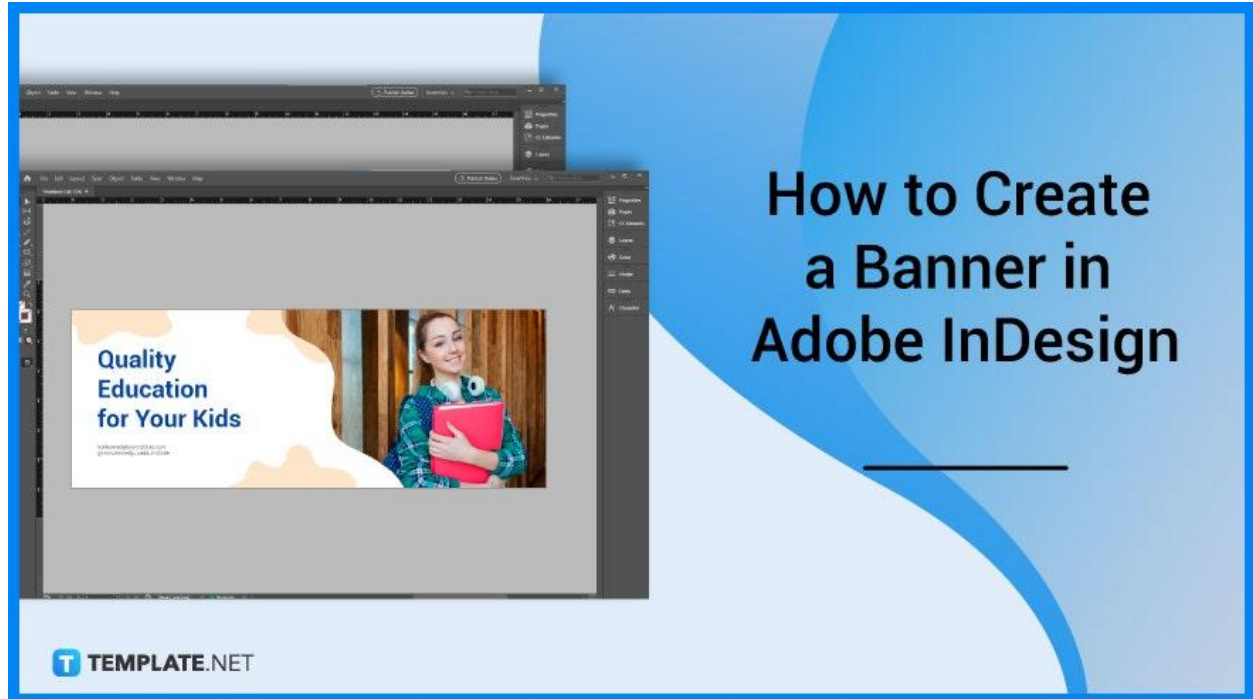


How to Create a Banner in Adobe InDesign

Banners are used in traditional marketing and online advertising for businesses and organizations such as banner stands, and banner ads. A good banner design should be clear and simple yet impactful and visually-aesthetic to the intended audience in order to grab their attention to the brand, product, campaign, or service. In this article, learn how to create a simple banner in Adobe InDesign.

