



# Guidelines for Streamer Design and Production

STREAMER	INTENDED PURPOSE	DIMENSIONS IN INCHES (width x height)	OTHER INSTRUCTIONS FOR THE PRINTING SUPPLIER
Tarp Post 1 Tarp Post 3	BEU and HEU announcements	672" x 84"	18 oz. thickness with 2 inch pockets on borders for rope
Tarp Post 2	Public announcements and institutional events	360" x 84"	18 oz. thickness with 2 inch pockets on borders for rope
Tarp Post 4	Announcements of Kaplan	360" x 84"	18 oz. thickness with 2 inch pockets on borders for rope
ESI Streamer Post	Unit-specific activities, announcements for the internal community, congratulatory messages	235" x 115"	18 oz. thickness with seam and proportional eyelets
HEU Covered Walk	HEU activities, announcements, congratulatory messages	118" x 59"	15 oz. thickness with seam and proportional eyelets
Marian Auditorium balcony railing	Welcome message for participants of events held at the Marian Auditorium (e.g. Alumni Homecoming, conference)	500" x 45"	18 oz. thickness with seam and proportional eyelets

\* includes 2 inch white borders on all sides for pockets and mounting with rope

1. Please follow the above-stated specifications to ensure proper mounting of your streamer.
2. Always show the Miriam College logo and the sponsoring unit/center logo (where applicable) for easy identification.
3. Streamers will be taken down by the Administrative Services Division or the Unit AO on the date specified in the approved request. We suggest that streamers are hung at least 1 week prior to the event.
4. The concerned Unit Head approves the hanging of the streamers in all the other areas not stated above.

## Layout Tips for Streamers

To ensure the maximum readability and impact of your streamer, it is suggested that you:

1. Convey the most important information about your event/message or announcement on the streamer. The information should answer the what, when, where and who questions. Allocate the largest space for the title/purpose (what), with the date/time (when) and venue (where) sharing equal sizing. Insert the sponsor (who) at the bottom portion. Whenever possible, please include contact details for inquiries on event streamers.
2. Base font sizes to the short side (reading side) of the material. Divide the length of the short side by "thirds" and try to ensure that the text occupies at least "two thirds of a third" (please see illustration) of the short side. While smaller fonts can be used, they may be too small to be read by pedestrians and motorists on either side of Katipunan Avenue.
3. Avoid using cursive (script) or ornate fonts. Instead, use serif (Book Antigua, Georgia, Californian FB) and/or sans-serif fonts (Arial, Verdana, Tahoma, and Myriad). They can look attractive yet legible even when seen from a distance.
4. Select high contrast colors for fonts and backgrounds. A dark font on a light background, such as black on white, is always easier to read, especially from a distance.
5. Incorporate visuals and graphics into your layout, but be careful not to clutter the whole surface. Visuals help focus attention to your title, should illustrate or complement the text, and be attractive and pleasing to the eye. It is preferred that you use images of real people over clipart or caricatures.

