Mercer Culinary Marketing Manual

2015 edition

MERCER CULINARY®

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Brand Style Guide

2015 edition

MERCER CULINARY®

Introduction

The Mercer Culinary House Style has been created to ensure a distinctive look and feel throughout our brand communications. From brochures, to specification sheets, to advertising and Web sites, our house style promotes a cohesive yet truly differentiated graphic style that sets us apart from our competitors.

Our house style expands upon the Mercer Culinary signature artwork to include our typography, secondary elements, primary and secondary color palettes and a versatile application system. The result is a unique brand identity.

Because consistency is essential for growing and maintaining recognition in the Mercer Culinary brand, we ask that you reference these guidelines as often as necessary to ensure the cohesive application of our house style.

Primary Signature

The primary Mercer Culinary signature is a unique piece of artwork that has been specially designed for our brand.

Consisting of the Mercer Culinary signature is our principal brand identifier and is intended for all our communications, including brochures, stationery, signage and packaging.

The full-color signature is always preferred.

Variations of the signature are available for appropriate collateral.

In highly specialized applications, such as specific products, the wordmark may be used independently.

It is essential that the signature is never altered, added to or re-created in any way. Even the smallest change to the signature is detrimental to the integrity of the Mercer Culinary brand.

Only use approved digital art files.

Primary Signature

Signature Colors

The Mercer Culinary Products (MCP) colors represent our main color identifers. Mercer Culinary Brown, Metallic Gold, and Black are identified within the signature and shield.

The values provided here should be referenced to ensure the principle colors are always reproduced as accurately as possible.

MC Brown

Pantone 476 C
C 57, M 80, Y 100, K 45
R 85, G 50, B 27
Web Hex: 55321b
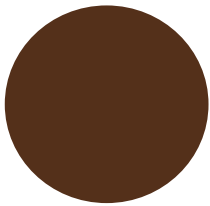
Gold

Pantone 466 C
C 6, M 23, Y 52, K 15
R 198, G 170, B 118
Web Hex: c6aa76
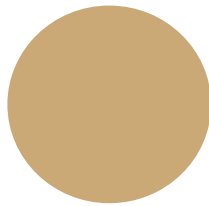
Secondary Colors

The Mercer Culinary Products secondary colors have been selected to add more color options, but in limited applications only. Secondary colors are intended strictly for supporting design elements. It is important to remember that the secondary colors should never be used to dominate a layout. Reference the color values provided here to ensure the secondary colors are reproduced as accurately as possible.

Gray

Pantone 430 C
C 5, M 0, Y 0, K 45
R 153, G 159, B 162
Web Hex: 999fa2

Accent Gold

Pantone 465 C
C 9, M 29, Y 66, K 24
R 185, G 151, B 91
Web Hex: b9975B

Accent Copper

Pantone 7515 C
C 5, M 43, Y 49, K 11
R 197, G 139, B 104
Web Hex: c58b68

Accent Black

100% Black
C 0, M 0, Y 0, K 100
R 0, G 0, B 0
Web Hex: 00000

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc. Please refer to the latest edition of the Pantone Color Guide.

Tint Values

As with the accent colors, the tint palette has been selected to add more color options, but in limited applications only.

They are intended strictly for supporting design elements. The tints must never be used to dominate a layout.

Reference the color values provided here to ensure the tints

Principle Palette

MC Brown				
Gold				
100%	*75%*	*50%*	*25%*	*10%*
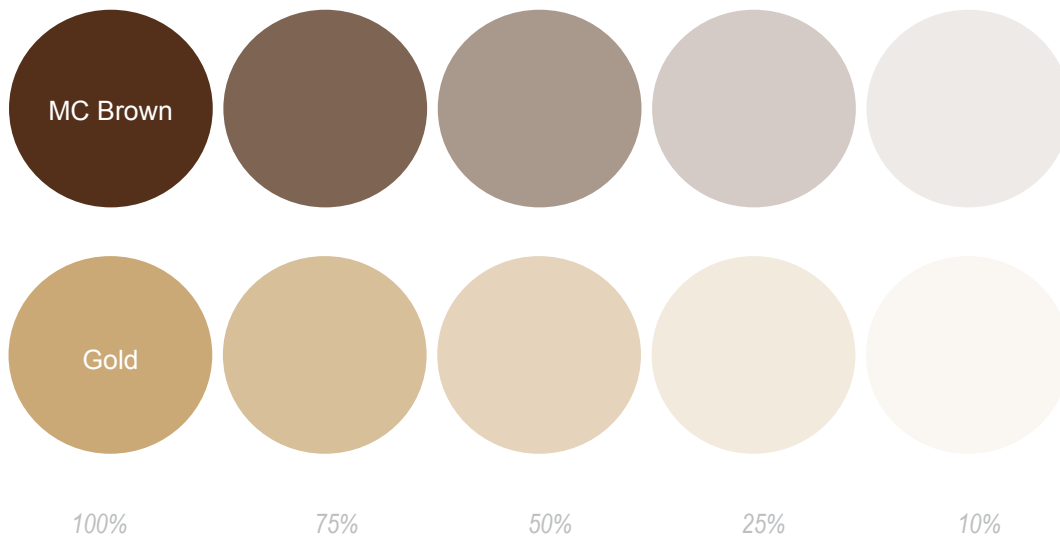
Mercer Culinary Trademark List

GENESIS®

INNOVATIONS FOR CHEFS®

MILLENNIA®

HELL'S HANDLE®

MERCER® Shield logo

MX3®

HELLS'S TOOLS®

MERCER Culinary® logo

MERCER CULINARY®

ULTIMATE WHITE®

RENAISSANCE®

Principle Palette

Saving and Preparing Files
2015

Procedures & Processes

MERCER
CULINARY®

File Naming Cheat-Sheet

EXAMPLE 1 = Layout files formula

	Item #		Artwork Type	Revision		File Type
			See chart for code			

PL - M35131 - Tongs - cd - v1 - a - L1 .indd

Product Brand=Plating	Product name	Version	Layout Version
See chart for code	Short description		Remove after approved
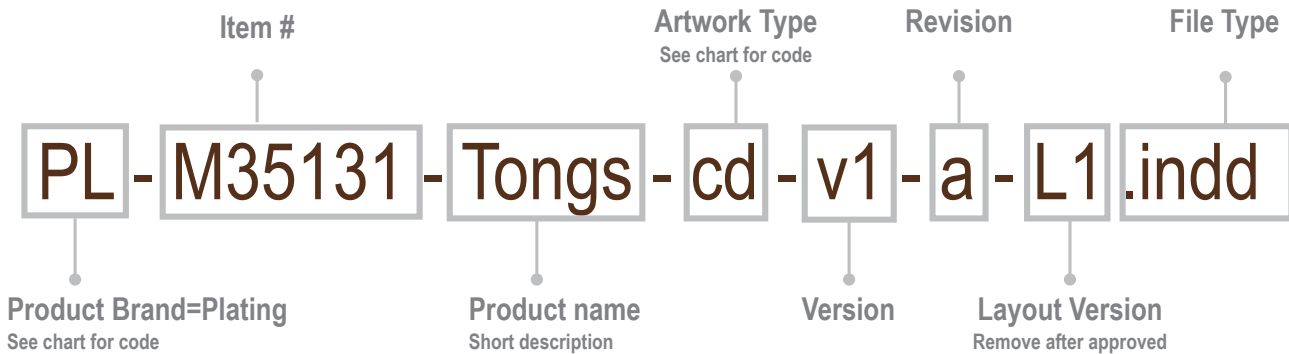
eg: PL-M35131-Tongs-cd-v1-a-L1.indd = Plating-M35131-Tongs-card-version 1-revision (a)-Layout version 1
eg: PL-M35131-Tongs-cd-v1-a.indd = Preflighted files (final approved)
eg: PL-Spoon-FoodsArts-613-ad-v1-a.indd = Plating-Spoon-FoodArts-june2013-advertisement-version 1-revision (a)

EXAMPLE 2 = Illustrator files formula
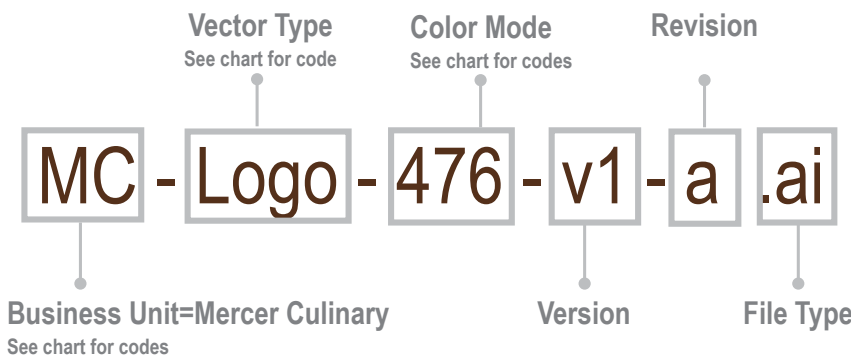
Vector Type	Color Mode	Revision
See chart for code	See chart for codes	

MC - Logo - 476 - v1 - a .ai

Business Unit=Mercer Culinary	Version	File Type
See chart for codes		

eg: MC-logo-476-v1-a.ai = MercerCulinary-logo-PMS 476-version 1-revision (a)
eg: PL-3.749x11.5521-dl-cd-v1-a.ai = Plating-3.749x11.5521-dieline-card-version 1-revision (a)

General File Naming Guidelines

- Always us a dash (-) between naming items.
- Never use blank spaces in file names. Capital letters Separate words.
- Never use symbols or punctuation in file names (ex: # @ & * . : " ' > - + % ;)
- Always observe the appropriate use of capitals.

