective, it is essential that:

- One bold striking image or graphic design is used and overall graphics are kept simple.
- Font size should be large enough to ensure readability against a bright sky and legibility from a distance.
- Colour selection is important to guarantee visibility against both the sky and city landscape. White, yellow and other pale colours are not recommended as they soil very easily (if this occurs, all costs associated with cleaning and repair work will be charged to the client). Black, grey and other extremely dark backgrounds blend into the general cityscape and will be approved at the City of Melbourne’s discretion.
- The title of the event should be included and appear at the top of the artwork. To enable banners and posters to be re-used at a later date, it is recommended that the venue name and other details, such as dates be omitted.
- Extended text should only be used where it forms part of the established image of the event and logo.
- Montages and slogans should be avoided as the design will be difficult to see from afar.
- Phone numbers are not allowed and should be avoided as the number is difficult to see from afar.
- Websites and references to social media and other similar information used as a ‘call to action’ are allowed – City of Melbourne must be able to access the information available on social media, as part of the artwork approval process.
- All costs relating to the design and production of banners are to be met by the hirer.
Multiple designs will not incur extra installation costs as long as all banners and posters are installed simultaneously and they are installed in a set pattern. A detailed installation spread sheet that includes images of the banners/posters to be installed must be provided to the installation contractor with the delivery of the banners and posters.

If installation instructions are not provided ahead of the first install date, the installation contractor will install the banners/posters in an order deemed most suitable and additional costs will be incurred by the Hirer should any amendment to the installation order be required.

**DESIGN APPROVAL PROCESS**

Banner and poster design must be approved by the City of Melbourne prior to going into production. Approval is dependent upon compliance with the standards set out in these guidelines and use of the City of Melbourne logo (if applicable).

Designs must be submitted for approval a minimum of six weeks prior to the proposed installation date. Artwork can be submitted as a low-res PDF or jpeg file via email banners@melbourne.vic.gov.au

Banners and posters used in previous years can be reused, however, must be clean and free of fading, rips or tears. Banners and posters that are more than three years old cannot be used without prior inspection by the City of Melbourne’s installation contractor to ascertain their condition. Please contact the Banner Program Officer on +613 9658 8355 for further details.

Approval is required for all designs, even if banners and posters have been used previously. Feedback on designs will be provided by the City of Melbourne within five working days after receipt of submitted designs. Final approval must be granted by City of Melbourne before production can commence.

The City of Melbourne reserves the right to reject any design that does not comply with the design guidelines or if the physical condition does not meet City of Melbourne’s quality standards.

Should banners and posters be produced without the approval of City of Melbourne, the hirer will be responsible for all costs associated with re-designing and reproducing these to meet City of Melbourne’s approval. Should banners or posters be installed with unapproved designs, these will be immediately removed at the cost of the hirer.
PRODUCTION GUIDELINES

**NOTE - Banners and posters not produced to the following specifications will not be installed.**

City Standard Banners - see diagram on page 13

- Standard Banner dimensions are 1600mm high x 750mm wide
- Standard banners are suitable for attaching to a selection of poles.
- Banners are printed double-sided on reinforced PVC block out vinyl, minimum weight is 420gsm.
- Standard banners are fixed along the top and bottom and therefore require an open sleeve at either end.

City Super Banners - see diagrams on pages 14 and 15

- Super banner dimensions are 4200mm high x 1800mm wide
- Super banners are designed for installation on City of Melbourne (including Docklands) super banner poles. They are manufactured from trilobal/textured polyester, preferably with a gloss finish and must be hemmed on all edges
- These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner
- To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

Signage Hub Posters - see diagrams on pages 16 and 17

- The Signage Hub poster dimensions are 2070mm high x 790mm wide
- All important information should be kept in the viewable area of 2020mm high x 670mm wide; this will ensure artwork will not be cut off along the edges; see diagram C/2
- Posters must be printed onto a Duratan back lit film or industry equivalent
- Posters must be laminated in Santex to improve rigidity
- Posters must be digitally printed with UV inks to protect from fading/sun damage
- **Posters printed on paper will not be accepted or installed**

There are currently [25 signage hubs located](#) throughout the city that are available for hire. The display area of the signage hub is divided into three equal areas:

1. Way-Finding map provided by City of Melbourne
2. City of Melbourne activation or promotion
3. Banner Program poster

Signage Hub posters remain the property of the hirer and can be re-used at a later stage, providing they are deemed to be in good condition by the City of Melbourne.
Docklands Banners V1 - see diagram on page 18
- Docklands banner V1 dimensions are 2500mm high x 800mm wide
- Docklands banners V1 are constructed to ensure suitability for attaching to a selection of poles. They are manufactured from a trilobal textured polyester, preferably with a gloss finish and must be hemmed on all edges. Docklands banners V1 differ in that they are attached directly to the banner pole (instead of to a halyard like super banners).

