



2022  
**HOLIDAY**  
*graphics*





BRANDED VINYL HOLIDAY LIGHT  
POLE BANNERS WITH GARLAND



SEQUOIA TREE DECORATED WITH CUSTOM ORNAMENT  
CUT-OUTS AND COLORFUL ORNAMENT CLUSTERS



CUSTOM BACKDROP USING WOOD AND PVC ELEMENTS



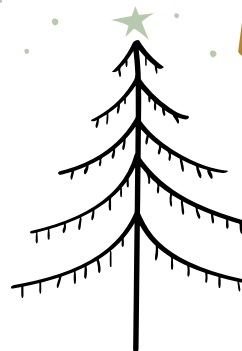


CUSTOM GRAPHIC INSERT



CUSTOM GRAPHIC TAG

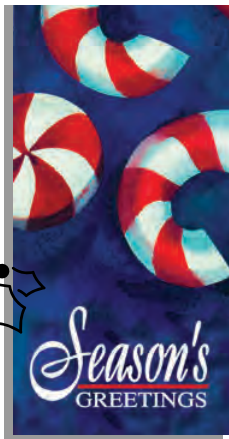
# holiday GRAPHICS



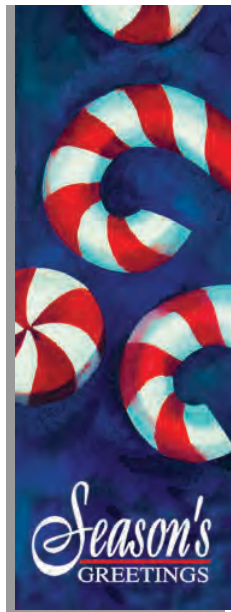
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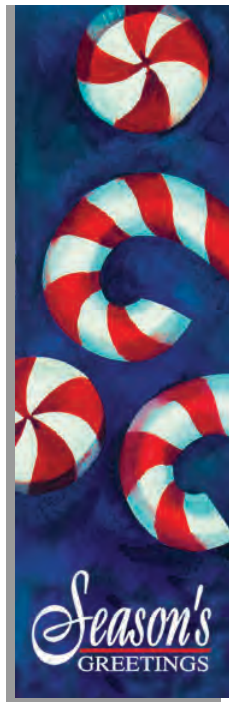
FINAL CUSTOM PHOTO OP WITH ILLUMINATED  
WALK-THROUGH RING AND GRAPHIC INSERT



30" x 60"



30" x 84"



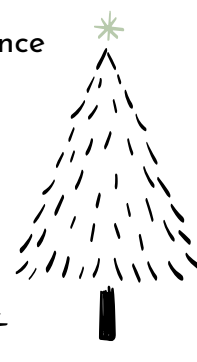
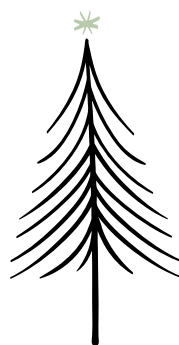
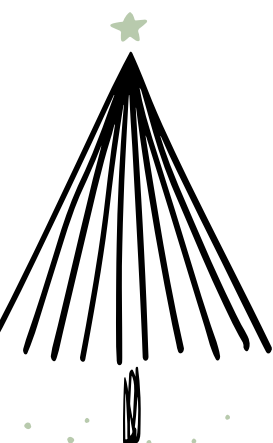
30" x 96"

# CREATING A banner

*Designing a banner is simple!*

The following suggestions will get you started:

- Select images and messages that best convey your point.
- Bright, colorful graphics and photographs attract attention.
- Provide the highest possible image resolution.
- Make sure you know what size light pole banner you need.
  - Our most common size is 30" x 96", but banners that are 30" x 60" or 30" x 84" are also available.
- A banner's size makes a big difference in how your image will be cropped.

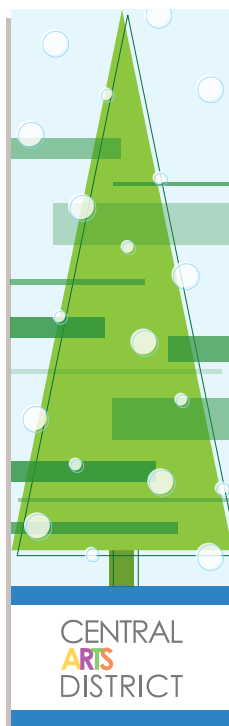


## ADD YOUR message

*Want to add a message to your banner?*

It's easy! Here's how:

- Choose a background image that has some open space to allow for the text.
- Images with a lot of detail may interfere with the legibility of your text.
- If your image is busy or has several colors, place the text in a separate field to ensure that your message can be read.