EXAMPLE 3 = Photoshop files - Formulas for Product and Application/Hero shots

	Item #		Color Mode		Version		File Type
			See chart for codes				

MX - M16060 - Petty - rgb - hr - v1 - a - .psd

Product Brand=Plating	Product name	Resolution	Revision
See chart for code	Short description		
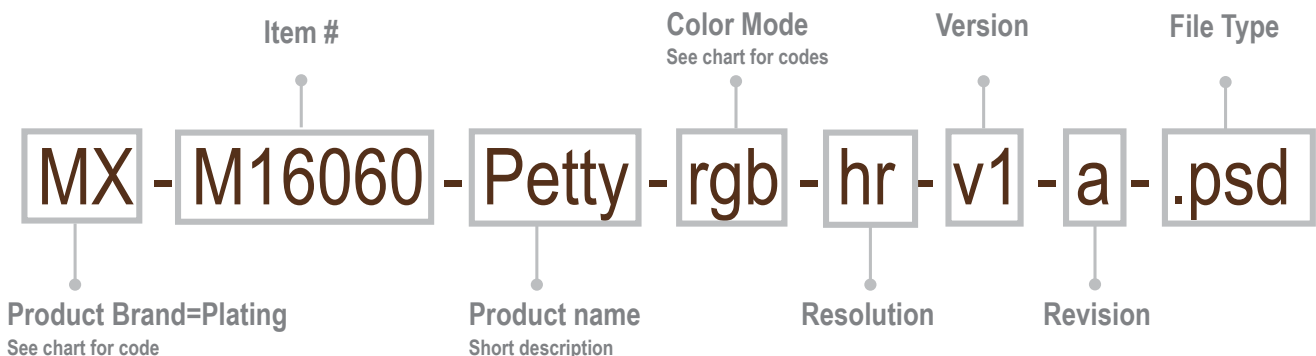
eg: MX-M16060-Petty-rgb-hr-v1-a.psd = MX3-M16060-Petty-rgb color mode-high resolution-version 1-revision (a)
eg: MX-Tuna-appl-rgb-hr-v1-a.jpg = ProductBrand-ShortDescription-Application-color mode-High Resolution(hr)-version-a

File Naming Codes

Artwork Type Key			
Advertisement = ad	Email Campaign = ec	Sticker = sk	Sleeve = sl
Brochure = br	Manual = mn	UPC label = upc	Clamshell Insert=ci
Catalog = ca	Illustration = il	Banner = ba	Polybag=pb
Flyer = fl	Poster = ps	Card = cd	Instruction Sheet=is
Coupon = co	Stationary = st	Tray = tr	Silk Screen=sc
Sell Sheet = ss	Label = la	Box = bx	Etching=et
Display = ds	Inner Carton Label=ic	Header = hd	Report=rp
Form = fm	Outer Carton Label=oc	Die Line = dl	Exhibits=ex

Product Brand Key			
Millennia = MI	Plating = PL	MercerTools = MT	Asian = AS
Renaisance = RE	Storage = ST	MercerRules = MR	Dynasty = DY
Genesis = GE	Hells Tools = HT	Allergen = AL	
Ultimate White = UW	Hells Handle= HH	Apparel = AP	
MX3 = MX	MercerGrates = MG	Praxis = PX	

Business Unit	
Mercer Culinary = MC	Mercer Abrasives = MA

Resolution Key = Image widths		
High Resolution = hr	X Small = xs	Pixel = 80px
Low Resolution = lr	Pixel = Anything above 900px	
XX Large = xxl	Pixel = 520px	
X Large = xl	Pixel = 370px	Subject to change - Need to establish website standards.
Large = lg	Pixel = 305px	
Medium = md	Pixel = 204px	
Small = sm	Pixel = 140px	

PDF Key

High Resolution = hr
Used for press ready pdf's.

Low Resolution = lr
Used for web pdf's

Color Key		
Spot = [No.]	CMYK = 4c	Black = k
RGB = rgb	Grayscale = bw	White = w

Vector Type Key		
Logo = logo	Illustration = ill	General graphic=gr
Icon = icon	Application illustration = appl	Application photo (hero) = appl

Saving and File Preparation

File and Folder Naming Structure

Layout Files

General Literature and collateral:
Follow these formulas for use with brochures, sell sheets, price sheets, labels. Generally for files created using InDesign. **NOTE: Illustrator layouts are no longer acceptable**.

BusinessUnit-Description-Type of Artwork-version(v)-revision(a)-layout version(L#)
eg: MC-NewProduct2013-br-v1-a

ProductBrand-Item#-ProductName-Type of Artwork-version(v)-revision(a)-layout version(L#)
eg: PL-M35131-Tongs-cd-v1-a-L1 = Plating-M35131-Tongs-card-version 1-revision (a)-Layout version 1

Generic Art
BusinessUnit-Dimensions-Generic-ArtworkType-Version(v)-revision(a)
eg: MX-3.749x11.5521-Gen-bx-v1-a.ai = MX-3-3.749x11.5521-Generic-box-version 1-revision (a)

Advertisments
ProductBrand-ProductName-Magazine-MonthYear-Type of Artwork-version(v)-revision(a)-layout version(L#)
eg: PL-Spoon-FoodsArts--613-ad-v1-a-L1 = Plating-Spoon-FoodArts-june2013-advertisement-version 1-revision (a)-Layout version 1

Displays
ProductBrand-ProductName-Display Name-Component Piece-Type of Artwork-version(v)-revision(a)-layout version(L#)
eg: MI-Paring-TableTop-header-ds-v1-a-L1 = Millennia-TableTop-Header-Display-version 1-revision (a)-Layout version 1

Artwork Type Key			
Advertisement = ad	Email Campaign = ec	Sticker = sk	Sleeve = sl
Brochure = br	Manual = mn	UPC label = upc	Clamshell Insert=ci
Catalog = ca	Illustration = il	Banner = ba	Polybag=pb
Flier = fl	Poster = ps	Card = cd	Instruction Sheet=is
Coupon = co	Stationary = st	Tray = tr	Silk Screen=sc
Sell Sheet = ss	Label = la	Box = bx	Etching=et
Display = ds	Inner Carton Label=ic	Header=hd	Report=rp
Form = fm	Outer Carton Label=oc	Die Line = dl	
Product Brand Key			
Millennia = MI	Plating = PL	MercerTools = MT	Praxis = PX
Renaisance = RE	Storage = ST	MercerRules = MR	Asian = AS
Genesis = GE	Hells Tools = HT	Allergen = AL	
Ultimate White = UW	Hells Handle= HH	Apparel = AP	
MX3 = MX	MercerGrates = MG		
Business Unit			
Mercer Culinary = MC	Mercer Industries = MA		

Saving and File Preparation

Corresponding Layout Folders
Unless noted otherwise, all files should be saved in corresponding folders using the same naming conventions above (excluding Layout #).

eg: *PL-M35131-Tongs-cd-v1-a*

Preflight Files (final approved layout). Compress folder and include a pdf outside of folder so it can easily be viewed.

Images

Product Photos:

Use these formulas for use with all product photos (.psd, .tif, .jpg, .png).

ProductBrand-Item#-ProductName-Color Mode-Resolution-Version(v)-revision(a)
eg: *MX-M16060-Petty-rgb-hr-v1-a* = MX3-M16060-Petty-rgb color mode-high resolution-version 1-revision (a)-Layout version 1

Hero/Application Photos

For use with all other company and stock* photography such as Getty (.psd, .tif, .jpg, .png)

ProductBrand-ShortDescription-Application-color mode-High Resolution(hr)-version-a
eg: *MX-Tuna-appl-rgb-hr-v1-a.jpg*
For Stock images - *Use current file name as the file description eg: istock_000008434483-4C-hr-v1-a.jpg

Resolution Key = Image widths		
High Resolution = hr	X Small = xs	Pixel = 80px
Low Resolution = lr	Pixel = Anything above 900px	
XX Large = xxl	Pixel = 520px	Subject to change - Need to establish
X Large = xl	Pixel = 370px	website standards.
Large = lg	Pixel = 305px	
Medium = md	Pixel = 204px	
Small = sm	Pixel = 140px	

Product Brand Key			
Millennia = MI	Plating = PL	MercerTools = MT	Asian = AS
Renaisance = RE	Storage = ST	MercerRules = MR	Dynasty = DY
Genesis = GE	Hells Tools = HT	Allergen = AL	
Ultimate White = UW	Hells Handle= HH	Apparel = AP	
MX3 = MX	MercerGrates = MG	Praxis = PX	

Color Key		
Spot = [No.]	CMYK = 4c	Black = k
RGB = rgb	Grayscale = bw	White = w

Vector Type Key		
Logo = logo	Illustration = ill	General graphic=gr
Icon = icon	Application illustration = appl	Application photo (hero) = appl

Saving and File Preparation

For use with all images to be used on the website or emails (.jpg, .gif, .png)
All web images should be saved at 72dpi (low resolution) and in RGB color.

