

8oz Bottle - (7.375" x 1.75")



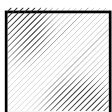
12oz Bottle - (7.375" x 1.75")



16.9oz Bottle - (8.25" x 2.38")



16.9oz Bottle - (8.125" x 3.875")



Labels are NOT continuous.

Gap dimensions between label ends are specified.

Important Notes:

Text must be outlined.
Images must be embedded and 300DPI.
Do NOT include artwork in gap areas.

ARTWORK SPECIFICATIONS

Vector Artwork

We prefer vector artwork but we will work with raster if vector is not available. Vector artwork is of higher quality and is less likely to create color issues. We can manipulate vector art work in reference to color, size, and orientation. We work with Illustrator CS3 so we would like to see artwork in file formats like **.AI - .EPS - .PDF**. If you have created your own artwork please outline or convert your text to curves.

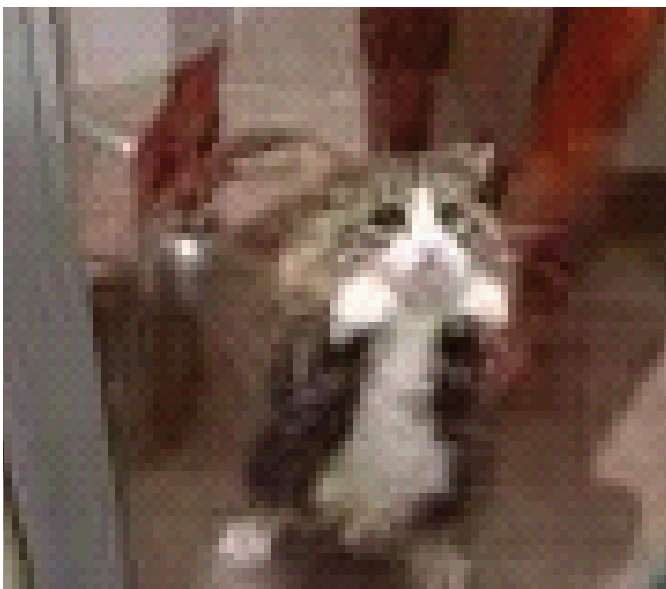


Raster Artwork

We will work with raster artwork as long as it is of a high resolution. An acceptable file format would be a **.PSD - .JPEG - .TIFF** and some times a **.GIF** . The file must have a resolution of 300 or more.



This image is a usable. It was downloaded from a web site in the highest resolution. This image will come out looking crisp.



This image was dragged from a web page to this document. This is a very low resolution document and is not a usable image.

Color

We do not guarantee color match unless we are provided with Pantone/PMS or spot colors. If you do not have a specific color then give us a target color of some sort. Colors that you see on you computer screen are not always accurate. This is why it is important to have some kind of reference color.

Text

Please outline all text to ensure all text will remain in the font you have chosen. If text is not outlined and our graphics department does not have your specified font, the font will drop and be replaced with another. Once text is outlined, it cannot be edited. If you believe you may need edits to your text later on, feel free to refrain from outlining and instead sending us the font you used if it is not a commonly used font.

Bleed

A bleed is the area of the background image that runs beyond the cut line that will be trimmed off after your label is printed and cut down to the finished size. The Bleed area is normally one sixteenth of an inch on all sides. Since the bleed area will be cut off, it is important to keep all text and other important information one sixteenth of an inch in from the cut line.



This is not the correct way to send your art work. This shows that the text is beyond the cut line which means part of the C and Y will be cut off.



This is the correct way to send your art work. Everything is inside the cut line and the background has a bleed. This artwork looks clean and professional.

Word Processing and Data Programs

These programs are; Microsoft Word, Excel, Publisher, and Powerpoint. These programs are not made for design purposes. Artwork sent in these formats are not usable and will have to be recreated. This is a very time consuming thing that can make the ordering process take longer. If this is the only file you have we will work with it as a reference but please be aware that not all low resolution artwork is able to be recreated as an exact copy. In any case we are always confident you will be happy with our work.

The Gap

Do not include artwork within the specified gap area. This area is included to emphasize that our labels are NOT continuous labels. They do include an intentional, yet minor, gap. Please consider this when creating your label design. Keep all design elements within the blue, outermost bleed line and follow bleed specifications for print according to the arrows.

These are some standard PMS colors that we use. If you dont have a specific color or you are unsure of the name, see if we have it on our chart. Please note that some colors may vary in appearance on computer screens. You are not restricted to only these colors.