CUSTOM MESSAGE



CENTRAL  
ARTS  
DISTRICT

PROVIDE LOGOS







➤ SWITCH UP COLORS AND FONTS TO CREATE A DIFFERENT LOOK AND FEEL WITHIN THE SAME DESIGN.

## colors AND FONTS

Vibrant colors and bold fonts can create a different look and feel within the same design.

- Experiment with different colors that compliment your image.
- Avoid using too many colors and font styles. This will keep your banner from looking cluttered.
- Choose fonts that are easy to read up close and at a distance.



## expand YOUR BRAND

- Light pole banners that coordinate with other graphics help reinforce your message.
- We can help you create a coordinated graphics program across light pole banners, over-the-street banners, window graphics, backlit signs, murals, hanging signs & more.
- Speak with one of our design experts about achieving your promotion goals through cohesive design and large-format prints.



Bus Stop Sign



Window Graphic





# TRADITIONAL



Painted Santa (Double)



French Horn (Double)



Snowflake Drop



Giant Candy (Double)



Snow Family (Double)

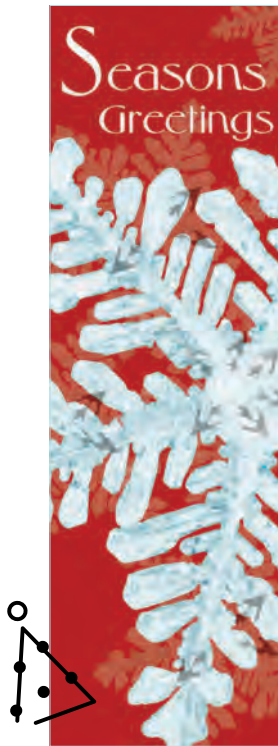


Holiday Flat Lay





# TRADITIONAL



Icy Winter Red



Water Color Ornaments



Natural Holiday



Blue Spruce (Double)



Blue Menorah



Golden Bells



Snowflake Stripe



Feliz Navidad



Christmas Village





Stockings & Gifts



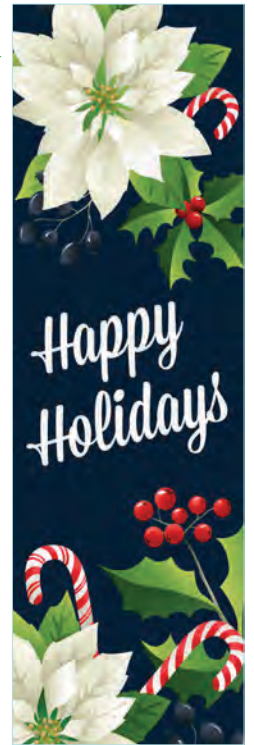
Flor de Noche Buena



Candy Cane Blizzard



Merry & Bright



Ivory Poinsettias



Holiday Cheer (Double)



Evergreen Christmas



Shiny Candy Cane



Blue Reindeer





# MODERN



Christmas Town (Double)



Pretty Gifts



Reindeer Wreath (Double)



Ribbon Tree



Festive Cheer



Winter Tree



Snowy Gifts



Colorful Snowflakes

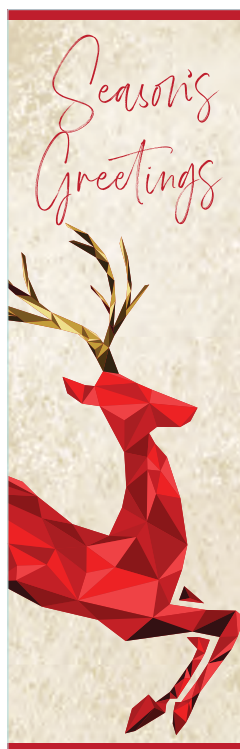
# MODERN



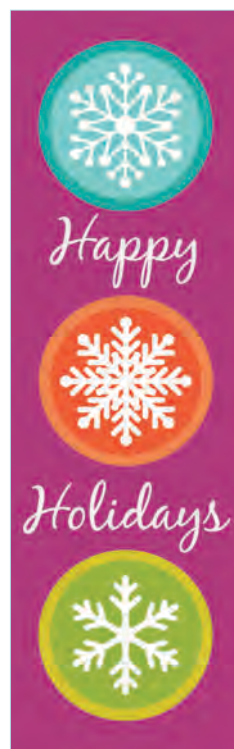
Christmas Cookies



Tower Tree



Geometric Deer



Snowy Circles



Holiday Squares



Holly Bells (Double)