Vector Artwork

Follow these formulas for use with vector art files.

Logos:

For use with all company and product logos (.jpg, .png, .ai).
BusinessUnit-VectorType-ColorMode-Version(v)-revision(a)
eg: MC-logo-476-v1-a.ai = MercerCulinary-logo-PMS 476-version 1-revision (a)
eg: MC-logo-4c-v1-a.ai = MercerCulinary-logo-CMYK-version 1-revision (a)

Generic Art:

For use with all company and product logos (.ind).
BusinessUnit-Dimensions-ProductName-ArtworkType-Version(v)-revision(a)
eg: *MX-3.749x11.5521-Generic-bx-v1-a.ai* = MX-3-3.749x11.5521-Generic-box-version 1-revision (a)

Die Lines:

For use with all company die lines (.ai).
ProductBrand-Dimensions-DieLine-Type of Artwork-version 1-revision (a)
eg: PL-3.749x11.5521-dl-cd-v1-a.ai = Plating-*3.749x11.5521-dieline-card*-version 1-revision (a)

Corresponding Image Folders

All images should be saved under the appropriate Product Brand folder in the Image Library folder,

General File Naming Guidelines

- Always us a dash (-) between naming items.
- Never use blank spaces in file names. Capital letters Separate words.
- Never use symbols or punctuation in file names (ex: # @ & * . : "' > - + % ;)
- Always observe the appropriate use of capitals.

Folder Structure

Insert the server folder structure here once completed.

Archiving and New Versions

Archiving

There will be a duplicate version of the server that will be used for archiving. Once artwork is obsoleted via revision the old artwork including the layout versions are placed in the archive server.

New Versions

If a new version of an existing job is requested. Always use the preflight file to create the new version.

Follow these steps for creating a new version:
- Create a new job folder in Layout (eg: PL-M35131-Tongs-cd-v1-a-L)
- Open the last version (eg: v1) preflighted file, choose 'save as' and rename the file with the new version number (eg: v2).
- Save the renamed file to the new folder in Layout.
- Move older version into the Preflight Archive folder.
- Begin working on new version.

Image Library General Guidelines

Print Images

- 300dpi or higher (high resolution)
- Use CMYK or Pantone color mode
- Logos with type must be outlined if saved as .ill, or .eps
- Named using the appropriate naming convention.

*DO NOT save an image to the Image Library until it adheres to the guidelines above. Keep images in a separate desktop folder until they can be converted to meet the guidelines.

Web Images

- 72 or 96dpi (low resolution)
- Use rgb color mode
- Named using the appropriate naming convention.

*DO NOT save an image to the Image Library until it adheres to the guidelines above. Keep images in a separate desktop folder until they can be converted to meet the guidelines.

Artwork Specifications - File Requirements

1   Fonts: All fonts used should be collected with the file (preferably as type 1 – screen and printer font). Avoid stylized fonts from within applications, true type or variable size fonts.

2   Supply all supporting/linked files. When supplying a flattened image file it is recommended that the layered Photoshop file be supplied as well in case manipulation is required in the future. It is preferred to have images linked rather than embedded.

3   Software/format supported: is on the Mac & PC platforms. The majority of files supplied have been created using Adobe Illustrator, Photoshop and InDesign. Other platforms, software and formats need to be addressed on a case-by-case basis.

Artwork Specifications - Design Elements

1   Design using Pantone and CMYK color space.

2   Graphic designs should be created to fit at full scale. Follow the orientation for front/top of graphics as identified on the structure. The die should be on a separate layer and output as 100% magenta spot color. The file number (die Line ID number) and print side should also be identified.

3   Build the file(s) in the colors desired and delete all unused swatches. For images requiring spot colors build as a DCS file. [(For PMS colors use the standard ink name from Pantone Library) (Eg: 466 C)]. Note: Grayscale tifs colorized in Indesign are acceptable but are not preferred by most production vendors.

4   Check consistency (CMYK breakdowns) of colors used between applications (CMYK values/colors created in Illustrator match those created in Photoshop, or InDesign). Colors should have the same name in all applications. Are some colors PANTONE 466 C while others are PANTONE 466 CVC?

5   4-color process or Spot images should be supplied at 300 DPI. Effective resolution should be no less then 300. Calculate by dividing the files resolution by the scale that the image is placed (300 DPI @ 100% = 300/1 = 300 Resolution; 300 DPI @ 50% = 300/.5 = 600 Resolution). If these resolutions are not achievable or the design doesn't require (blurred pattern) please assure that the lower resolution supplied is acceptable quality. Note: logos and text supplied as part of an image has degraded quality when compared with those supplied as vector graphics.

6   Graphics and/or Illustrations should be extended past the die outline by 1/8" for bleed requirements. If printing in-house graphics and/or Illustrations should hold 1/8" margin.

7   Avoid using transparency features and effects. Using these features will require additional desktop time and is very difficult to duplicate in production.

8   It is mandatory that spell check be performed on the file before submitting.

9   Do not trap files. It is the responsibility of the production vendor.

FTP/Email

A high resolution PDF of the final graphic should be included with the native files. This will be used in comparison to the final workup for quality control purposes and as quick view of work files on the server.

Production

1   A color composite printout with a review of black & white separation prints (SEPS) is mandatory before each file submission. The color composite is used in comparison to the final workup for quality control purposes. The black and white prints enable the designer and all others involved to verify how many colors are in the file and confirm that the elements are built using the appropriate color(s). Reference tutorial on Page XX for more details

2   Any special requirements or file modifications should be communicated in writing and/or on the composite prints supplied.

3   It is required that all files be Preflighted using the InDesign preflight features. Reference tutorial on Page 17 for more details

4   It is important that all files are set up properly and consistantly. Follow all guidelines when preparing your files.

Preflight Tutorial

Preflight

Document Review

Whether you are printing in-house or having the job sent out to a commercial printer, all files must go through Preflight Procedures and Packaged to ensure optimum output quality. Follow these procedures, paying close attention to image links, colors, and text.
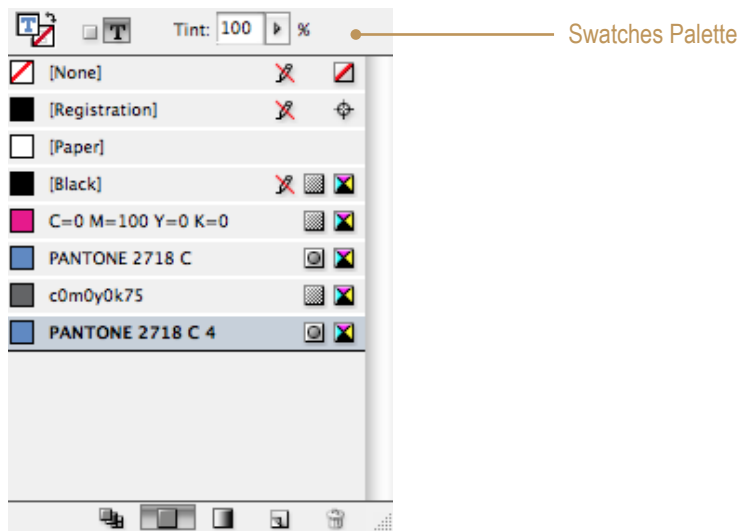
Review the Document

1.   Open the file you are going to print.

2.   **Check Colors**

Make sure only CMYK or Pantone colors are used, convert RGB colors or delete.

Go to the **Swatches** palette, go to the Swatches menu and select **Select All Unused.** Delete all unused colors.
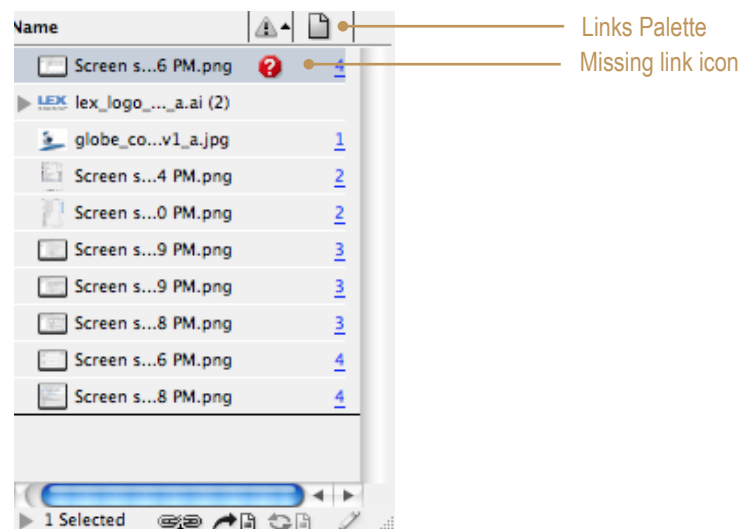
Delete duplicate colors.