Standard PMS Color Chart

Primary Colors

<div>Navy</div> <div>PMS-Navy</div>	<div>Yellow</div> <div>PMS-Yellow</div>	<div>Red</div> <div>PMS-Red</div>
<div>Royal Blue</div> <div>PMS-072c</div>	<div>Silver</div> <div>PMS-428</div>	<div>Khaki</div> <div>PMS-466</div>
<div>Kelly Green</div> <div>PMS-3425</div>	<div>Black</div> <div>PMS-Black</div>	<div>White</div> <div>PMS-White</div>

<div>Soft Taupe</div> <div>PMS-406</div>	<div>Copper</div> <div>PMS-4635</div>	<div>Mint</div> <div>PMS-354</div>	<div>Lime Green</div> <div>PMS-367</div>	<div>Shamrock Green</div> <div>PMS-363</div>	<div>Sage</div> <div>PMS-5545</div>			
<div>Drk Olive</div> <div>PMS-5605</div>	<div>Forest Green</div> <div>PMS-343</div>	<div>Lt. Olive</div> <div>PMS-5773</div>	<div>Bark</div> <div>PMS-449</div>	<div>Jade</div> <div>PMS-3285</div>	<div>Bright Jade</div> <div>PMS-3282</div>			
<div>Teal</div> <div>PMS-322</div>	<div>Rainforest</div> <div>PMS-329</div>	<div>Soft Mint</div> <div>PMS-344</div>	<div>Salmon</div> <div>PMS-176</div>	<div>Dk Navy</div> <div>PMS-2767</div>	<div>Robin Egg Blue</div> <div>PMS-3115</div>			
<div>Ocean Blue</div> <div>PMS-2925</div>	<div>Baltic Blue</div> <div>PMS-2945</div>	<div>Dk Turquoise</div> <div>PMS-302</div>	<div>Blueberry</div> <div>PMS-648</div>	<div>Aqua</div> <div>PMS-2995</div>	<div>Turquoise</div> <div>PMS-315</div>	<div>Slate Blue</div> <div>PMS-5405</div>	<div>Cornflower</div> <div>PMS-646</div>	<div>Indigo</div> <div>PMS-2746</div>
<div>Watermelon</div> <div>PMS-192</div>	<div>Goldenrod</div> <div>PMS-124</div>	<div>Red Berry</div> <div>PMS-187</div>	<div>Warm Red</div> <div>PMS-179</div>	<div>Orange</div> <div>PMS-1665</div>	<div>Mango Yellow</div> <div>PMS-137</div>	<div>Brass</div> <div>PMS-1255</div>	<div>Orange Cream</div> <div>PMS-150v</div>	<div>Merit Gold</div> <div>PMS-1235</div>
<div>Texas Orange</div> <div>PMS-1675</div>	<div>Tawny</div> <div>PMS-141</div>	<div>Lilac</div> <div>PMS-2726</div>	<div>Tulip Lavender</div> <div>PMS-2705</div>	<div>Periwinkle</div> <div>PMS-667</div>	<div>Hyacinth</div> <div>PMS-268</div>	<div>Amethyst</div> <div>PMS-2695</div>	<div>Plum</div> <div>PMS-269</div>	<div>Bright Purple</div> <div>PMS-268</div>
<div>Pollen Gold</div> <div>PMS-145</div>	<div>Rockport Blue</div> <div>PMS-644</div>	<div>Lt Stonewash Blue</div> <div>PMS-5435</div>	<div>Glacier Blue</div> <div>PMS-290</div>	<div>Grey Mist</div> <div>PMS-9380</div>	<div>Elephant</div> <div>PMS-430</div>	<div>Steel</div> <div>PMS-431</div>	<div>Chartreuse</div> <div>PMS-388</div>	<div>Azalea</div> <div>PMS-234</div>
<div>Dusty Rose</div> <div>PMS-1945</div>	<div>Hibiscus</div> <div>PMS-219</div>	<div>Candy Floss</div> <div>PMS-211</div>	<div>Pink Pearl</div> <div>PMS-182</div>	<div>Burgandy</div> <div>PMS-5115</div>	<div>Autum Rust</div> <div>PMS-490</div>	<div>Chocolate</div> <div>PMS-469</div>	<div>Cocoa</div> <div>PMS-476</div>	<div>Latte</div> <div>PMS-465</div>
<div>Flesh</div> <div>PMS-719</div>	<div>Camel</div> <div>PMS-467</div>	<div>Sea Shell</div> <div>PMS-453</div>	<div>Eggshell</div> <div>PMS-9043</div>	<div>Dk Taupe</div> <div>PMS-408</div>	<div>Almond</div> <div>PMS-4685</div>	<div>Flourescent Green</div> <div>PMS-368</div>	<div>Flourescent Yellow</div> <div>PMS-387</div>	<div>Flourescent Yellow</div> <div>PMS-388</div>

Online PMS Color Chart

Follow this link to view more online PMS colors from I Want My H2O:
<http://iwantmyh2o.com/pms-color-chart.html>