Frosty Forest (Double)



Retro Trees





# MODERN



Merry & Bright (Double)



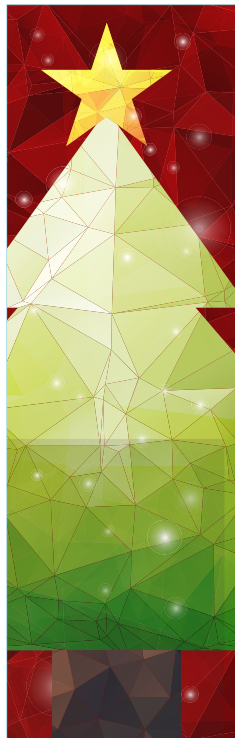
Ornament Wreath (Double)



Modern Tree



Graphic Tree (Double)



Birds in Forest (Double)



Christmas Icons

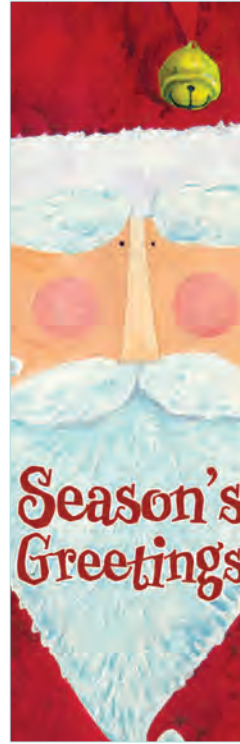




Star Ornaments (Double)



White Christmas



Santa Claus



Winter Musical



Pear Wreath (Double)



Festive Ornaments (Double)



Whimsical Tree







# ARTISTIC



Colorful Ornaments (Double)



Watercolor Poinsettia (Double)



Snowman Village



Snowman & Gifts (Double)



Fantasy Rudolph



Happy Christmas



Santa's Friend



# PHOTOGRAPHIC



**NEW!**



Holiday Evergreen



Bright Ornaments



Snowfall Blue (Double)



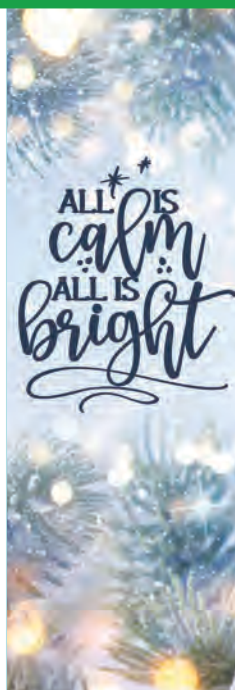
All Wrapped Up



Snow & Berries (Double)



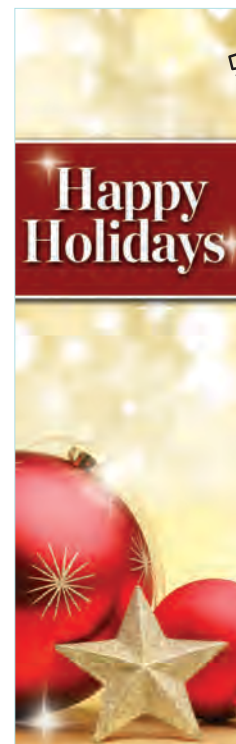
**NEW!**



Calm & Bright



Golden Gift



Christmas Shimmer





# PHOTOGRAPHIC



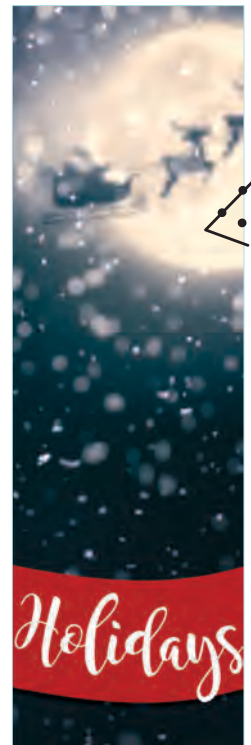
Ornament Delight



Golden Spheres (Double)