Swatches Palette

Only **Signature** or **Accent** colors may be used (see **Corporate Style Guide** for approved color break downs)

2.   **Check Links**

Make sure there are no broken links in the **Links** palette.

Relink or delete any missing links.

Links Palette
Missing link icon

Preflight Tutorial

Document Review Continued

3.   **Check Document Setup**

Go to File > **Document SetUp...**

Make sure the document is set to the correct size, orientation, and bleed (if applicable).
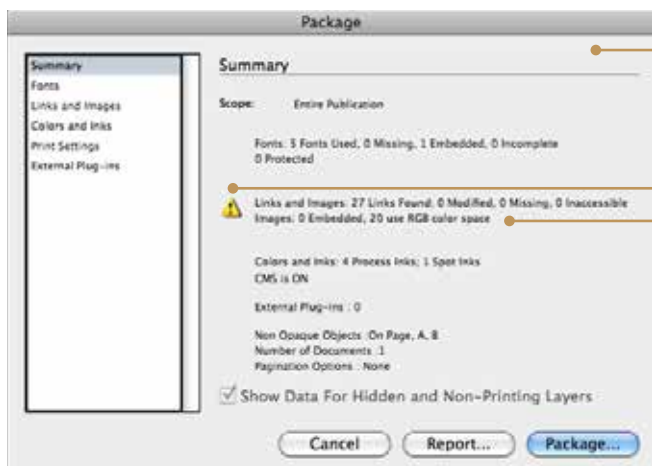
Click **OK**.

Document Setup window

Packaging a File

Collect the Document

1.   Go to File > **Package**

2.   In the Summary window, check for any alerts.

      If there are alerts, **Cancel** and fix the issue(s).

Summary window

Alert icon

Alert Summary

Common Alerts include, but are not limited to:

| Alert	Solution
Images found that use RGB color space	Open the image in Photoshop and convert color space to CMYK or PMS color(s)
	It may be helpful to check the Links and Images section to locate the problem link.
Link not found	Relink image in Links palette
RGB color swatch found	Convert swatch to CMYK or Pantone color
Duplicate color found	Remove duplicate from Swatches

Preflight Tutorial

Packaging a File Continued

3.   If there are no alerts in the Summary section, move on to **Fonts.**
      Make sure only fonts dictated in the Corporate Style Guide are used in the document.
      If other fonts occur, click on the non-approved font and hit **Find Fonts.** Find the font and replace with an approved version.

Fonts window

Fonts being used in document

Find Fonts button
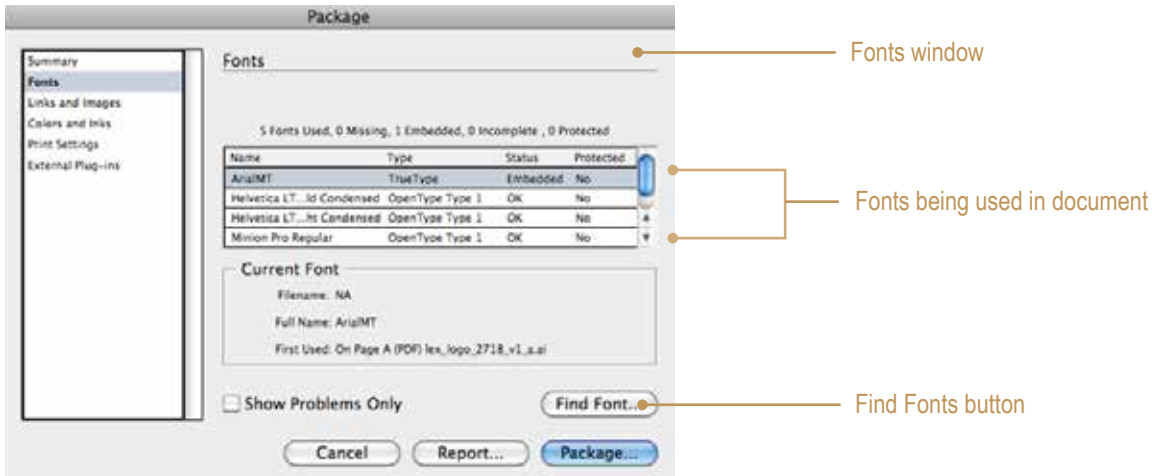
4.   Once the fonts have been checked, move on to **Links and Images**.
      If you had no Alerts pertaining to links or images in the Summary section, then this section should be OK.
      Use this section to help locate and find out more information about links and images that have Alerts.


Links and Images window

Link names and color information

Detailed Link/image information
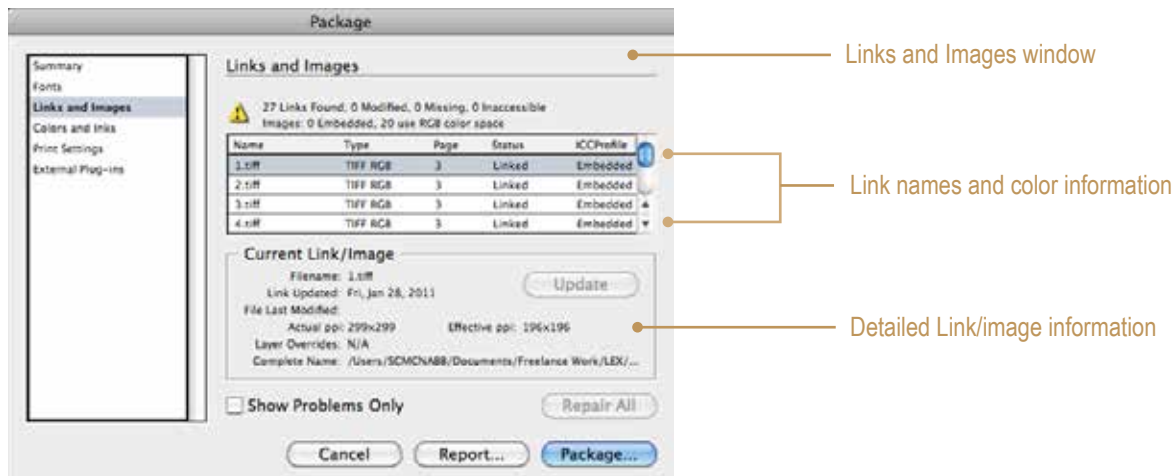
Preflight Tutorial

Packaging a File Continued

7.   Move on to the **Colors and Inks** section.
        If you had no Alerts pertaining to colors and inks in the Summary section, then this section should be OK.
   Use this section to double check that the proper color space is used (no RGB).

Colors and Inks window

Colors being used in document

Package button
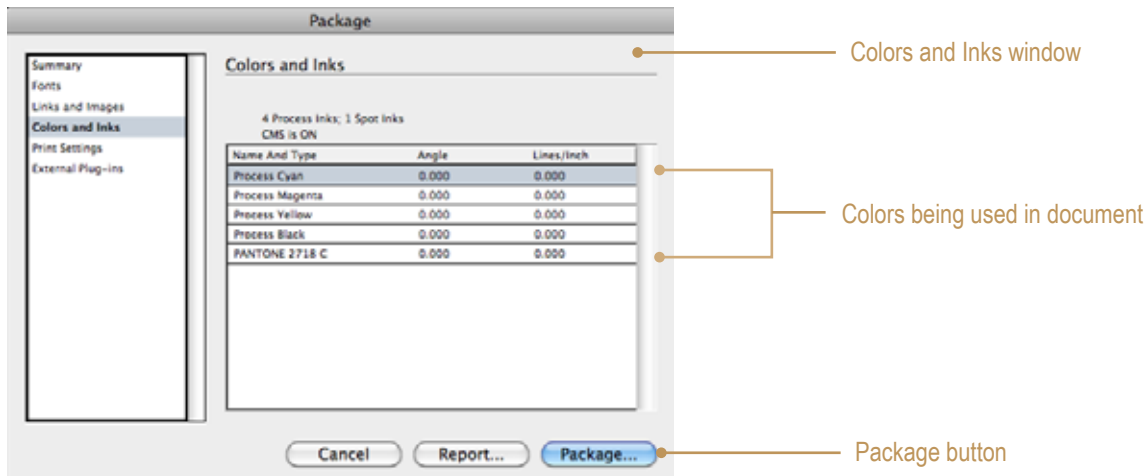
8.   Once you have checked the above sections and all items are OK, click **Package.**

9.   Click **Continue** in the **Printing Instructions** window**.**

Continue button

10.   Make sure the Packaged folder name is consistent with the Layout name, delete the 'L#' the last suffix now will become 'a'
        (eg. PreflightTutorial-mn-v1-a).
        Save the Packaged folder to the appropriate folder on the server. Click Package. Reference Folder structure on page XX.


