

RISCH MENU DESIGN FAQ'S

Q: What do I need to bring to the design process?

A: Ideas! Let us know what you envision for your menu. We want to know your goals, challenges, customer base, brand personality, and more. Do you have a logo or images that you would like incorporated in your design? Send that along with your fully typed menu.

Q: How do we start the process?

A: Before we dive into the design process, we'll send you our creative questionnaire. This will allow you to fill in the details of who you are and what your goals are for your new menu. Once that has been completed and sent back to us, one of our seasoned designers will contact you to discuss the details and menu type (paper size, number of pages, design style). We will create a quote based off of that information to your preferred food & equipment dealer. We can begin the work on your design once we receive the official purchase order.

Q: Can I use images in my design?

A: Yes. You can send us your logo or digital shots of your favorite dishes. We just ask that you send high resolution files of any imagery you would like included in your design.

Q: What about stock images?

A: Would you like images but don't have photos of your dishes at your disposal? No problem. We can find the perfect images for your menu. Before becoming a billable item, watermarked stock art used in your design will be shown in the preliminary layout to ensure approval. Once the layout is approved and the change order form confirming the purchase of the images has been reflected in the purchase order, the full resolution images will be added to the final design.

Q: Will you write the menu descriptions?

A: We are experts in menu design but ultimately it is you that is the expert of your menu items. You have carefully perfected your recipes, have food prep down to a science, and take pride in the presentation of your dishes. After you supply us with the word document of your polished menu, we'll take care of the rest.

Q: What if I only have a hard copy of my current menu?

A: That's okay, there are options available. For an additional fee, we offer a typesetting service to convert your hard copy menu into a digital format. You can submit your menu either by fax or emailing us the scanned version. You may decide that you have the extra time to type the digital file yourself. If that's the case, we request that your menu be sent to us as a word document.

Q: What's the difference between typesetting and custom design?

A: The typesetting package includes font exploration, basic formatting of the menu items, and simple highlighting techniques of high profit items. The custom design package includes an array of graphic/photographic elements, brand development, and more complex design layouts. Consider a blended approach of a custom designed cover page and typeset interior pages. Get the "wow factor" of an impressive cover and the effective simplicity of typed and well placed menu items.

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Q: What is the concept design?

A: This is the first phase of our design process where we create the vision to your ideas. This 1 - 2 page design of your menu is created once the project brief has been completed. This is the stage where we bring together the research, analysis, and thorough understanding of your needs. It will have the proposed color scheme, font pairings, and layout. Once the concept design has been adjusted to meet your expectations, we'll move on to the full detailed design.

Q: How long does the full design process take?

A: It all depends on your needs and responsiveness. Ideally, the project would be completed within 3-4 weeks. However, through experience, we find that the process takes closer to 6-8 weeks. Why so long? The design process is a conversation. Some customers promptly reply to emails and phone calls allowing for a faster turn around time of their designs. Others may take more time to review proofs that require their approval, to provide new information upon request revisions, or may become busy by obligations in running their establishment.

Q: What are the typical results?

A: Great design essentially equals greater profits. The impact of visual cues should not be underestimated. A strong, well laid-out menu design will enhance your customer's dining experience and make your menu selections irresistible. With the use of strategic menu selections and formatting and highlighting featured items, you can expect quicker menu selections, a greater demand for the items you want sold, and a boost in sales per ticket. Refreshing a menu allows you the ability to adjust pricing. A subtle 5% increase in price points can make a significant impact on total annual profitability.

Q: Where do I get my final design printed?

A: We've got you covered. We know first hand that finding a reliable printer can be a challenge. We will relieve you of the burden of potentially jeopardizing the quality of your newly designed menu inserts. Our menu designs are printed by professionals who are experts at what they do. Prints come out with accurate color, on heavy weight gloss paper stock, and are properly trimmed to size.

Q: Do I own the final design?

A: Yes. You're granted the rights to the final menu design. Risch will retain ownership of the original artwork, software, and visual elements used to create the layouts. Once the project is complete and ready to go to press, we highly recommend using our professional printing services. However, if you would like to have your menu printed elsewhere, we provide the option of purchasing a disc with a high resolution print-ready PDF of your menu.

Q: Can I edit my final design?

A: Unfortunately, the answer is no. Each custom design is meticulously designed using specific design programs that many people don't have access to.

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Q: Can my project be completed ASAP?

A: Yes, but this comes with a price tag. Depending on the sense of urgency for a time-sensitive project, rush design and expedited shipping fees will vary. We will provide a quote to your food and equipment dealer once the desired deadline and project scope has been determined.

Q: Is a digital version of my menu design available?

A: We will include an online version of your menu. You will receive a web-ready PDF version of your new menu design to instantly post on your website and social media profiles. Upon approval of your final design proof, the file will be sent to you directly via email.

Q: Why invest in custom menu design?

A: Having a custom menu design catered to your needs will put you a step above your competition. You will have an attractive, well laid out menu that will help boost sales and become a conversation piece for your diners. Our design team has the technical skill set and industry knowledge to use programs that meet both your aesthetic and practical needs. A strong menu design will give you a competitive edge, drive powerful marketing results, and allows you to stand out from the crowd.

Q: Do you design more than just menus?

A: Yes. Check out our logo design service. Do you have the name of your restaurant but don't yet have an identity? Our design experts will craft your custom, quality logo. We also offer design services on our chalk signs, menu boards, magnet signs, and more. Let us help you strengthen your brand.

Have additional questions? Feel free to call us at 800.660.3335.