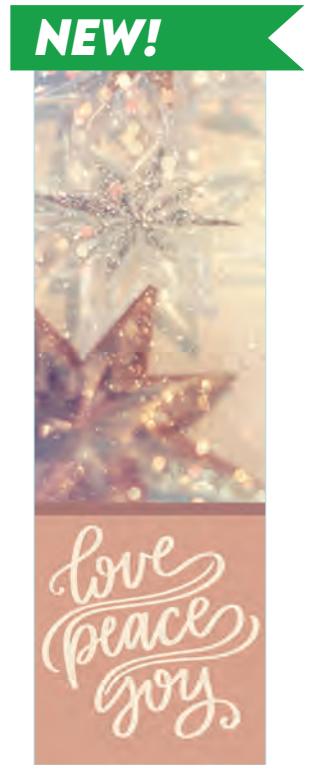
Christmas Wishes (Double)



Candy Canes (Double)



Ornaments & Beads (Double)



Ornament Delight

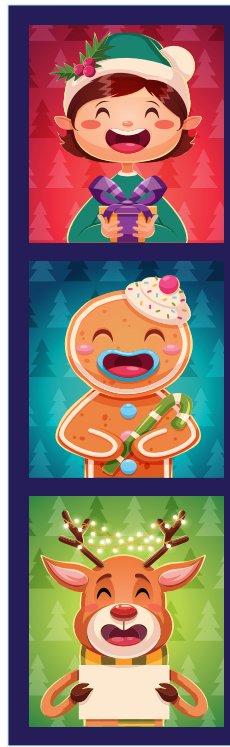
# CHARACTERS



Snowglobes (Double)



Fun Faces (Double)



Polar Bear Gift



Toy Soldier



Bright Snowman



Cartoon Santa



Decorating Snowman



Comfort & Joy





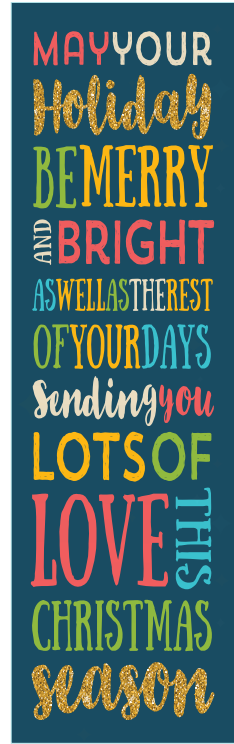
# CHARACTERS



Gingerbread Character (Double)



Character Rounds (Double)



Evergreen Snowman



WE DO  
custom  
designs

If you don't see a design that fits your needs, we can create a design especially for you!

Our designers are holiday experts and can create the perfect banner for your shopping center or city street!







# LIGHT POLE banners

Our colorful and unique holiday banner designs are a great way to create visual interest and communicate your message with minimal investment! All our stock banner designs can be printed as single or double banners on 13-19 oz matte or glossy vinyl and are backed with our 3-year, no-fade warranty.





# banner SHAPES

Our banners can be designed to fit any of these custom shapes, giving your property and branding even more character and style!



Double Rectangle



Rectangle & Companion (12")



Double with Swallow Tail Extension



Double with Diagonal Extension



Double with Spear Extension



Double Triangle



Double Flipped Triangle



Double Tapered Triangle







# BANNER enhancers

*Dress up your banners!*

Brightly lit designs will add flare to light pole banners and add festive nighttime appeal! All hardware is included.

- A. Banner Enhancer with Shooting Stars  
(60 watts, 57 C7 LED bulbs, 15 lbs.)  
PMBESS60
- B. Banner Enhancer with Ornament  
(45 watts, 45 C7 LED bulbs, 10 lbs.)  
PMBEOR60
- C. Banner Enhancer with 4 Stars  
(60 watts, 61 C7 LED bulbs, 18 lbs.)  
PMBEST60
- D. Banner Enhancer with Snowburst  
(50 watts, 46 C7 LED bulbs, 14 lbs.)  
PMBESB60

◀◀ BANNER ENHANCERS BRING YOUR  
BANNERS TO LIFE AT NIGHT!