Docklands Banners V2 - see diagram on page 19
- Docklands banner V2 dimensions are 2500mm high x 800mm wide
- Docklands banners V2 are constructed to ensure suitability for attaching to a selection of poles. They are manufactured from a trilobal textured polyester, preferably with a gloss finish and must be hemmed on all edges.

Docklands Super Banners - see diagrams on pages 20 and 21
- Docklands Super banner dimensions are 4200mm high x 1800mm wide
- Docklands Super banners are designed for installation on city and Melbourne Docklands banner poles. They are manufactured from trilobal textured polyester, preferably with a gloss finish and must be hemmed on all edges
- These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner
- To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

Production advice
- Banners and posters not produced to the above specifications will not be installed.
- Please be aware that your selected supplier may take approximately three weeks to produce all types of banners and posters from receipt to finished artwork. Banners/posters need to be delivered to the installation contractor a minimum of five working days prior to the first installation date.
- It is recommended that artwork be supplied to City of Melbourne via e-mail as a PDF or low-res jpeg file. The supplier used for the banner printing will require artwork in a different format. Please check with your supplier for their specifications.
- The production cost of banners may vary and the City of Melbourne encourages the hirer to contact a range of manufacturers to obtain information and quotes to best suit their particular needs.
- All costs relating to the design and production of banners and posters are to be met by the hirer.

Banners and posters remain the property of the hirer and can be re-used at a later stage, provided the artwork is re-approved and they are deemed to be in good condition by City of Melbourne. City of Melbourne does not take responsibility for lost, stolen or damaged banners.
INSTALLATION AND REMOVAL

City of Melbourne Banner Program – costs

The following costs are for booking banner poles and signage hubs and covers installation, removal and daily hire. All other associated costs are the responsibility of the hirer.

The below costs apply from 1 July 2019. City of Melbourne reserves the right to amend banner prices at any stage without notification.

The below costs include GST and are priced per one banner pole/signage hub per single installation/removal.

Due to the exposed nature of banners within the Docklands environment, experience shows that banners may need replacing every two to three weeks. If this is the case, then all costs are to be covered by the hirer.

City Super, Docklands Super and Docklands V2 Banners

Installation and Removal Fee

- $33.90 including GST, per banner pole

Daily hire fee

- $5.40 including GST, per banner pole, per day

City Standard and Docklands V1 Banners

Installation and Removal Fee

- $77.30 including GST, per banner pole

Daily hire fee

- $3.40 including GST, per banner pole, per day

Signage Hubs – temporarily unavailable

Installation and Removal Fee

- $144.70 including GST, per signage hub
  
  This includes installation, removal and cleaning, per poster, per signage hub

Daily hire fee

- $21.50 including GST, per signage hub, per day
Standard Banner, Super Banner and Signage Hub Installation

All installation and removal is conducted by the City of Melbourne’s approved contractor. Installation, dismantling and cleaning (of signage hubs only) costs are included in the installation and dismantling fees.

If there is more than one design, banners/posters must be packaged and labelled per design, with installation instructions provided.

Hirers are required to send their banners and posters to the contractor in one single delivery and no less than five working days prior to the first approved installation date.

At the end of the booking period banners/posters will be returned to the place of manufacture if known or held by the approved contractor for one week until collection is arranged. Hirers are responsible for collecting their banners from the contractor or manufacture once they have been removed. City of Melbourne will not be held responsible if your banners are disposed of by the contractor or manufacturer.
City of Melbourne will make every endeavor to install banners on the date confirmed to the hirer; however, installation can also be dependent on traffic, weather conditions, the number of sites to be installed and other external factors. Hirers should allow up to two days variance on the installation date.

Should construction or maintenance works be undertaken to banner poles or signage hubs, rendering them unavailable, City of Melbourne will contact the hirer to agree on alternate and available sites or shortened hire period. In this instance the hirer will be offered a pro-rata refund of the daily hire fee paid in relation to the affected site. City of Melbourne will not refund costs should sites be rendered unavailable after installation.

Should any external construction or maintenance works be undertaken, rendering banner poles or signage hubs unavailable for use, City of Melbourne will contact the hirer to agree on alternate and available sites or shortened hire period. In this instance the hirer will be offered a pro-rata refund of the daily hire fee paid in relation to the affected site. No compensation will be paid to the hirer for any costs or losses suffered by the hirer resulting directly or indirectly from such occurrences.

City of Melbourne does not take responsibility for lost, stolen or damaged banners.

Please note banner and poster installation will not commence until artwork has been approved and payment made to City of Melbourne.

Banner sites cannot be split between hirers.

ADMINISTRATION AND INVOICING PROCESS

With the Banner Program growing in popularity each year, clients will be required to complete, sign and return the Letter of Agreement, to secure their booking. The Letter of Agreement formalises the booking and is sent once the client has accepted the allocation offered. Bookings will not be considered as confirmed until the Letter of Agreement is completed and returned.

