

## SOFTWARE

- We prefer flattened PDF files for artwork.
- Please create your design using Adobe InDesign. While you can design files in Illustrator and Photoshop, it is not recommended. You will end up with very large file sizes. This could cause complications while sending, setting up, and/or printing files.
  - » As a rule of thumb, Photoshop should be used for editing photos, Illustrator should be used for creating vector images and drawings, and InDesign should be used for creating layouts with numerous graphics and heavy text.
  - » We do not accept files from the following programs (unless they are flattened PDFs created by these programs): Pagemaker, QuarkXpress, CorelDRAW, Publisher, Word, PowerPoint, or Canva.
  - » If unable to use the suggested design software, please save it as a flattened Adobe PDF file. If you use a program mentioned, we most likely will be unable to make design corrections or changes.
- You can use linked images or graphics in your document but be aware that if you have linked files in your artwork, we cannot make changes to the artwork on our end unless the linked files are also sent to us or are embedded within the file.
- Use Pantone Solid Coated swatches for spot colors. Be aware that process colors may not print as shown on your monitor or as printed on your printer.
  - » We print in CMYK. If you have specific PMS colors for your branding, please let us know and we will match as close as possible to the Solid Coated Pantone Book.
  - » It is best to avoid using RGB or HEX color values, as those are for web use and not for printing. We cannot ensure color matching for documents using RGB or HEX colors.
- All art, including imported files and raster images, should be in the CMYK color mode and preferably 300 DPI.

## MEASUREMENTS/TEMPLATES

- When using our templates, please make sure to review the template measurement information. Be aware that this information can be different from page to page, based on which die you are using for your design.
- Please do not send artwork with crop marks or registration marks. If you use crop marks, make sure they are placed outside of our required bleed.
- Do not send artwork with our templates showing.
- All important design elements and/or text need to stay within the required safe area.
  - » Safe Area is where all important text and graphics should be kept within. We have a tolerance of 1/16" for our production process where art can shift slightly. It is imperative to keep all important information within the safe area.
- Extend all artwork backgrounds or graphics that go past the die-cut to the required bleed measurements. It is important that we have the required bleed due to our production process.
  - » Bleed is extra art that is printed beyond the finished size and then trimmed for the final piece, leaving a clean printed edge.
- While we will always try to work with the provided artwork, please be aware that submitted artwork that does not adhere to these requirements may be rejected. Your order may be placed On Hold and your turn-time will be pushed back based on when we receive the corrected artwork.

## GRAPHICS & PHOTOGRAPHY

- We do not accept files that are not named. We are unable to guess what dish or plate the image matches. It will save time for us, and we will be able to get proofs to you more quickly if all files are named based on what dish they are.
- Please make sure to submit high-quality images. All images should be submitted with a resolution of 300 DPI. Any images submitted that are lower quality than 300 DPI will most like print blurry, based on the sizing of the image.
- If you are unable to take or submit high-quality images, we recommend browsing <https://stock.adobe.com/> and providing us with the file name of the images you would like to use.



- DO NOT submit images that have been downloaded from Google. Most images online are protected by the original creator's copyright and should not be used for your design. You should not submit any artwork or photography that you did not create unless you can provide a written release to use the artwork or photography.

## LOGOS

- Please provide a vector file (.ai file, .eps file, or a .pdf vector file) of your logo, with all text converted to outlines. This allows for easy scaling and color corrections.
- If you do not have a vector file, please provide the highest quality image of your logo you can provide.
  - » We are occasionally able to trace a logo that is not vector, but this depends on the complexity and size of the image provided.

## FONTS

- To achieve the greatest readability, design your files in InDesign.
- Minimum font size for legibility is 5 points. We don't recommend using fonts smaller than 5 points.

## SENDING FILES

- Most flattened PDF files can be sent directly to your Account Manager through email.
- You can send your files via e-mail to your Account Manager (15 MB limit). If you are sending multiple files, please compress the files into a single ZIP file.
- Larger files may be sent via our website at <https://menuworks.com/upload-artwork>