

*Click on a heading to  
the right to move to that  
section.*

*Questions about  
information in this guide?  
Contact Reynolda Campus  
Creative Services or  
Bowman Gray Campus  
Creative Communications.*

## Banners, Signage, etc.

Banners

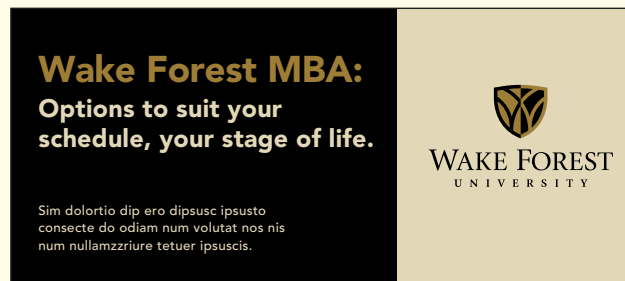
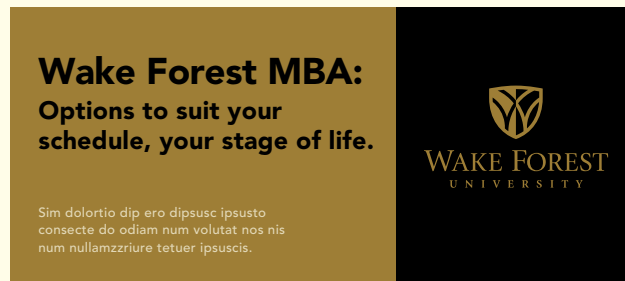
PowerPoint® Templates

Signage

Television & Video

FAQ

For questions about banners, contact Reynolda Campus [Creative Services](#) or Bowman Gray Campus [Creative Communications](#).

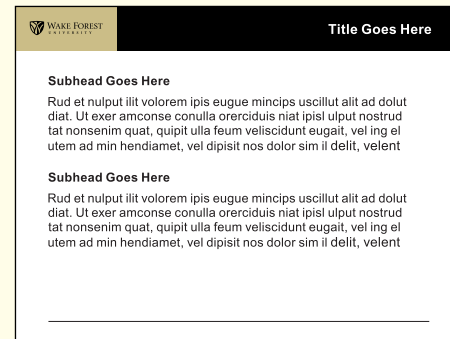
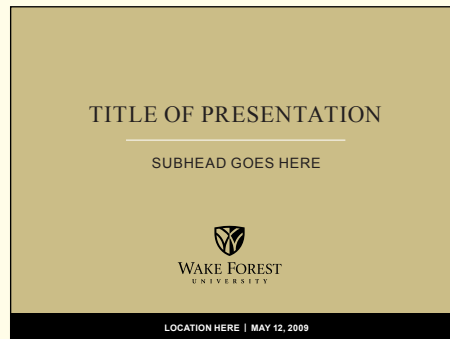


Banners are an excellent way to promote Wake Forest University events and programs. As such, they should be consistent with our visual identity. Strive for a design that is bold and professional, yet friendly.

By following a few standards, you can maintain consistency. Keep text to a minimum for legibility. Make the headline and key benefit prominent, and let the logo be the banner's signoff, positioned at the bottom or far right. Divide the banner into two colored sections, which allows the information to be easily absorbed.

Use Avenir in heavier weights for the best legibility, and use Minion Semibold or Avenir for the smaller text.

[Click here to download the PowerPoint templates.](#)



Electronic user templates have been created in PowerPoint®. Use one of these templates to easily create PowerPoint presentations. As with any large-format medium, the fewer words, the more effective the message. Follow the layout style shown, and create the presentation using clean, uncluttered pages.

*Reynolda Campus users [click here](#) to complete a work order for interior signage.*



All Reynolda Campus signage requests are processed through the Department of Facilities and Campus Services.

*[Click here for assistance](#) regarding use of the University logo for television and video format.*



Requests for the Wake Forest logo to be used in television and video format are handled on a case-by-case basis. Please select the contact at left for assistance.