Packaged folder name

Package button
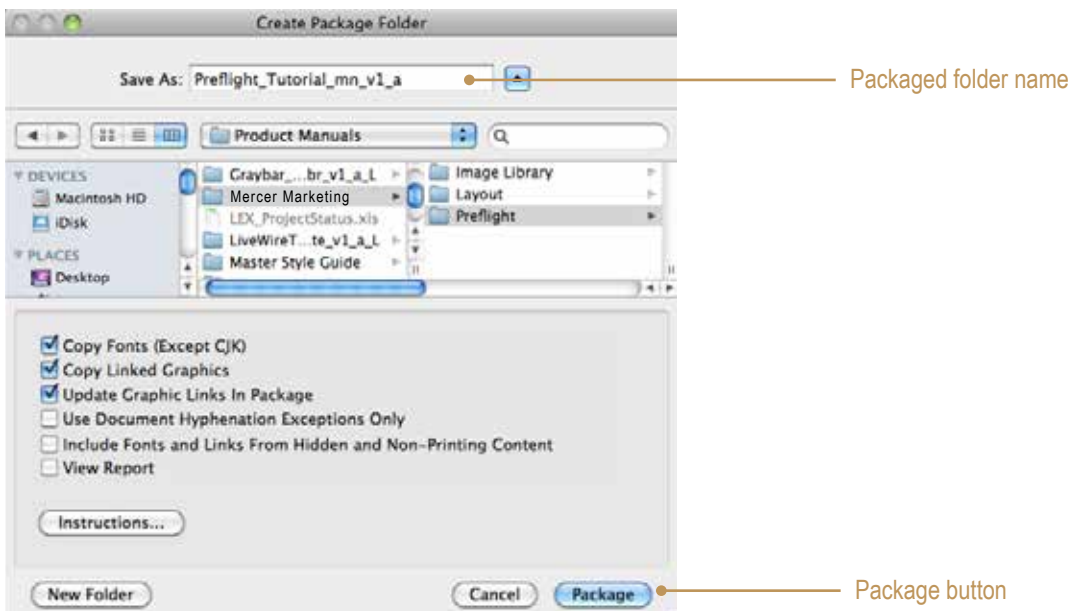
11.   Open the Packaged folder and remove the **'L#'** suffix from the file name **(eg. PreflightTutorial-mn-v1-a.indd).**
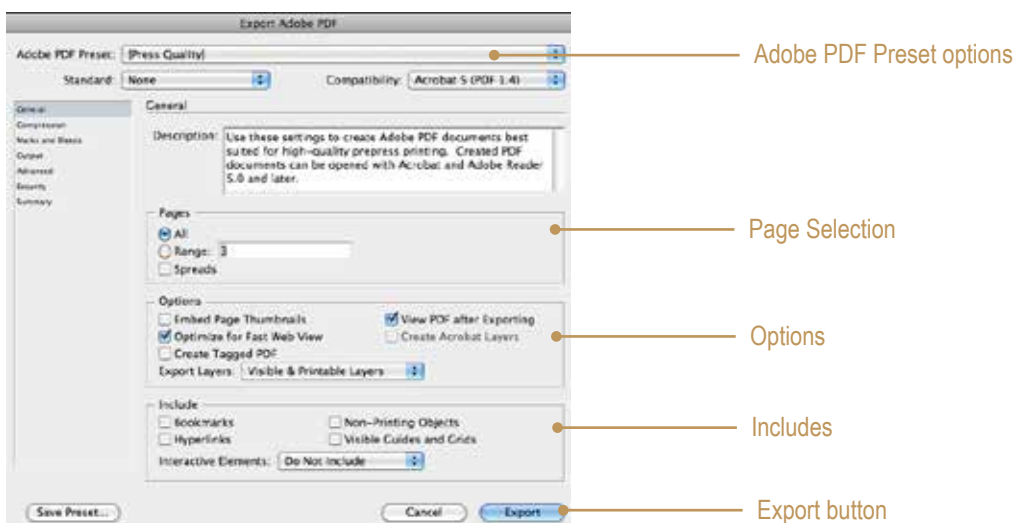
Preflight Tutorial

Creating a Print PDF

A print-ready PDF is required to be included with the Packaged folder as a reference for out-sourced/commercial printers to preview the final layout, as well as being a hi-res document that is compatible for company-wide viewing, distribution, and printing.

1. Open the Preflighted file.
2. Go to File > **Export**
3. In the Format file select Adobe PDF (Print) Save the PDF in the Packaged folder you just created in the previous instructions. Click Save.

— Export window
— PDF Name
— PDF Format
— Save button
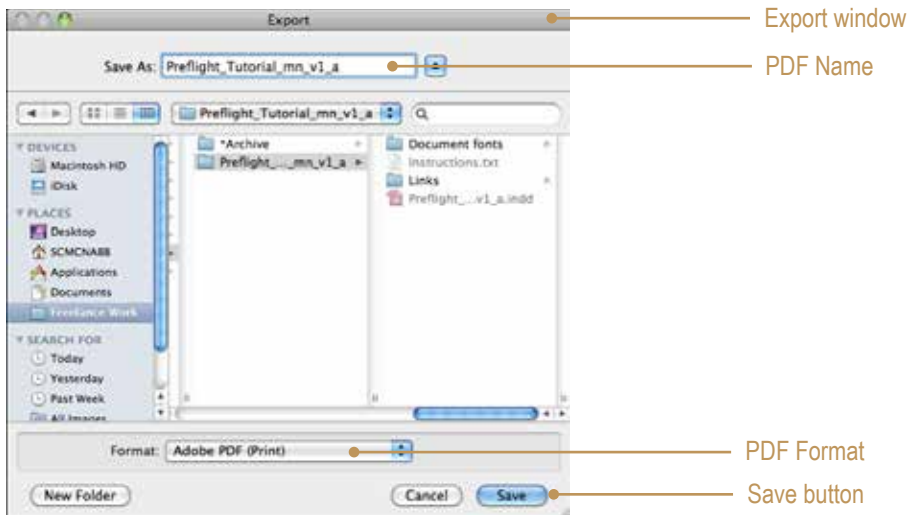
4. In the Adobe PDF Preset options select Press Quality (other presets may be used depending on vendor/printer recommendation. Use 'Smallest File Size' for a low-res PDF, not suitable for printing).

— Adobe PDF Preset options
— Page Selection
— Options
— Includes
— Export button

Preflight Tutorial

Creating a Print PDF Continued

5.   Navigate to the **Marks and Bleed** section.

Check all desired **Marks.**

Check **Use Document Bleed Settings** if you have set up the document to include bleed measurements (see Document Review section of this tutorial, step 3) or include bleed measurements in the provided fields.

Marks and Bleed window

Mark Options/measurements

Bleed and Slug measurements
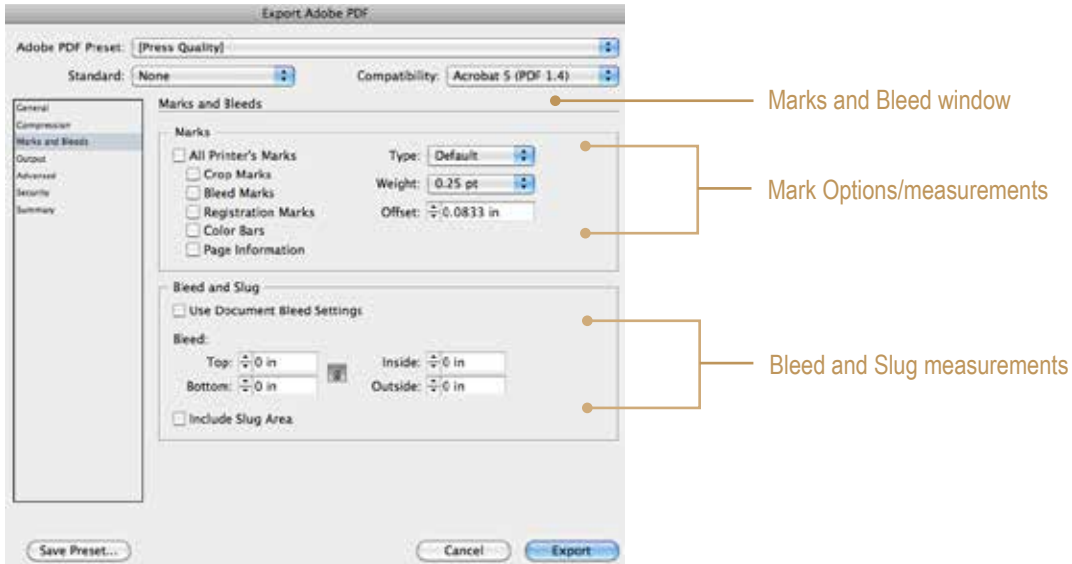
6.   Click **Export**

7.   The actual PDF will appear in approximately 10 seconds, depending on file size (if the View PDF After Export option was checked in step 4). Review the PDF for accuracy.