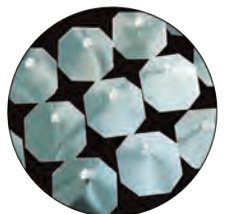
(A) Shooting Stars Banner Enhancer lit with warm white LED C7 bulbs



(B) Snowburst Banner Enhancer lit with warm white LED C7 bulbs

## FILTER BANNER *enhancers*

This custom embellishment adds eye-catching appeal to banner poles with no available power supply.





# mounting HARDWARE



Having the right equipment is key for successful pole banner installations. That's why we carry Windbreaker™ banner brackets. Engineered for long-lasting exterior installations, these banner brackets are the strongest and most reliable bracket system in the industry.







## A. Windbreaker™ Banner System with Adjustable Bands

Engineered to withstand sustained 70 mph winds when installed with Band-It™ strapping. Adaptable to poles 2 1/4" or larger. Simple to install and remove. Set includes: 2 banner bracket shoes, 2 pole assemblies, 4 adjustable band clamps, 8 1/2" hex bolts & 2 pieces



## B. Band-It™ Strapping Material, Buckles & Tool

Bright stainless steel finish resists oxidation and many corrosive agents. Imprinted scale on band for easy measuring.

- Stainless Steel Banding (3/4", 100' roll) ACBANDIT
- Stainless Steel Buckles (100 qty, 3/4") ACBANDITBKL
- Banding Tool ACBANDTOOLSTK



## C. Banner Bracket Pole Ends

Solid aluminum pole ends screw onto 3/8" threaded end of Windbreaker™ arms. Available in brushed aluminum or anodized gold. Custom anodized colors available.



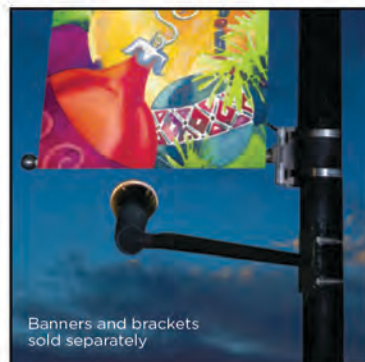
## Mini Windbreaker™ Bracket Kit

For smaller banners, use our Mini Windbreaker™ Bracket Kit. Adaptable to poles 2 1/4" or larger. Simple to install and remove. Set includes L 2-Windbreaker Mini Pole assemblies, 4-adjustable bands, 2-1' pieces of 14 gauge wire. Includes 6-year limited warranty.



## Wall Mount Brackets

Use with Windbreaker™ Banner Arm. Constructed from solid steel with an aluminum finish. Hardware is not included.



## Banner Light

Adjustable lamp mounted to a 30" long, 1" square steel arm. 10' outdoor lead cord. Slotted base and two 28" snaplock mounting straps included. Uses PAR 30, 75 watt bulb.



Bracket shoe & strapping sold separately

## Flag Pole Bracket

Use with Windbreaker™ brackets to hold pole at 45-degree angle. Constructed from aluminum. Supports up to 7/8" fiberglass or wooden rod.

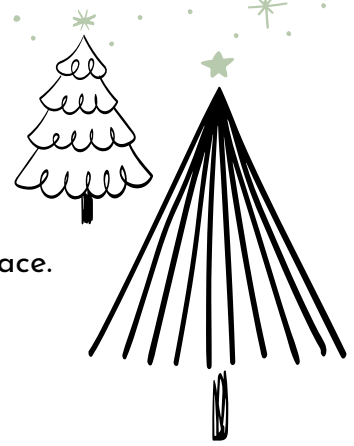


## Triangle Banner Bracket

Adaptable to poles 2 1/4" or larger. Simple to install and remove. Includes the following: 3-Stainless steel adjustable bands, 1-Arm 30" in length, 1-Quick link connector, 1-"D" ring.



# BANNERstands



Banner stands are a quick and easy way to add décor and signage to your space. Our banner stands are available in a range of shapes and sizes, including:

- Sign holders for your lobby
- Retractable stands convenient for travel
- Step-and-repeats for events
- Grand format for a trade show backdrop



Fixed Width  
Banner Stands



Quick Series  
Banner Stands



Grand Format  
Banner Stand



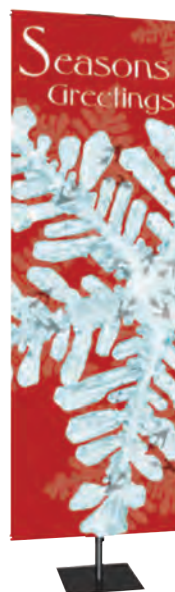
Sign Holders



Teardrop  
Banners



Mercury  
Retractable  
Banner Stand



Classic Banner  
Stands



Roll Up  
Professional  
Banner Stand



# image projection SYSTEM

The Image Project System (IPS) lights up large surfaces and brings them to life. Stainless steel gobo designs and custom glass slides will illuminate your property with a unique style.

