FLAGS UNLIMITED

Canada's Signage Solutions
Since 1966

Quick Start Guide: Ordering Flags & Custom Signage

Here's a **Clear, User–Friendly Quick Start Guide** for **first–time users ordering flags, banners, or custom signage**. This guide breaks the process into simple steps, explains key decisions, and highlights what you need to know before you place an order.

1. Start With Your Goal & Where It Will Be Used

Before anything else, decide why you need a banner or sign:

- Is it for brand awareness, event promotion, directions, or a sale?
- Will it be displayed indoors or outdoors?
- Will viewers be close up or far away?

These questions help determine size, type, material, and design priorities.
Tip: A simple rule — the farther away your audience, the larger and simpler your sign should be for readability.

2. Choose the Right Type of Sign or Flag

Flags Unlimited offer a variety of formats these are more common:

Type	Best For	Notes
Outdoor Banners	Great for sunny or windy outdoor spots	Breathable material that reduces wind stress
Indoor Banners	Trade shows & indoor events	Portable & easy setup
Tents	Trade shows & indoor/outdoor events	Durable fabric with hardware with easy setup
Flags	Outdoor branding	Durable fabric with hardware options

Reach out to us to go over our full portfolio.

3. Plan Your Design

Keep Massage Clear & Focused

- Have **one main message.**
- Use **short, impactful text.**
- Include a **call to action** if appropriate.

Typography Tips

- Pick **large, legible fonts** (font size needs to be at least ¼ inch with 3 point thickness).
- Don't use more than 2–3 font styles to avoid clutter.

Colour & Contrast
- Use **high-contrast** colours so text stands out from the background.

Images & Logos
- Use **high-resolution images** so print looks crisp.
- Vector formats like **AI, EPS, PDF** scale without losing quality.

4. Design File Prep Essentials

Before sending artwork:
- Ensure your file is **CMYK colour mode** or made using **Pantones Solid Coated** colours (for accurate print colour).
- Use **high resolution** (typically **at least 300 DPI** for smaller prints; larger banners may allow slightly lower DPI of 100).
- Convert all text to outline/paths in Vector art.
- Save in accepted formats: **PDF, JPG, PSD, TIFF, AI, EPS.**
- Add **bleed** if required (extra space around the design to prevent cropping issues).

5. Select Materials & Finishing

Your sign's environment impacts this choice with many multiple options:
- **Outdoor Use:** Heavy-duty fabrics and mesh with reinforced hems & grommets (for hanging).
- **Indoor Events:** Fabric, stands or retractable banners work well.

Hardware options:
- **Grommets** – metal rings to hang your banner easily.
- **Pole pockets/sleeves** – for inserting poles if hanging.
- **Stands** – for free-standing banners.

6. Upload, Review, & Approve

Upload Your Design
Artwork files can be sent to Flags Unlimited through email or wetransfer.
Email files should be no larger than 10MB.
Larger files can be sent to us through this link: **https://flagsunlimited.wetransfer.com/**

Proof Review
Flags Unlimited will not move ahead on product until your mock-up has been approved by the customer.

Quick Checklist (Before You Order)
- Purpose of sign or flag
- Intended display location (indoor vs. outdoor)
- Size & viewing distance considered
- High-res design ready (CMYK, correct DPI)
- Accepted file format chosen
- Material & finishing selected
- Proof approved
- Delivery date confirmed