Preflight Tutorial

Creating an Interactive PDF

In some cases, an interactive PDF will be required. This type of PDF includes working links to email addresses, websites, and hyperlinks within the document (eg: table of contents).

1. Open the Preflighted file.
2. Go to File > **Export**
3. In the **Format** file select **Adobe PDF (Interactive)** Save the PDF in the Packaged folder you just created in the previous instructions. Click **Save.**

— Export window
— PDF Name
— PDF Format
— Save button
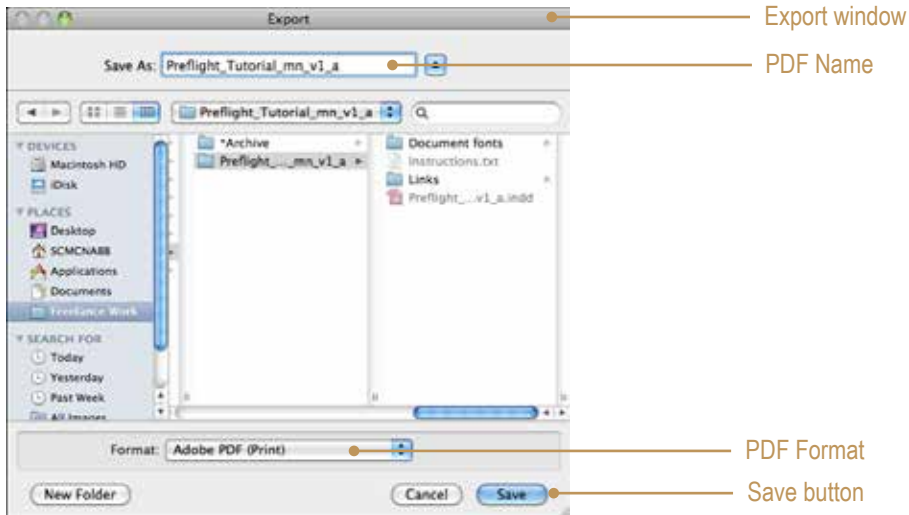
4. In the **Export dialog box**, choose the appropriate settings (page range, layout, image handling*). *Image Compression setting of High is recommended for optimum quality. **Note:** that the higher the image compression, the larger the file size.

— Export dialog box
— Page Layout
— Includes
— Image Handling
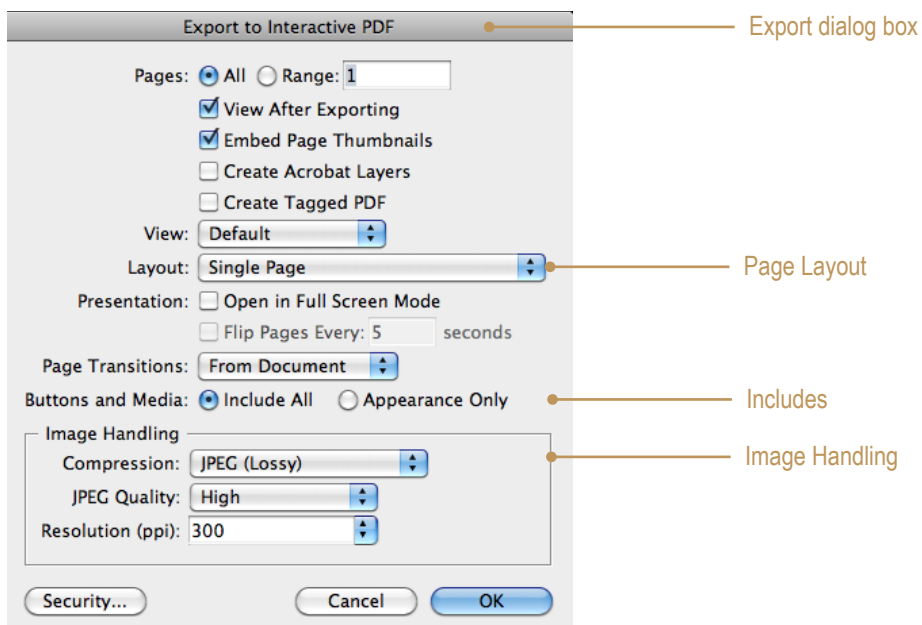
Preflight Checklist

Colors

- All colors should have same CMYK color break down.
- All colors must be named the same.
- All colors not used in file should be deleted.

Fonts

- No stylized, bolded or outlined fonts using font attributes should be present. The style of the font must always be Plain. For example: Printer font filename - Helvetica Bold Italic - Style: Plain

Images

- Status - must be set to OK.
- Mode - All files must be set up in either grayscale, CMYK or Duotone.
- DPI - Resolution should be no less then 300 dpi unless flexo print is indicated then 150 dpi is acceptable.
- X and Y axis - should be equal. For example: X 80% Y 80%, unless it is a background with no art on it.
- X and Y axis - Photo images should be set to 100% whenever possible. 80%-120% is acceptable

Work Flow
2015

Procedures & Processes

MERCER CULINARY®

Printed Projects

1   Assign Job [part] name (*eg: MC-NewProduct2013-br-v1-a-L*' for a brochure).

2   Create a Layout folder with the assigned name.

3   Gather appropriate information/copy from designated team member (eg: Price Sheets - Bob Ferra), preferably digital files (ie: Word, e-mail text, Excel, etc.).

4   Route information/copy to management for approval. If there are changes, designated team member must make revisions and re-submit for management approval. When information is ok with management, receive sign-off. Save a copy of the raw information file in the job folder for reference.

5   Begin initial creative layout of information. Name document with the assigned Job Name and use official naming convention.

6   Route 1st layout to Approval Team in this order (a representative from each): Marketing, Peer, Management, Marketing. Sign-off must be received by each party before the layout is deemed 'clean' and move to production. If a representative has changes, they must mark-up the document for other team members to either agree, comment on, or stet changes. If changes are requested, document goes back to marketing/creative team member to make revisions, file is now referred to as '2nd layout' (L2) and goes back out to the Approval Team. Document will circulate/make changes until all team members sign-off and document is clean.

7   Once document is clean, it will be pre-flighted and packaged for either commercial or in-house printing. At this time,the Layout version is removed and file will end in 'a' and saved in the Preflight folder. A hi-res PDF will be included in the preflighted folder and put on the server for company use.

Web Projects

1   xxxx

Processing Packaging Artwork

All artwork must be approved by a peer and manager. When applicable approvals from other groups such as sales, QA and upper management will be indicated by Marketing Director or Manager. **The following elements and steps are needed to be reviewed before any artwork is processed:**

Artwork Checklist

- Check Digital File Color Separations
- Check Die Line is (Set to overprint) / Spec Box
- UPC Code
- Country of origin
- Product specs when applicable
- Item Number
- Correct file name / Packaging part number
- Product Description
- Recycle Symbol
- Comp up package for review
- Spell Check

Processesing Checklist

After approval process art work:

- Provide pdf with separations when applicable
- Remove "L" suffix designation from file name
- Transfer collected compressed files to vendor
- Create postscripted PDF with embedded fonts
- Place compressed collected files on server. PDF outside folder.
- Collect all working files and reference documents such as translations, PSD, and approval emails.

