

# FASTSIGNS®



“What do your signs say about you?”

**FASTSIGNS®**  
Sign & Graphic Solutions Made Simple.

## make buying a sign simple

ARE YOU SEEKING TO GET YOUR PRODUCTS AND SERVICES NOTICED? Are you looking to capture attention and boost sales? Does your business need an entirely new image? Whether in need of a simple banner, or a complete visual makeover, well-placed, well-designed signs and graphics are vital to the success of your organization or business.

- ① **WHY DOES IT MATTER WHAT MY SIGNS OR GRAPHICS LOOK LIKE?** Signs are the number one way that people learn about a business. The U.S. Chamber of Commerce tells us that 50% of shoppers said they first learned about a business through their sign. If your sign is serving as the first impression of your business to a potential customer, make sure it accurately and positively reflects your business, brand or organization.
- ② **HOW DO I KNOW IF MY CURRENT SIGNS AND GRAPHICS ARE EFFECTIVE?** Signage serves three main functions—to inform, direct and sell. When assessing your current sign and graphics program, make sure each of these needs is being met. To ensure effectiveness, you should also consider basic sign design principles such as readability, visibility, legibility and noticeability.
- ③ **WHAT ARE THE BENEFITS OF SIGNS AND GRAPHICS?** Signs and graphics help with presence—people see and remember you. It costs a lot more to rebuild that awareness after marketing inactivity, than it does if you continue to maintain it at some level. Signs also strengthen a customer's perception of your business and can even influence brand-switching.
- ④ **IN THIS ECONOMY, ISN'T MY SIGNAGE PROGRAM A LOW PRIORITY?** Even during a slow economy, advertising is crucial and it helps create a long-term competitive edge. Consumers make be taking a spending “time out”, but they are still out there. Dollar for dollar, no other form of advertising comes close to matching the effectiveness and cost-efficiency of the on-premise sign.
- ⑤ **BANNERS SEEM PRETTY COMMON. IS THAT MY BEST OPTION?** Banners are great because they are flexible and easily changeable. However, there are many other appealing options that are just as effective such as architectural signs, full-color posters, vehicle wraps and attention-getting graphics that can be applied to walls, windows, floors and even ceiling tiles. Simply use your imagination!
- ⑥ **WHAT ABOUT DYNAMIC DIGITAL SIGNAGE?** The FASTSIGNS Dynamic Digital Signage program provides a single source solution for providing the right message to the right audience at the right time and place. From hardware installation to creating content to scheduling and storage to managing your entire digital signage network, we use innovation and technology to make the process simple for you.

## FACTS TO CONSIDER:

FASTSIGNS® uses innovation and technology to fulfill our goal of making the sign buying process simple—and fast—for you. Our knowledgeable staff will work with you to understand your specific needs, and come up with a solution that fits your budget. Whether you need one sign, or a thousand, we can provide you with affordable, effective signs and graphics.

- Proudly, your Omaha FASTSIGNS® have been providing custom sign and graphic solutions to local individuals, organizations and businesses, since 1989.
- There are two conveniently located Omaha FASTSIGNS® sign and graphics centers, to better serve you:

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Omaha, NE 68127  
402.597.9999  
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