

HERB N' KITCHEN COLLATERAL

5"X 7" POSTCARDS

FILE NAME

HerbNKitchen_5x7_PC_HappyHour_G

Design files for Herb N' Kitchen postcards have been created for download. These files should be sent to a local designer or printer for customization along with this instructional sheet. Final files should be released to a printer for offset or digital printing.

PRINTING SPECIFICATIONS

SIZE: 5" x 7"

PRINTS: 4-color-process both sides, full bleed

PAPER: 80lb. or 100lb. Cover Bright White, Matte Finish

PRODUCTION INSTRUCTIONS

- InDesign CC files are provided. IDML files are also available for compatibility with previous versions of InDesign. Fonts are included in the packaged file.
- Customize the Herb N' Kitchen logo with the hotel city name on the front of the postcard.
- Customize the hotel name, address, telephone number and web address on the back of the postcard.
- Customize the body copy (55-70 words).
- Customize price and menu items (2 lines maximum).
- To maintain brand consistency, please do not alter images, logo, design elements, color, font size, font style or placement of any of these elements.
- Please refer to the Herb N' Kitchen Brand Standards

For access to files please email:

Restaurant_Concepts@hilton.com

CUSTOMIZE
CITY NAME
ON LOGO

CUSTOMIZE
BODY COPY

CUSTOMIZE
CONTACT INFO



CUSTOMIZE
PRICE &
MENU ITEM