APPROVED BY:_____   DATE:_____
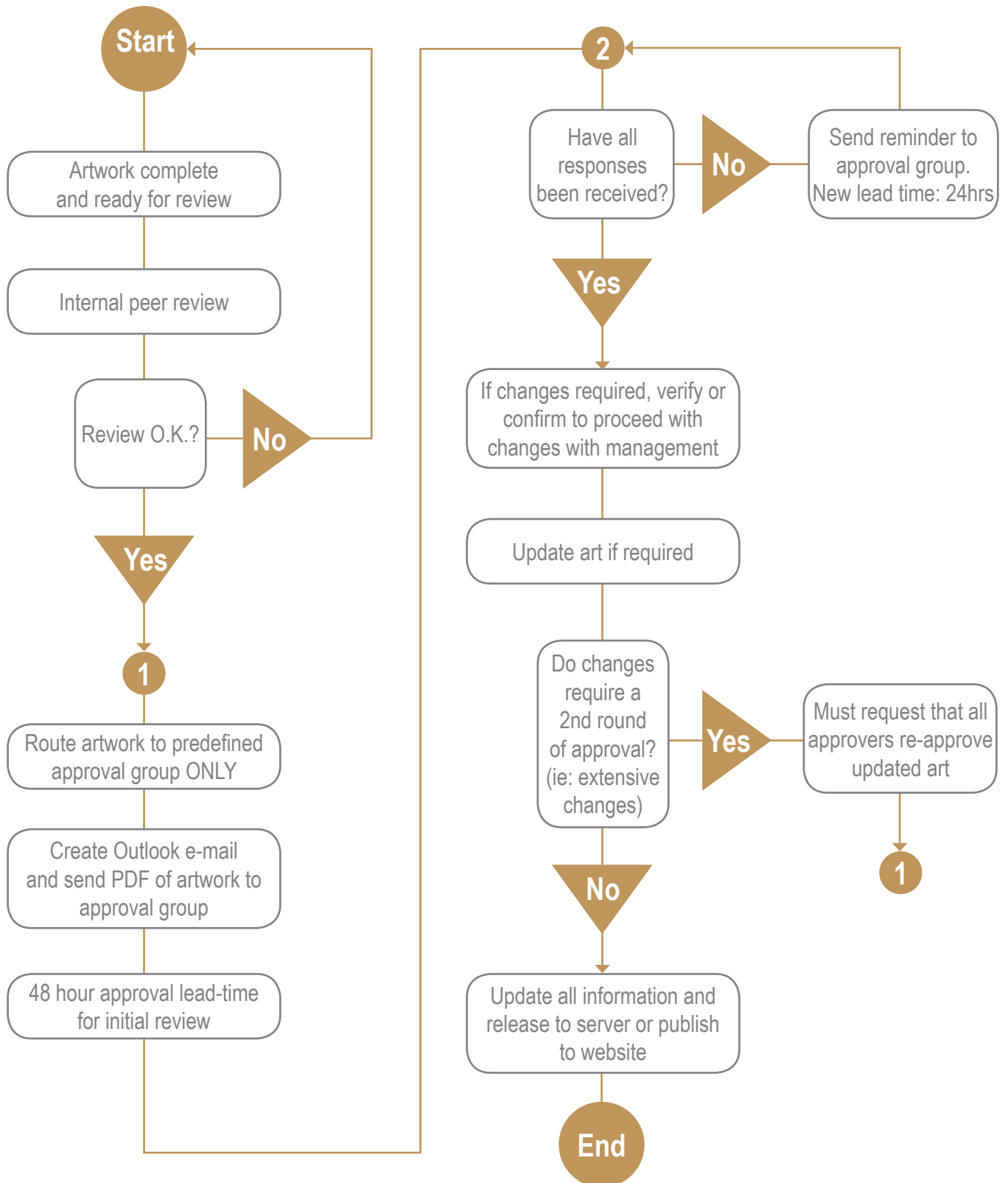APPROVED BY:_____   DATE:_____
APPROVED BY:_____   DATE:_____
APPROVED BY:_____   DATE:_____

When written approval is neccessary print out this form. Otherwise approval via email is acceptable.

Work Approval Flowchart

Start

Artwork complete and ready for review

Internal peer review

Review O.K.?

No

Yes

1

Route artwork to predefined approval group ONLY

Create Outlook e-mail and send PDF of artwork to approval group

48 hour approval lead-time for initial review

2

Have all responses been received?

No

Send reminder to approval group. New lead time: 24hrs

Yes

If changes required, verify or confirm to proceed with changes with management

Update art if required

Do changes require a 2nd round of approval? (ie: extensive changes)

Yes

Must request that all approvers re-approve updated art

1

No

Update all information and release to server or publish to website

End

Packaging
2015

Guidelines and Specifications

MERCER
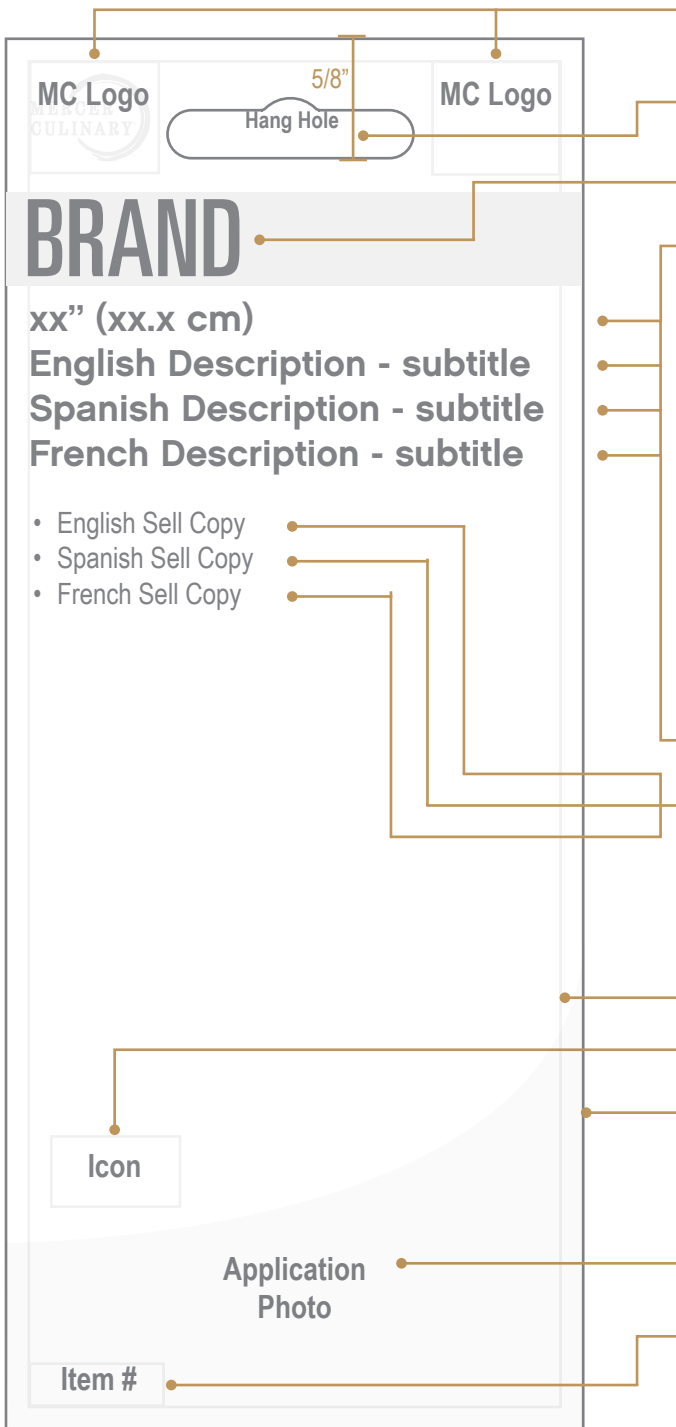CULINARY®

General Card Specifications

Follow the below guidelines when creating card artwork. If available, use artwork from previous items in product family as a template. e.g. Millennia or Praxis. Templates can be found on the server and Google drive. Google Path: Google/Wasserman/Templates-Folder/ Packaging. Server Path: See templates folder in each product family folder.

Card Front

MC Logo   5/8"   MC Logo
Hang Hole

BRAND

xx" (xx.x cm)
English Description - subtitle
Spanish Description - subtitle
French Description - subtitle

- English Sell Copy
- Spanish Sell Copy
- French Sell Copy

Icon

Application Photo

Item #

Logo placement can be either the upper left or upper right corner depending on hang hole location and product line design. Default location is the upper left corner

Hang hole is placed at .625" measuring from bottom of hole to top of card

Flush left. Font is Universe 59 Ultra Condensed with font size ranging from 40pt-54pt

Default font is Chalet_NewYorkNineteenSixty with font size ranging from 15pt-25pt, but is subject to change depending on product line guidelines. For Knives, the default font is Arial Bold

Product measurements are in inches and are followed by a conversion to centimeters or millimeters, which are separated in parentheses. When conversions are to centimeters, they are rounded to the nearest tenth. There is a space between the numerical value and the unit of measurement, e.g. **5.4 cm or 9 mm**. For dimensions, the unit of measurement is written once, at the end, e.g. **5 x 3 x 7 mm**.

