



A Digital Content Manager *is not a Designer*

Things To Consider

A digital content manager is a useful program to help organize and update content within your digital menu board, but it's quite limited when it comes to **designing** a menu.

You will either need design programs or hire a designer to help you with your digital graphics* for

- Adding Style Effects
- Retouch/Editing Photos
- Custom Shapes

Style Effects

The software allows the ability to upload custom fonts, choose text color, and make them bold or italicize. In order to use any style effects like the below, you will need to create it within another program and upload it as a jpg or png file.



Original Photo



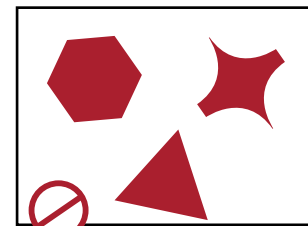
Remove Background



Effects

Photos

You can upload a new product photo and be able to crop or scale the image as it appears. To remove the backgrounds or add filters and special effects, you'll need to make those adjustments within a program that has those editing capabilities such as Adobe Photoshop.



Shapes

The digital content manager includes Squares, Rectangles and circles in the template builder. Stars, triangles and custom shapes will need to be imported in as a jpg or png file.

**The Howard Company offers the 1st design – Free by their in-house designers when purchasing any system or printed graphics.*

⊘ = Indicates effects that are not supported in the Software