



GOODWILL



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Austin, Texas

SIGNAGE CASE STUDY

FSG Signs handled signage restoration for multiple locations during the rebrand project of Goodwill stores

CHALLENGE

Goodwill of Central Texas was undergoing an organizational rebrand, which required upgrades to its donation centers in several locations while reducing the overall cost of maintenance.

When Goodwill of Central Texas decided to focus on a company rebrand, the community clothing and goods donation organization also needed a fresh, new look for its donation locations throughout the Austin metro area. Several signs showed evidence of deterioration and needed to be replaced with more economical and sustainable materials, better able to withstand severe weather, winds, and the blazing Texas sun.

Goodwill's goal was to reduce overall costs while giving their buildings a new look to go along with the rebrand. FSG proudly stepped up to take on the signage restoration for multiple locations.

SOLUTION

Goodwill is an existing client of Facility Solutions Group, so this project gave FSG the opportunity to add more value to their relationship while providing a new level of service during their rebranding process. The new FSG signage gave the buildings a sharper look, using painted aluminum entry panels with built-in panels to house the wiring for channel lettering.

FSG fabricated, painted, and fully assembled panels and channel letter signage to enable turn-key installation and significantly decrease fabrication and labor costs as well as overall maintenance.

By identifying the client's specific needs and pain points, FSG was able to provide a solution-oriented approach while adding value to the existing client relationship with Goodwill.



Owner
Goodwill

Contract Type
Signage

General Contractor
CSW Burt Group

Signs Contractor
FSG

Electrical Contractor
FSG

