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**UPPER LAKES FOODS**  
EST 1967

# CREATIVE SERVICES

**Your Value-Added Services Guide**

801 Industry Ave  
Cloquet, MN 55720  
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800.879.1265



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# MENU OF SERVICES

## 01 Menu & Graphic Design

We offer high-quality design services for jacketed menu inserts, takeout menus, table tents, labels, and posters. Our graphic design team works with you and your salesperson to create menu graphics that make your place shine.



## 02 Printing

We offer printing on standard paper and cardstock in the following sizes:

- Half-page Letter (5.5 x 8.5 inches)
- Letter (8.5 x 11 inches)
- Legal (8.5 x 14 inches)
- Tabloid (11 x 17 inches)
- Posters (up to 30 x 40 inches)

## 03 Lamination

We offer clear, sealed edge lamination for the following sizes:

- Half-page Letter (5.5 x 8.5 inches)
- Letter (8.5 x 11 inches)
- Legal (8.5 x 14 inches)
- Tabloid (11 x 17 inches)



## 04 Logo Design

We can create a logo that represents your unique brand. All file types available.



## 05 Digital Menu Board Graphics

Allow us to create eye-catching, dynamic graphics for your digital menu boards. We can work with you to create a wide variety of image sizes and file types.

# GRAPHIC DESIGN PROCESS



## STEP 1 Contact Your Salesperson

The first step of your graphics project begins with contacting your Sales Account Representative (SAE). Your SAE will work with you to complete a Graphics Request Form that will determine the scope of the project. This form provides the Graphics Team with information like paper size, number of copies, finishing requests like printing or laminating, as well as the graphic style you are looking for.

## STEP 3 Creative Designing Process Begins

Once the project has been assigned to a Graphic Designer, they will work with you and your SAE to complete the project. Please allow two weeks for a first draft to be completed. Any additional changes after the first draft should be promptly communicated through your SAE until you are satisfied with the final product.

## STEP 2 Internal Approvals and Checks

After the Graphics Request Form has been submitted by your salesperson to their District Manager, they work with you to determine a project cost. We are always transparent about cost of design services and supplies, and we do not move forward with a project you're not comfortable with. Once you give the approval, the project is sent to the Marketing department for processing.

## STEP 4 Project Complete

When you're ready, we can move to the finishing stage of your graphics project. Depending on your request, that can look like a printed menu, a PDF file, a poster, laminated menu, table tent, etc. You and your SAE will determine if you need that physical project shipped to your location, and our Graphics Team will put that in a labeled cardboard box on your next delivery with an invoice or value-added statement.

Need more copies of a menu that doesn't need any changes? Please complete Steps 1-2 with your SAE and allow one week for your print request to be processed.

# GUIDELINES & TIPS



## Menu Content

Help us help you! Typing out your menu into a text-based document like Microsoft Word or an email allows the Graphics Team to copy and paste content, increasing efficiency and ensuring your menu reads the way you want it.

## Branding

Let us know what your restaurant's vibe is. What is your cuisine like? Your decor? Answering these questions helps our team design something that fits in with your branding and looks amazing.

## Website, Delivery, and Social Media

If you'd like additional information on your menu, like your website, information about online ordering, or social media platforms you use, please let us know! We'd be happy to add it.

## Logo

Please provide us with a high quality version of your logo. We can use JPEG, PNG, AI, EPS, and PDF file types.

## Menu Images

Photos can make your menu more realistic and appealing, especially for dishes that are complex or colorful. They can also help customers imagine how the food will look and taste, increasing their appetite. If you'd like to use photos on your menu, please provide us with high resolution files. We also have access to a comprehensive library of stock photos that we can use in the place of actual photos.

## Outsourcing

If you're interested in larger format printing, such as a banner, we can provide the design files for you to send to a print shop. Or we can work with our suppliers and discuss costs on a case-by-case basis.



# PORTFOLIO



**Trendy Cocktail Menu**



**Mother's Day Event Menu**



**Oktoberfest Event Flyer**

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# GRAPHICS REQUEST FORM

**TO BE FILLED OUT BY SALES PERSON**

Business Name: \_\_\_\_\_

Customer Number: \_\_\_\_\_

Sales Person: \_\_\_\_\_

Phone #: \_\_\_\_\_

**PROJECT SPECIFICATIONS**

All design projects are subject to a \$50 set up fee.

Size: \_\_\_\_\_

Letter (8.5x11), Legal (8.5x14), Tabloid (11x17), or specify a custom size.

One Sided (15¢ per page)  Two Sided (20¢ per page)  PDF Only (Free)  (Check one)

Reprint  Make Changes  (Check one) Number of Copies: \_\_\_\_\_

Special Instructions: (Please be as detailed as possible) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FINISHING OPTIONS**

Cardstock (Add 5¢ per page)  Laminated (Add \$2.50 per page)

**TO BE FILLED OUT BY DISTRICT MANAGER**

Name: \_\_\_\_\_

Total Project Cost: \_\_\_\_\_

Initial for Approval \_\_\_\_\_

Please turn this form into the Marketing department by emailing: [graphics@ulfoods.com](mailto:graphics@ulfoods.com)

All projects must be approved by your DM before it will be processed.

Please allow 2 weeks for a rough draft of request.

All menus/projects must be hand delivered to customers unless there are special circumstances.

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