

Tips For A Successful Political Lawn Sign

Unique Design Ideas for Fold-Over Signs



PoliticalLawnSigns.com - Signs printed on poly coated cardboard offer opportunities for unique design applications not cost effective for plastic corrugated signs.

With the large population of signs during the campaign season, how does one "stand out" to be recognized and remembered? Consider these novel ideas.

First, **Fold-Over Signs**, when manufactured, are printed both ends of a poly coated sheet simultaneously (before folding and stapling). This process affords design flexibility and options not economically viable for conventional plastic corrugated signs.

While incurring no increase in costs, consider these design options for a double sided Fold-Over Sign.

PATTERN REVERSAL



Pattern Reversal

For "attention grabbing" consider the approach side of the sign and the going away side of the sign to have the same copy, but with print "reversals". Note in the illustration one side of the sign is "green on white" type, whereas the other side displayed is "white on green". For a Fold-Over Sign this is still priced as a one color sign.

COLOR REVERSAL



Color Reversal

Is the office you're running for non-partisan? Then for multicolor prints, impartiality can be demonstrated by reversing the colors in a design. The example to the left is of a two color sign shows the effect created. One side of the double sided sign would display a "red and blue" sign and the other side a "blue and red" sign.

SHARING



Sharing

Where there may be budget restraints, equally sharing space and costs with a like minded fellow candidate can be an option. And it can add strength to your candidacy. An example is illustrated to the right.

MESSAGING



Messaging

If you have a strong message, but don't have the room for everything on one side, consider displaying it on the reverse side. This is shown at right.

REFLECTIONS



Reflections

Most street signs are recognized by passing vehicles both as the driver approaches the sign and as the driver observes it in the rear view mirror. So why not design a two sided sign which reads correctly both "coming" and "going".

The roadways are crowded with signs during the campaign season. These ideas, which are realizable on Fold-Over Signs, without incurring extra manufacturing costs, could well bolster your presence among the pack.