PERSONA
SERVICES GROUP

WE BRING BRANDS TO LIFE



Project Management.
Sign Manufacturing.
Lighting Solutions.
Facility Services.



With a reputation for quality craftsmanship, outstanding customer service, state-of-the-art equipment, and more than 170 years of combined industry experience, Persona Services Group is one of the largest, full-service signage providers in the U.S. serving more than 150 name-brand companies at more than 12,000 locations across North America.

Persona Services Group serves large name brands, corporations, national rollouts, international branding, and re-branding projects, as well as small, local projects, and architectural and artistic elements.

We've refined and advanced our process, ensuring each project achieves success each step of the way with true communication and real-time updates.

Recognized Clients

CHOICE HOTELS
Marriott INTERNATIONAL
GUCCI
WHOLE FOODS MARKET
IHG HOTELS & RESORTS
WYNDHAM HOTELS & RESORTS
T-Mobile
DUNKIN'
Valvoline
ALDI



SIGNAGE

Persona Services Group is leading the industry in manufacturing technology and customer service-minded project management.

With our combined forces, you experience a hands-on team that you get to know-and who knows you and your brand. Persona Services Group leverages nearly 260,000 square feet of manufacturing space to maximize your budget and present your image in the best light.

Whether it's helping you review, refine, and polish your signage program, or outfitting your business with a new, clean sign, we consider every aspect of your project to determine how to deliver the highest quality product with the most cost-effective technology and design strategies in the industry. We do this, all while keeping your brand image at top of mind.

Pylon signs

Monument signs

Wall signs

Channel letters

Directional signs

Drive-Thru components

Electronic message centers



LIGHTING

As experts in the lighting industry, we've designed and implemented custom interior and exterior lighting solutions across the U.S. since 1931. From innovative exterior and interior installs, conversions, upgrades, and service, to one-of-a-kind applications and national rollouts, there's no challenge our experienced team can't handle.

We'll help lower your energy costs, cut maintenance bills, and make your locations both safer and more attractive.

- **Area luminaries**
- **Retrofits**
- **Wall packs**
- **Awnings and canopies**
- **Flood lights**
- **Accent lighting**
- **Parking lot lighting**
- **Indoor lighting**
- **LED upgrades**
- **Emergency exit lighting**
- **High bay lighting**





FACILITY SERVICES

Persona Services Group is a national, multi-service facility maintenance and construction company that offers reactive and preventive maintenance services, rollout programs, and construction services—available on-demand, 24/7/365.

Our streamlined operations and cutting-edge technology allow us to focus on consistently providing clients with proactive, efficient, and cost saving solutions. Our dedicated team of construction and facilities experts brings extensive expertise across all lines of business, making us the one-stop solution for all facility and construction needs.

Construction

Emergency Services

Build-Outs

Facility Maintenance

Roll Outs & Special Projects

Remodels

Integrated Facility Management

SIGN SERVICES

We provide end-to-end sign service and repair, including electrical and structural diagnostics, LED and power supply replacements, cabinet and channel letter repairs, and troubleshooting for digital displays and drive-thru equipment. Our team also specializes in energy-efficient retrofits, and converting fluorescent and HID systems to LED to improve performance, extend component life, and reduce maintenance costs.

Additionally, we perform site surveys, preventive maintenance procedures, visibility checks, and small-scope upgrade projects, delivering clear documentation and proactive service to keep your signage operating safely, efficiently, and consistently across all locations.

Service and repair

Retrofits / energy upgrades

Preventative maintenance

National program support

Site surveys

Small-scope projects



PIP

Impress customers with a fresh, new look with our on-site Property Improvement Program (PIP) without the added expenses of a full remodel.

Renew brand elements

Repair existing structures

Replace sign faces

Parking lot refresh

Lighting repairs and retrofits





PERSONA SERVICES GROUP

Local Associates. National Presence.

OUR LOCATIONS

Watertown, SD (HQ)
Madison, SD
Baltimore, MD
Fairfield, NJ

Contact your Persona Services Group sales representative today!

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