The first letter of each word is capitalized, with exceptions including 'of', 'and', 'or', etc. This applies to all 3 languages

A dash is used when the description of an item has a subtitle or an extended description. If the text following the dash is a subtitle, it will be in all lowercase, e.g. **Bread - wavy edge**. If the text following the dash is an extended description, it will be all capitalized, e.g. **Plating Brush - 2 mm Square Notch**. There is always a space before and after the dash. This applies to all 3 languages

Default font is Arial Narrow with font size ranging from 7pt-12pt, but is subject to change depending on product line guidelines

Depending on die line structure, the sell copy goes below the description or anywhere visible. If the sell copy is in bulleted form, the text is written in title case. If the sell copy is in non-bulleted form, the text is written in sentence case

.125" margin and .125" bleed

Icons or agency certification logos can be placed anywhere appropriate to the design of the card

Die Line is created in Adobe Illustrator and saved using file naming structure on page XX. It is set as a spot color and renamed 'Die Line.' Colors of choice include PMS 185 and Cyan. Die line must be set to overprint. See separations tutorial on page XX

Hero/Glamor photos can be placed anywhere appropriate to the design of the card. Stay consistent to product line guidelines if already established

Default font is Arial with font size ranging from 7pt-12pt, but is subject to change depending on product line guidelines

Font color is black. If the colors in the hero/glamor photo make the item number difficult to see, add a subtle white shadow to the text. The font color can be changed to white if needed

Default placement is the lower left corner

General Card Specifications Continued

Card Back
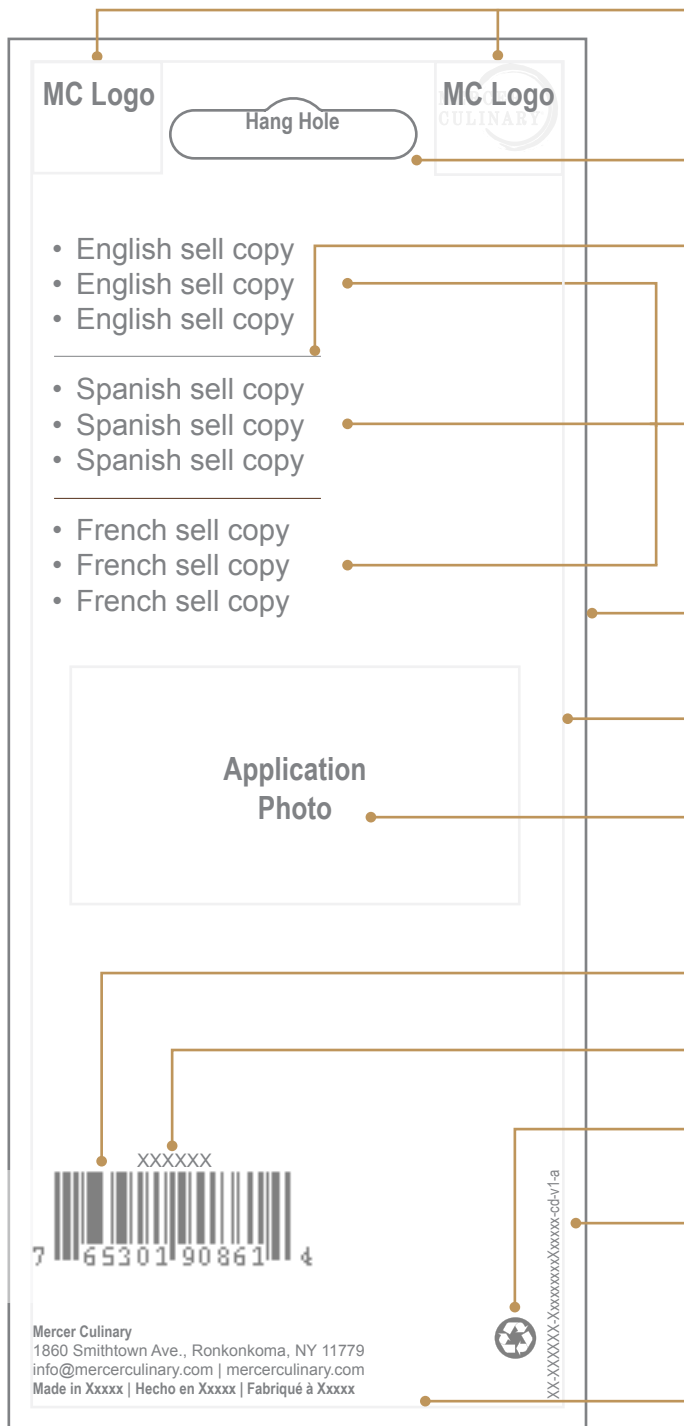
MC Logo   MC Logo
        Hang Hole

• English sell copy
• English sell copy
• English sell copy

• Spanish sell copy
• Spanish sell copy
• Spanish sell copy

• French sell copy
• French sell copy
• French sell copy

Application Photo

XXXXXX

7 65301 90861 4

Mercer Culinary
1860 Smithtown Ave., Ronkonkoma, NY 11779
info@mercerculinary.com | mercerculinary.com
Made in Xxxxx | Hecho en Xxxxx | Fabriqué à Xxxxx

XX-XXXXXX-Xxxxxxxxxxxxxxxxxx-cd-v1-a

Logo placement can be either the upper left or upper right corner depending on hang hole location and product line design. Default location is the upper right corner

Hang hole is placed at .625" measuring from bottom of hole to top of card

.25pt stroke separates languages

Default font is Arial with font size ranging from 7pt-12pt, but is subject to change depending on product line guidelines. Sell copy is bulleted and written in sentence case

Depending on die line structure, the sell copy goes below the description or anywhere visible. Die line holes for cable ties must never overlap sell copy
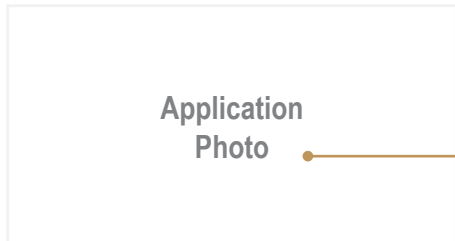
Die Line is created in Adobe Illustrator and saved using file naming structure on page XX. It is set as a spot color and renamed 'Die Line.' Colors of choice include PMS 185 and Cyan. Die line must be set to overprint. See separations tutorial on page XX

.125" margin and .125" bleed

Hero/Glamor photos can be placed anywhere appropriate to the design of the card. Stay consistent to product line guidelines if already established. Photo color mode must be set to grayscale

Never scale barcode. See barcode specs on page XX

Item number

Recycle symbol placement is near or around address

Follow packaging part number formula:
ProductBrand-Item#-ProductName-Type of Artwork-version(v)-revision(a)

Arial font size ranging from 5pt-7pt

Contact information: address, email, website, and country of origin

Default font is Arial with font size ranging from 5pt-8pt, but is subject to change depending on product line guidelines

Default placement is the lower left corner

Specification Chart

All packaging and collateral artwork should include a specification chart detailing colors, fonts, material etc. Created in Illustrator and saved using file naming structure on page XX. Set it as a spot color and renamed color as Die Line. Preferred colors are pms 185 and Cyan. Die line must be set to overprint. See separations tutorial on page XX. The specifications chart can go anywhere on the document or on its own page.

Mercer Tool Corp. Artwork Specifications

- File Name: XX-XXXXXX-XxxxxxxxXxxxxx-cd-v1-a — Digital File name: Use file naming structure on page XX
- Color(s): X___ over X_____ — Number of colors
  1. PMS XXX   2. CMYK — List colors
  3. _____   4. _____
  5. _____   6. _____
- Font Families: XXXXXX, XXXXXX — List all fonts
  _____

- Material — Material: Typically Recycled card stock
  Type: Recycled Card Stock   Gauge: XXpt. — Gauge: Thickness of card: typically it is 22pt. - Clamshell Inserts .16pt
- Coating: — Coating: Typically Aqueous Gloss
  ☐ Aqueous Gloss   ☐ Blister Coating
                          (Wax Free Inks)

DOCUMENTATION

- Revision: _____ — State what changes were made
- Artist: _____ Date: _____ — Artist initials / Date: M/DD/YY

Reviewing CFI Catalog Artwork

CFI creates catlogs for customers of ours. It is our responsiblity that the artwork they create is accurate and up to date. **The following elements and steps are needed to be reviewed before any artwork is approved:**

Artwork Checklist

- Product photos
- Product specs when applicaable
- Item Number
- Pricing
- Product Description
- Spell Check
- ® or TM marks

Required approvers

- Marketing
- Operations

Processesing

Send approval to CFI

Vendor Production Checklist

Below are the top 10 items that should be reviewed before shipment. These same items are reviewed during in coming inspection and will be rejected if not acceptable.

NOTE: Any information provided i.e. material specs, missing information or typo's etc, should be questioned by the vendor. We will answer any questions and welcome any recommendations to improve our packaging.

Checklist

Below are the top 10 items that should be reviewed before shipment. These same items are reviewed during in coming inspection and will be rejected if not acceptable.

NOTE: Any information provided i.e. material specs, missing information or typo's etc, should be questioned by the vendor. We will answer any questions and welcome any recommendations to improve our packaging.

1. Color accuracy – Must match pantone color or proof supplied.

2. Text – All text should match PDF supplied.

3. Color adherence – Color must not rub off material. Rub test should be done to verify

4. Barcode readability – Must pass digital scanner readability grade "B" or above.

5. Fonts – Must have correct fonts per PDF supplied.

6. Material type – Must match materials on specification chart.

7. Die line accuracy – Must comply to die lines provided. Deviations must be submitted by vendor and approved by Mercer.

8. Glue adherence – Strong adherence to all glue flap areas. Adhesion must be secure and accommodate weight of product. It must hold for a minimum of 18 months.

9. Registration – Must have accurate registration. Registration is when you line up all the color plates over one another.

10. Trapping – Must have accurate trapping. Trapping involves creating overlaps (spreads) or (Chokes) of objects during the print production process to eliminate registration misalignment on a press.