

# Crafted Storefronts

## What You'll Need to Build a Branded Storefront on MyOrder Desk



### Basic Site Setup

- Site name, logo, colors, fonts
- Site owner (name + email)
- Footer content
- Navigation/menu layout preferences



### User Roles

#### User Access & Roles

- Do you need User Groups? (Approvers, Employees, Locations)
- Provide a spreadsheet with assignments



### Product Files & Design Assets

Use a clean three-column grid for:

- PDF print files (300 DPI, CMYK, bleeds)
- Font files (.OTF, .TTF, .PFM/.PFB)
- Thumbnail images (.PNG)



### Ordering & Fulfillment

- Shipping required? List methods
- Payment options (PO, Credit Card, etc.)



### Static & Variable Product Setup

#### Static Items (DM Products)

- Description (sizes, colors, quantities, pricing)
- Include catalog upload form

#### Variable Items (EZ Merge)

- Base PDF
- Variable field list
- Font & color rules for dynamic text