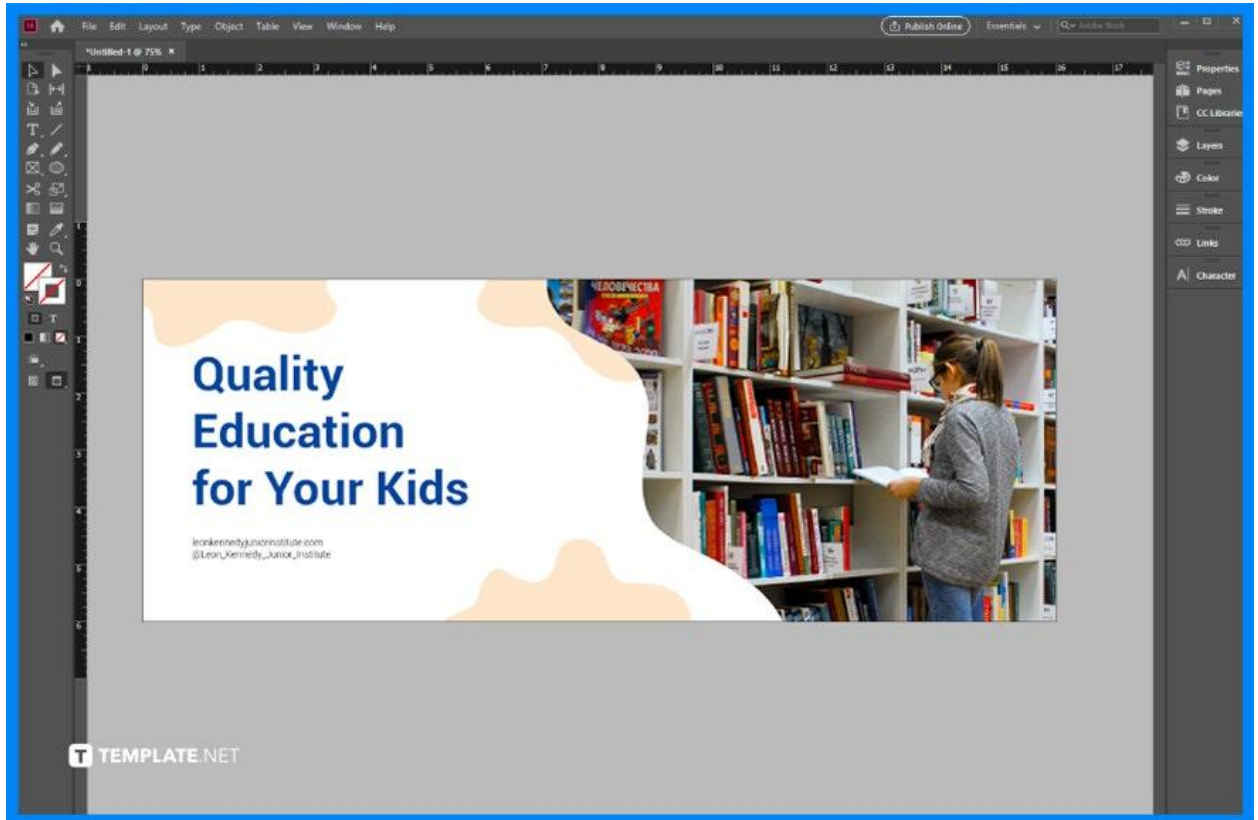


How to Create a Banner in Adobe InDesign

There are different types of banners such as back wall displays, pull-up and retractable banners, and framed banners that you can make for your advertising or marketing work, and you can also create some banner ads for websites of companies and organizations. Below are some steps that you need to follow when you design a compelling and unique banner for your page and layout design using Adobe InDesign.

