



## INTERESTED IN PRINTING A CLEAR LABEL?

The effect of a clear label if designed correctly can be stunning - it is however a little more complicated than a normal label. If you are wanting to go ahead and allow our team to design the label for you, we will need specific file types. Any logos etc will need to be supplied in vector format, either a .ai or .eps file

type. Some PDF files are created as vector as well. We also recommend for maximum impact not putting too much onto the label. If you wish to design your own, please follow the below instructions. If you have any questions, please do not hesitate to contact us on 07 343 6974.

## DESIGNING YOUR OWN CLEAR LABEL

**If designing your own clear label, it is imperative that the following guidelines are adhered to.**

To ensure your product is printed to the best standard we print a layer of white underneath your artwork to make the colour pop - if we did not do this the colours would be muted and flat as well as slightly see through. To do this your artwork has to be set up **exactly** as requested.

The pdf file you supply should contain two files - one with printed artwork the other the layer of white to go under your print. See next page for visuals. The pdf must be press quality - high resolution, in CMYK

(plus 1 x spot colour for white), with 3mm bleed on all edges and no crop marks.

When designing the label keep in mind it is not a flat label, it wraps around a bottle and therefore has a visual area (see next page for guidelines). Please use our supplied panel information (attached below) unless discussed with AquaPlus.

### IMAGES

Consider the size your image will be used at. Any photos/logos/images need to be 300dpi at the size you will use them. Images etc pulled off the web are generally poor quality and should not be used.



**TRIM LINE**  
 Finished label dimensions once 3mm bleed is trimmed off. Ensure text is at least a minimum of 10-15mm from the edge.

**VISUAL**  
 The area that is viewable once your label is on the bottle.  
 750ml - 75mm  
 500ml - 60mm  
 350ml - 60mm

**BLEED**  
 Set your page up with 3mm bleed. Extend any images or objects that go to the edge of your page to the bleed mark.



An exact duplicate of first file with all colour to be printed turned to a spot colour to indicate white print

We highly recommend using a design programme such as InDesign or illustrator to create your label rather than programmes like word or excel etc as these programmes are not designed to produce high quality print ready artwork. If you have any questions, please do not hesitate to ask.

**For more information please Phone 07 343 6974**