Includes:

50 lb base (28"), 6' support pole, rotator unit, rain shield, attached clamp, two stainless steel snowflake gobo disks, one 575 watt bulb, 3-foot lead cord, and a storage crate



CUSTOM GLASS GOBO DESIGNS AVAILABLE!



## Steel Gobos

- Indoor and outdoor use
- Made from 50% thicker steel than industry average for a longer life
- Custom designs available



Snowflake Group



Retro Snowflake

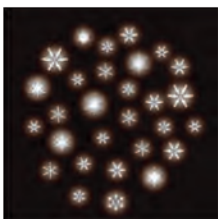


Gift Box



## Glass Gobos

- Recommended for indoor use
- Full-color designs for added depth and visual interest
- Customize your gobo for a unique look!



Delicate Snowfall



Santa in the Sky





# GRAPHIC cut-outs

Our state-of-the-art print department can create custom graphics that will enhance your holiday decorations and promote your business! From flat signage and custom designs to multidimensional hanging décor and decorative standees, we can fit them to any application.

**Hanging 3D Décor** printed on Flatbed Printer and cut on router. Assembled frame.



**Hanging Flat Signage** printed on 1/8" Sintra and cut on router. Assembled on hanging wire.



**3D Standees** printed on 1/4" Sintra and cut on router



**Community Sponsored Gift Tags** include customized names of sponsors or logos, printed on 1/4" Sintra and cut on router, placed in trees, attached to décor pieces, or hung.



**Ornament Cut-Outs** printed on 1/4" Sintra and cut on router, placed in garland or wreaths.





Hanging Flat Décor printed on 1/4" Sintra, cut on router and assembled on hanging wire.



Personalized ornaments and custom décor printed on sintra and cut on router.



Themed Signage printed on Flatbed Printer and cut on router.



# ILLUMINATED *graphics*

Illuminated Graphics are a fantastic upgrade to any of our signage options and have beautiful nighttime appeal. Custom sizes and configurations are available to complement your décor.



Illuminated Graphics printed on custom-cut sintra. Twinkle lights added for movement and visual interest. Can be single or double sided.







# selfie STATIONS



Everybody loves a great selfie! Install a selfie-friendly spot with eye-catching graphics and designs that creates a fun-filled destination that will inspire your visitors to capture their holiday memories. Create some promotional buzz by adding your branding and a custom hashtag that encourages guests to post on their social media. #EveryoneLovesASelfie







Wall Murals printed on matte adhesive vinyl.

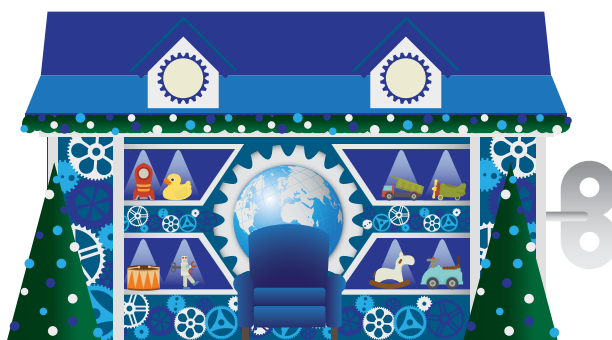


Floor Graphics laminated with no-slip laminate.

## WALL murals



A holiday wall mural is the perfect backdrop for your Santa Set, to cover construction zones, or to create interest anywhere on your property. Durable and long lasting, our wall murals are easy to apply and remove, and can be printed on a gloss or matte substrate with permanent or removable adhesive.



Santa Set Background printed on matte adhesive vinyl.

## FLOOR graphics

Festive floor graphics can lead your customer to your featured events, sights, and photo ops, or be used to enhance other holiday décor! Floor graphics can be applied to most floors and are printed on an opaque or clear durable vinyl, finished with a scuff-and-slip resistant overlamine. The possibilities are endless with attention-grabbing designs at an affordable price!







Printed on 50/50 adhesive window mesh. Great coverage on the outside without restricting the view from inside.

