



OMNI Print

SPRING PRINT & MARKETING CHECKLIST

Use this as a planning tool to stay ahead of demand, avoid rush fees, and ensure your brand is fully prepared for the busy spring and summer seasons.

Brand Visibility & Brand Appeal

Best time to order: Late Winter/Early Spring

- Outdoor banners & signage
- Window graphics & clings
- A-frame signs
- Vehicle graphics & decals

Hospitality & Food Service

Best time to order: Early Spring

- Updated menus
- Table tents & counter cards

Brand Visibility & Brand Appeal

Best time to order: Early-Mid Spring

- Direct mail postcards & flyers
- Loyalty cards & coupons
- Promotional items

Staffing & Operations

Best time to order: Before hiring ramps up

- Employee handbooks & training guides
- Branded uniforms or apparel

Sales & Networking Materials

Best time to order: Early Spring

- Business cards
- Brochures & sell sheets
- Presentation folders

Real Estate & Service-Based Businesses

Best time to order: Early Spring

- Yard signs & directional signs
- Service reminder cards

Events & Community Outreach

Best time to order: 4-6 weeks before event

- Event signage & banners
- Flyers & posters
- Branded giveaways

Digital + Print Integration

Best time to order: Anytime in Spring

- QR code materials

Quick Planning Tip:

Order foundational items (signage, business cards, brochures) first, then promotional and event-driven materials. This ensures your brand looks consistent across all platforms.