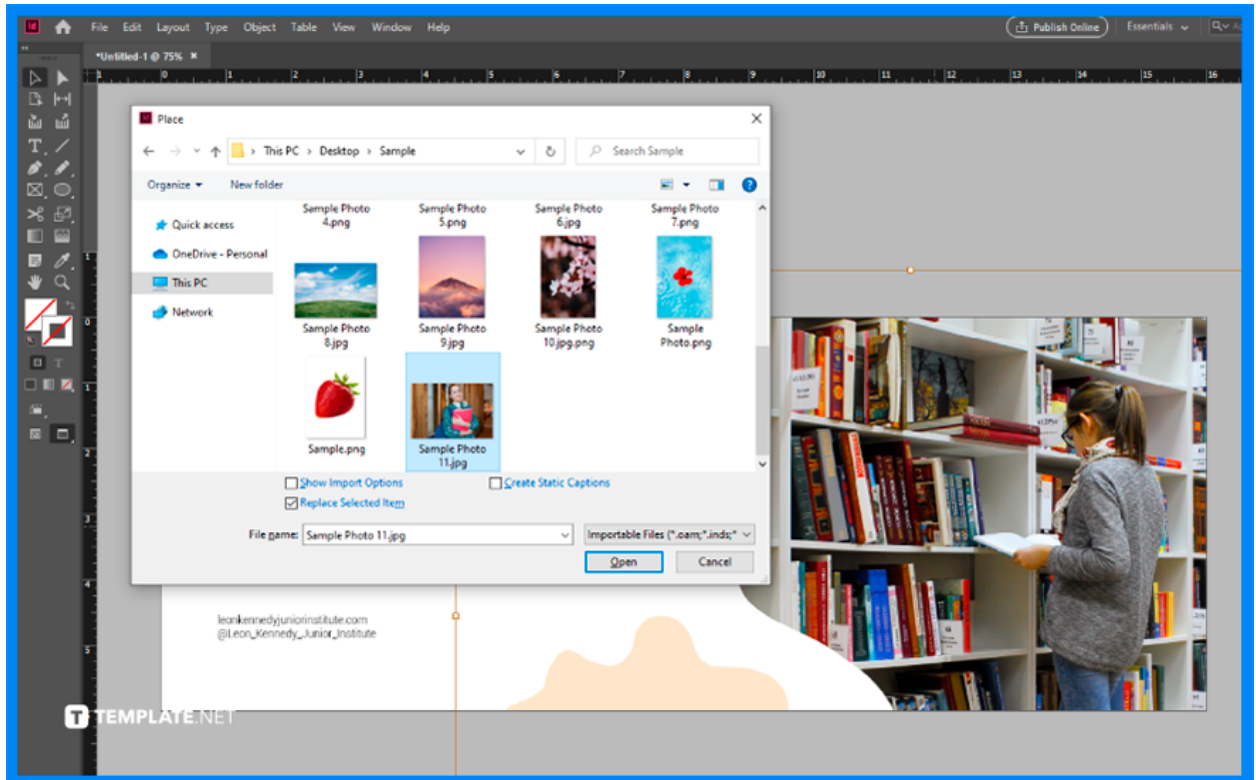
- **Step 1: Download the Banner Template**

Search for some free banner templates available in Adobe InDesign, and other free image stock websites that you can use for your design project and download your selected banner template. Open it up in the software.



- **Step 2: Place a Banner Image**

There is an existing image in the banner template, so replace it with the proper image for your document or publication layout. Download a royalty-free image and import it into your document when you select File > Place, and locate the image file you will use.



- **Step 3: Customize the Banner Template**

Update the text in the banner template, so use the Type tool to type or copy and paste the text you want to include in the banner. You can also easily change the background color of the banner templates using the Color Swatches.



FAQs

What is a banner in design?

A banner can be a graphic image that showcases the brand, name, or identity of a website or it can be an advertising image.

How to make an appealing banner?

Keep the logo at the top of the banner, think top-to-bottom or left-to-right sequence, use high-quality images, use a color theme, use appropriate text and spacing, focus on the design aesthetic, select the proper size of the banner, and connect it with other products for advertising.

How to design a banner for printing?

Think carefully about the placement of the banner, select bright and contrasting colors, use large text, select a bold, easy-to-read font, maintain simplicity in the copy, add the right information and always use a call-to-action.

What is the purpose of banner ads?

Banner ads are used in online advertising to promote a certain brand, product, service, advocacy, campaign, special project and/or to entice visitors from the main website to go to the advertiser's website.

What is the difference between a poster and a banner?

A poster is printed on paper and cost-efficient but it does not last long outdoors, while a banner is printed on vinyl, more durable outside but more expensive compared to a poster.

Which format is best for banner printing?

The file formats best for banner printing are PDF and EPS.