

# GRAPHIC REQUIREMENTS

## PHOTO REQUIREMENTS

When supplying product images or scenes, the following requirements must be met:

### Acceptable File Types

Only the following photo formats are accepted. (Please, no PDFs with embedded art)

- Uncompressed TIFF
- JPG (Maximum quality) Encoding
- Adobe Photoshop EPS format
- Adobe Photoshop PSD (with layers intact)

All file types (other than scene images) must include a product clipping path

### Minimum Size/Resolution

Minimum dimensions - 4" x 5" at 300 PPI (horizontal or vertical)

Images should not be resized up, cropped or have their "canvas" extended to fit these dimensions. We understand that the dimensions may be slightly more limited in some vendor supplied images, however images must be submitted at a minimum size of 300 PPI of it's intended advertising use.

### Acceptable Color Modes

- CMYK without embedded profile
- RGB with embedded profile (Adobe 1998 RGB color gamut)

When submitting photos and/or footage the following is preferred:

- Complete scene/beauty shots
- Installation shots
- Product in/out of package
- In-use shots if applicable

### File Naming Conventions

When supplying images or video to Menards, follow the naming convention below:

#### File Name:

SKU (or Model)(or VendorID)\_P\_(LS,RS,TP,etc).ext

1. Menards SKU comes first, in the absence of SKU use Model, in the absence of Model use vendor ID
2. Then a "\_P\_"
3. Then a 2-character code that identifies the media type:

Master (Front View)= NO CODE NEEDED

Right Side View= RS

Left Side View= LS

Top View = TP

Back Side = BK

Group = GP

Scene = SC

In-use/Application = AP

Icon = IC

Logo = LG

Video = VI

If you do not see a media type that fits your submission, contact one of the below contacts.

4. Then the file extension.

## DIE-LINE SPECIFICATIONS & REQUIREMENTS

### Acceptable File Types/Formats

The original, workable Adobe® Illustrator (.ai), version CS4-CS6 file plus all linkable data (fonts, art, profiles, etc) must be provided.

- Must show all fold, cut, hang holes, etc...

 Cut = Solid Magenta (100% M)

 Fold = Dotted Magenta (100% M)

- Must indicate product placement where applicable (i.e. blister packs/skin cards)

 Product Placement= Solid Cyan (100% C)

## PRIVATE LABEL MANUALS & INSTRUCTION SHEETS

### Acceptable File Types/Formats

The original, workable MS WORD (.doc) must be provided.

- All branding and logos must reflect the appropriate private label brand. No vendor logos or branding should be shown. This includes the warranty verbiage
- Follow any brand-specific instructions or templates provided

## CONTACT

For questions or concerns regarding requirements contact:

### PACKAGING / LITERATURE TEAM LEAD

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