

Graphics Best Practices

Design is important. It says everything about your operation and is your way to let your customers know how to bring you more business.

Colors should be bold and match your concept, but simple helps people get your key message. Use a font that reads well at a distance and contrasts with the background.



- Simple logo, but big, bold, and colorful.
- Font says "refreshing". The bear is whimsical and fun!
- "Home Made" tells you about the product itself--someone you know made it!
- All of the lettering contrasts well and can easily be seen at a distance!
- What's in the freezer is clearly on the front: "Ice Cream and Gelato"
- And...it's "Fresh and Fun". That's your teaser or motto. One-liner. Sound bite.
- Want me to come to your event? Come visit my website or call me! My URL and number are right here! Add your parlor address too!

Other things to keep in mind....

- Follow franchise branding guidelines if it applies--that branding ultimately helps you.
- If it's your concept and unique brand, be sure to trademark it.
- Save your graphics files-- you'll need them for: web, truck/trailer, brochures, menus, promos

Your designer should provide graphics files in either EPS or AI format, but PDFs can also work

if the original art work was done as a vector drawing. These are vector file formats and the information contained in these formats is of the quality and high resolution necessary to retain clarity at any size because the details enlarge proportionally. Other formats may work but do not scale as well.

If using photographs as part of the graphic design, the best images come from a digital camera at high resolutions (at least 4 MP). Photo files saved from web sources generally do not have sufficient resolution.

Whether ordering on-line or off, graphics must be sent separately to sales@cardinalcarts.com at the time of your order. Once proofs are ready, you will have an opportunity to approve them. When approved, your order will be released to the warehouse. Custom graphics generally adds about two weeks to the overall delivery process depending on graphics work load.

Graphics Check List

Can you answer yes to every question?

- Did you use the correct template for your cart/dipping cabinet/freezer?
- Is all critical information visible (not blocked by cart frame or grille)?
- Are all words spelled correctly (on your logo and anything printed with it)?
- Is all of the contact information correct (phone, address, website(s))?
- Do all colors look correct?
- Are all graphics in the correct location and appropriately scaled?
- Are all other items arranged correctly?

Graphics application is available for most of our equipment. Graphics design templates for carts and freezers are located at the bottom of each page that applies and also at the bottom of the FAQs page.