Full payment is required immediately upon receipt of the invoice and prior to installation commencing; installation will not occur until the invoice is paid. Invoices will be issued once the signed Letter of Agreement is returned. If you have any further enquiries please contact the Banner Program Officer on +61 3 9658 8355.

CANCELLATIONS

Hirers must give the City of Melbourne at least six weeks’ notice of any cancellations in writing. A cancellation fee of 50 percent of the agreed booking request will be incurred if this does not occur.
OTHER PROMOTIONAL OPPORTUNITIES AND BANNER LOCATIONS

OTHER CITY OF MELBOURNE PROMOTIONAL OPPORTUNITIES

In addition to sites managed by the City of Melbourne Banner Program, other City of Melbourne departments and independent organisation’s manage their own promotional programs. The contact details for these are listed below:

Melbourne Town Hall Portico Banners - Jean-Francois Piery, International and Civic Services
Contact: +61 3 9658 9108

Meat Market banners – 7 Super Banners available to hirers with events at Meat Market, North Melbourne
Contact: +61 3 9329 9966

OTHER BANNER OPPORTUNITIES – please contact the organisations below directly

Privately Managed

Federation Square
Eight super banner poles
Contact: +61 3 9655 1900

Queen Victoria Market
Nine super banner poles
Contact: https://qvm.com.au/contact/

Arts Centre Melbourne
10 super banner poles
Contact: +61 3 9281 8000
APPENDICES

Diagram A – City Standard Banner

BANNER ELEVATION

- 85 OPENING
- 750
- 105 MIN
- SLEEVE TO HAVE A MINIMUM OF 85mm OPENING AFTER WELDING (SLEEVE TURNOVER 105mm MINIMUM)
- HATCHED AREA DENOTES WELDED SLEEVE
- REINFORCED PVC VINYL BANNER (MINIMUM WEIGHT 420 gsm)
- HATCHED AREA DENOTES WELDED SLEEVE
- SLEEVE TO HAVE A MINIMUM OF 85mm OPENING AFTER WELDING (SLEEVE TURNOVER 105mm MINIMUM)

1630

November 2019
Diagram B/1 – City Super Banner
Diagram B/2 – City Super Banner

Diagram of City Super Banner showing:
- Detail 1: Male Female Velcro Fold over pocket cover ensuring batten to be removed from banner.
- Detail 2: Oval pocket end nil 67 by Pacific Nylon rinestone to both sides of banner.
- Detail 3: Sister clip (Stainless steel) with dimensions.
- Detail 4: Canvas header with sister clip (Stainless steel).

Description:
- Batten pocket constructed from 100% wide 2030 long dacron folded in half to form 50mm sleeve double stitched both sides.
- 30 x 4 x 2850 long flexible fibreglass batten (by Perimek - Waveider 2) supplied & fitted by City of Melbourne.
Diagram C/1 – Signage Hub
Diagram C/2 – Signage Hub poster dimensions

Artwork size
2070 x 790

Keep all important information within the viewable area size
2020 x 670

*All sizes in millimetres
Diagram D – Docklands Banner V1

- Header
- Pocket to fit 22mm tube
- 4 x 170mm webbing loops (10mm high) to fit 80mm tube
- Pocket 400x400mm for lead red counterweight
- 50mm loop for attaching extra weight if needed

800mm wide

2500mm high

November 2019
Diagram E – Docklands Banner V2
CITY OF MELBOURNE BANNER PROGRAM

Diagram F/2 – Docklands Super Banner

DETAIL 1

MALE/ FEMALE VELCRO FOLD OVER POCKET COVER ENABLING BATTEN TO BE REMOVED FROM BANNER

BATTEN POCKET CONSTRUCTED FROM 106mm X 2800mm LONG DIAGONAL FOLDED IN HALF TO FORM 50mm SLEEVE DOUBLE STITCHED BOTH SIDES.

20mm X 4.5mm LONG FLEXIBLE FIBREGLASS BATTEN (BY PERMEX - WAVEIDER 2) SUPPLIED & FITTED BY MELBOURNE CITY

DETAIL 2

OVAL POCKET END NO. 5T BY PACIFIC NYLON CONNECTED TO BOTH SIDES OF BANNER

DETAIL 3

SISTER CLIP (STAINLESS STEEL)

DETAIL 4

CANVAS HEADER

SISTER CLIP (STAINLESS STEEL)
Diagram G – Docklands banner locations map

Docklands Banners V.1
A: New Quay Promenade (43)
B: Central Pier outside Shed 14 (15)

Docklands Super Banners
D: Corner of Footscray Road and Docklands Drive (6)
E: Victoria Harbour Promenade East (opposite Captain’s Walk) (7)
F: Corner of Bourke and Harbour Esplanade (opposite NAB) (6)
G: Waterfront Way (near Costco) (5)

Docklands Banners V.2
H: Harbour Esplanade outside Shed 14 (7)
I: Harbour Esplanade outside Shed 7 (7)