# window **GRAPHICS**

Dressing up windows as part of your holiday décor is a quick, easy, and surprisingly affordable alternative to traditional window displays.

- Designs can be printed on high-quality window adhesive or static cling and made to fit any window!
- Full block-out holiday designs are perfect for construction areas or open storefronts.
- Graphics are reusable, can be applied to any glass surface, and leave behind no adhesive residue.



Window Graphic printed on white matte static cling.







Tree Base with custom branding

## custom tree BASES

Complete the look of your tree with a custom-designed base.

- Bases work on any sized tree.
- Create your own design or we can create one for you.
- Printed on a heavy-duty substrate that lasts in most weather conditions.



## custom wreath GRAPHICS

Give your property an extra personalized touch!

- Create your own personalized, branded wreath program.
- Choose from our collection of design insert styles to fit your style and décor.



Wreath Graphics with custom branding





**VDC "Vinyl Die Cut":** Cut vinyl lettering and graphics. Used for die-cut applications to windows, vehicles, and signs





# ARTWORK SPECIFICATIONS

## FILE TYPES

We accept the following file types:

- TIFF flattened
- EPS flattened with all text converted to outlines
- Illustrator AI, flattened with all text converted to outlines
- Photoshop PSD, with all fonts rasterized or include your font files when submitting art
- PDF with all fonts embedded

**Please make sure to include all required images.**

## SIZE & RESOLUTION

All files should be built as large as possible with a minimum size of 150 dpi. Extra large prints should be at least 300 dpi.

## BLEEDS

For artwork to be cut on router, please include 1/8" bleed. No bleed required for banners. Please add a clipping mask to EPS artwork.

## COLORS

For best results, please build your files in CMYK colorspace. All banners are printed in CMYK process and may have slight variations in color.

## ARTWORK SUPPLY METHOD

Contact Dekra-Lite at (800) 436-3627

## ADDITIONAL INFORMATION

When matching existing banners, number, and placement of grommets, pocket size, special stitching, existing hardware, or other details need to be included in notes but not in the file.

If banners are going to have pole pockets, please add 1.25" to height. If banners are going in banner stands, please call for custom measurements for that particular stand.

# WARRANTY

Digital Banners are warranted for three (3) years from manufacturer defects and fading when installed per the instructions on Wind Breaker Banner Brackets. WindBreaker Banner Brackets are guaranteed for six (6) years against defects in material and workmanship when installed according to our installation instructions and the warranty is prorated. Please note: any banner programs up over 30 days must use "Bandit-It" stainless steel banding (Model #206) and the banding must wrap around the pole twice (x2) before clamping the buckles to qualify for warranty. Also, as noted in your instructions, inspect your banner installation 30 days after initial installation and every 60 days thereafter making any appropriate adjustments. Please verify with your light pole manufacturer or a structural engineer to ensure that the light pole is suitable for a banner bracket and a banner application.

## CUSTOMER PROOFS

All digital print jobs including stock banners will not begin until a proof sheet is signed by the client and received by Dekra-Lite. Computers and printers will always give different results in color representation. Final digital print jobs, unless otherwise noted, are printed in CMYK and will have slight variations in color.

## ACCEPTANCE OF MERCHANDISE

Consignee/customer is responsible to notify Dekra-Lite of all impending claim(s) of merchandise delayed, lost, or damaged in transit. When accepting shipment, consignee/customer must inspect all merchandise completely and any claims of any missing cartons or visible damage must be noted on delivery driver's bill of lading or the receipt of delivery. All claims must be filed with Dekra-Lite within 48 hours of delivery or in the case of concealed damage, within 48 hours of identifying the concealed damages. Customer/consignee is to provide required information and evidence of damage or loss according Dekra-Lite claims procedure. This may include preservation of evidence of damage/loss for future inspection. Failure to follow Dekra-Lite claims procedure may result in claim denial by the carrier.





# SHOP OUR **CHRISTMAS ESSENTIALS** CATALOG

We help you bring your holiday vision to life.  
Our catalog helps you define that vision.

## **Our 2022 Catalog Showcases:**

- ◆ Holiday Staples
- ◆ The Newest RGB Technology
- ◆ Elegant, Illuminated Props
- ◆ Custom Décor Inspiration



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DESIGNS THAT AMAZE  
**DECORATIONS THAT INSPIRE**

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