

The code is the sign.

Every BanditBeacon sign, rider and sticker exists to get one thing read from the street: the ES- code. The QR code serves people standing close; the brand comes second. These rules keep every printed piece readable, consistent and ready for the printer.

1

Code first
The ES- code is the largest element on every piece.

2

Black on yellow
The code is always black on Signal Yellow. No other pairing.

3

One sign, one code
Every printed piece carries its own code and QR from the app.

4

Nothing in the way
No lines, patterns or photos behind or between code characters.

Sizes

PIECE	TRIM SIZE	CODE CHARACTER HEIGHT	READ FROM	QR SIZE (WITH WHITE MARGIN)	USE
Yard sign	24 × 18 in	≥ 2 in	~20 ft	≥ 6 in	Front yard, on an H-stake. The standard sign.
Yard sign, portrait	18 × 24 in	≥ 2 in	~20 ft	≥ 6 in	Narrow lots, windows, A-frames.
Rider	24 × 10 in	≥ 1.5 in	~15 ft	≥ 4.5 in	Hangs under an existing sign.
Vertical rider	6 × 24 in	≥ 2 in	~20 ft	≥ 4.5 in	Posts and narrow frames; code stacked one character per row.
Sticker, square	6 × 6 in	≥ 0.75 in	~8 ft	≥ 3 in	Add BanditBeacon to a sign you already own.
Sticker, strip	12 × 3 in	≥ 1.25 in	~12 ft	≥ 2.25 in	Along the bottom edge of an existing sign.
Sticker, vertical	3 × 12 in	≥ 1 in	~10 ft	≥ 2.25 in	Sign posts and frame legs.

Reading distance: about 10 ft for every inch of character height (cap height) for comfortable reading. A QR code scans from roughly 10 times its own width, so it is for people standing near the sign.

Color

Signal Yellow
#FFD735
C0 M16 Y79 K0
Code panels, accents.
Always under black text.

Ink
#141820
C60 M40 Y40 K100
Code characters, borders, footers. Rich black for large areas.

Beacon Blue
#1749D1
C89 M65 Y0 K18
Brand band only. Never behind the code.

Night Navy
#0B1B34
C79 M47 Y0 K80
Label backgrounds next to the code.

Paper
#FFFFFF9
No ink (white stock)
Backgrounds. QR codes sit on pure white.

CMYK values are starting points; colors shift by material and printer. Approve a printed proof before a full run. Co-branded signs may set the brand band in the owner’s brand color; the yellow code panel never changes.

Typography

Scan for price

Instrument Sans Bold · headlines and the BanditBeacon name · tight tracking

Photos, facts and a map on your phone.

Instrument Sans Semibold · supporting lines, one sentence at most

OR ENTER THIS CODE

Instrument Sans Bold, uppercase, tracked +3 · labels

ES-4827

IBM Plex Mono Bold · the code only, always uppercase. Every digit has the same width, so codes never shift or crowd.

The code

- Format:** ES- followed by 4 to 6 digits, for example ES-4827. Letters other than ES never appear.
- Horizontal pieces:** one line, ES-4827, on a full-width yellow band.
- Vertical pieces:** ES on a black band with yellow letters, then one digit per row on yellow, top to bottom.
- Never** split digits across lines, add separators between digits, outline the characters, or set the code in another color or typeface.
- Black on Signal Yellow has a contrast ratio of about 13:1 and reads in sun and at dusk.
- The address travels with the code.** A small “Enter this code at” label, then **banditbeacon.com** in bold as the second-largest text in the code band. Wide pieces: to the left of the code. Stacked pieces: one line directly above the code. Vertical pieces: directly above the ES band.

Layout zones

Brand band · 15–20% of height · logo and name	
Message · headline + one line	QR
Code band · “Enter this code at banditbeacon.com” + the code · the largest element · 25–35% of height	
Footer · one short reassurance (No app needed) · Authorized sign placement only	

Keep text and QR codes 0.5 in inside the trim on signs and 0.25 in on stickers. Backgrounds run into the bleed.

Production

PIECE	MATERIAL	FINISH	NOTES
Yard signs	4 mm corrugated plastic (Coroplast), UV inks, double-sided if seen from both directions	Matte	Flutes run vertically for H-stakes.
Riders	4 mm corrugated plastic, or 0.040 in aluminum for long listings	Matte	Two holes 1 in from the top edge for rings or S-hooks.
Stickers	Outdoor vinyl rated 3 years or more, permanent adhesive	Matte laminate	Kiss-cut with rounded 0.125 in corners. Apply to a clean, dry sign above 50 °F.
Night visibility	Optional reflective vinyl for the yellow code panel	—	Makes the code stand out in headlights.

Bleed
0.125 in on every side.
Backgrounds extend into it.

Safe area
0.5 in (signs), 0.25 in (stickers) inside the trim.

Files
PDF, CMYK, fonts outlined, QR as vector. Crop marks outside the trim.

Proof
Approve one printed proof: colors, and the QR scans.

Do

- Make the code the biggest thing on the piece.
- Use the files the app generates for each sign.
- Keep generous white around the QR code.
- Place signs only where you have permission.

Don't

- Reuse one code on two signs, or print an example code.
- Put lines, photos or textures behind the code.
- Shrink the QR code below its minimum size to fit a logo.
- Stretch, outline or recolor the code or the bandit mark.