

KENNON™

Sign Shop



Your *Wyoming*
Campaign Sign
Headquarters



PROUDLY MADE IN WYOMING

Kennon Sign Shop
2071 N. Main Street
Sheridan, WY 82801

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So you have taken the first steps; you are a candidate for public office. **What's next? You need votes**, and the only way to get votes is to educate potential voters about your candidacy. One of the most cost-effective ways to do that is to invest in **campaign signs**.

Here are a few tips.

The 5 Most Important Elements of Political Sign Design



- 1) **Content**- If your last name is "Smith", consider using your first name to distinguish yourself. Give yourself every advantage possible. If you can, use words like Re-elect in order to identify yourself as the incumbent.
- 2) **Color**- Color is extremely important. Remember that each color conveys a message of its own. Keep things simple. Less is more.
- 3) **Graphics**- Consider the power of well known symbols. A candidate running for sheriff may use a five-point star or badge, for example. Remember that overuse of graphics can and will confuse your voters.
- 4) **Size**- The standard size for a yard sign is 24"x18". This is large enough to be seen from a distance and affordable enough to buy in bulk.
- 5) **Material**- Your signs must hold up to the elements and look good doing it. A sign that falls apart will convey a powerful message to the voter about the choices a candidate makes.

What colors are best?

You may think that your favorite colors would look great on a sign. However, a solid understanding of the perceived meaning of commonly used colors may attribute to the success or failure of your campaign.

See the list below:



Green: Associated with nature; considered environmentally friendly.

Blue: Associated with trust or quality.

Purple: Conveys royalty, bravery, chivalry or honor.

Orange: Expresses danger.

Yellow: Used in highway signs. Not recommended for campaign purposes.

Red: Generates excitement, nervous tension or a lack of experience.

White: Conveys purity, virtue or honesty.

Black: Considered foreboding; associated with impending doom (exception: Black type is expected on brochures).



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24" x 18"
FULL COLOR
Yard Signs
Includes 1 step stake.
Single Sided \$8 each
Double Sided \$12 each
FREE SHIPPING with
Minimum Order of 10



48" x 24"
FULL COLOR
Yard Signs
Includes
2 step stakes and
grommets in corners.
Single Sided \$19 each
Double Sided \$29 each
FREE SHIPPING with
Minimum Order of 8



48" x 48"
FULL COLOR
Yard/ Fence Signs
Includes grommets
in corners.
Single Sided \$79 each
Double Sided \$119 each
FREE SHIPPING with
Minimum Order of 10



96" x 48"
FULL COLOR
Yard/ Fence Signs
Includes 4 grommets
top and bottom.
Single Sided \$159 each
Double Sided \$229 each
FREE SHIPPING with
Minimum Order of 5

HOLY CRAP!

YARD SIGN DISCOUNTS.

15% OFF 50 signs

20% OFF 100 signs

Vehicle Signs

Chances are you will be in a parade or two this summer. Magnetic signs will help voters put your name with your face. Also your car will be your campaign headquarters as you travel to various events. Car signage is viewed by more voters than any other signage and is well worth the investment.

Dimensions can be customized to your need.

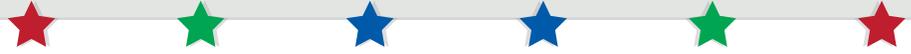
24" x 12" Magnetic Sign
\$40 each or 2 for \$75



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Bumper Stickers



Bumper Stickers are perhaps the most recognizable form of indirect voter contact. We suggest following the same guidelines, with respect to color, as those laid out in the previous section on yard signs. Dimensions - 10" x 2.5"

Sold in lots of 100 \$89.00

Banners

Banners are a portable backdrop.

5' x 3' Single Sided \$45 8' x 5' Single Sided \$120

Should you use Yard Signage?

There are some considerations:

- Yard signs are placed on private property for the most part, so only your supporters will agree to place your sign on their land. When you as a candidate take the time to give out signs to an eager supporter, that person takes ownership in your campaign. They become your best advocate.
- Yard signs require time and energy to maintain, and ultimately they are a form of indirect contact with voters. Your signs should look professional so voters believe you will professionally execute your responsibilities when elected.

About Us

Kennon Sign Shop is a Wyoming-based company located in Sheridan, WY.

What makes us different?

There are two major areas where Kennon stands head and shoulders above the rest. These areas are:

- 1. Location** – **Kennon Sign Shop** is a Wyoming company. This gives us added flexibility to serve you better. We offer one-stop shopping, free delivery within the state of Wyoming and flexibility; we're not far away, so you can buy what you need and add it to your order as additional opportunities present themselves.
- 2. Service** – Before, during and after the sale, we are with you every step of the way. We offer **free, professional graphic design**, unlimited combination of colors and images and quick turn-around.

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Made in Wyoming

Wyoming is the best place in the world to live.

All of the products offered by **Kennon Sign Shop** for this election have been designed and manufactured in Wyoming. When you buy from us, you are helping the Wyoming economy and preserving local jobs.



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