**Size:**

11” x 17”. Roll fold. Six Panels. Templates provided.

**Formatting:**

High-resolution PDF files required with bleed. Job is double sized, combine all PDF into one file for final submission.

**Color:**

File must be CMYK.

**Resolution:**

Image and artwork should be 300DPI.

**For more detailed specifics on formatting, please check this website:**

<http://eprintfast.com/brochures.html>

As I intend to have these brochures printed here, this website should hold all pertinent information on correct formatting.

**Other information.**

There are 6 panels in total. 4 should be reserved for menu items. One from the front cover, and one reserved for Teppanyaki description.

**Menu Items:**

For the menu items provided, they should be more or less in the same order as is written on the Word DOC files. However, grouping items together should be is OK if space restrictions pose an issue.

The Drink and Desserts should be grouped together and at the end of the menu, after all other items have already been listed.

Maki menu is separated because it is by far the largest single section, which also contains its own sub-sections of the entire menu. If possible, try to list all of these in such a way that the customer does not need to flip the menu front to back in order to view all the sub categories of the Maki.

**Teppanyaki:**

The restaurant is a hybrid of Teppanyaki and Fusion Sushi. The middle panel on the back of the flyer (outside, so when folded, the front is the cover, the back is the Teppanyaki information) should contain an introduction of it. It should contain a picture (provided, however, the resolution is not so good, so a stock photo is considerable if resolution provided proves to be indeed too low) superimposed by the word description.

**Cover:**

The restaurant is new, so we do not have a logo yet. Please design one. I want the overall brochure to be very modern looking (check look and feel bars) but the logo should be reflective of the Oriental nature of the establishment, so perhaps just something similar to the sample logo I uploaded but make it look like it is written with a calligraphy brush. This is merely a suggestion, however. I just imagined it in my mind. Of course, all of you are designers by trade so you definitely have better aesthetic sense than me. This one thing won’t make me preferentially select any particular submission so if you feel my suggestion is not appropriate, please do what you feel is appropriate. Internal consistency is more important.

I also have a website under construction, take a look if you think it will help you with the design:

soto.restaurantengine.com

The front should contain normal information such as:

Image of sushi perhaps?

Phone: (780) 533-3323

Fax: (780) 533-3324

Website: sotograndeprairie.com (use this as placeholder. Website is still under construction)

Hours of Operation: Sunday to Thursday: 11:00AM – 10:00PM. Friday and Saturday: 11:00AM – 11:00PM.

Address: 10210 111ST. Suite #106. Grande Prairie.

Map: Please make a map of the establishment from the address above. Use Google Maps to facilitate this. However, I prefer a simplified custom map showing the nearest highway intersection and a custom marker. Also, use Streetview and you will see that there is a Wal-Mart nearby. Since this is a small town with only one Wal-Mart, highlighting it will greatly help with understanding of the location. This is necessary, but the custom map is optional.

This is all I can think of right now. Please feel free to drop me an email anytime if you got question!