

DESIGNING YOUR LABELS

250ml Clear Label Artwork Guidelines

Artwork Specifications

Label artwork should be supplied in a print ready format, made to the following dimensions and specification.

File: PDF

Size: 165mm x 55mm (cut line)

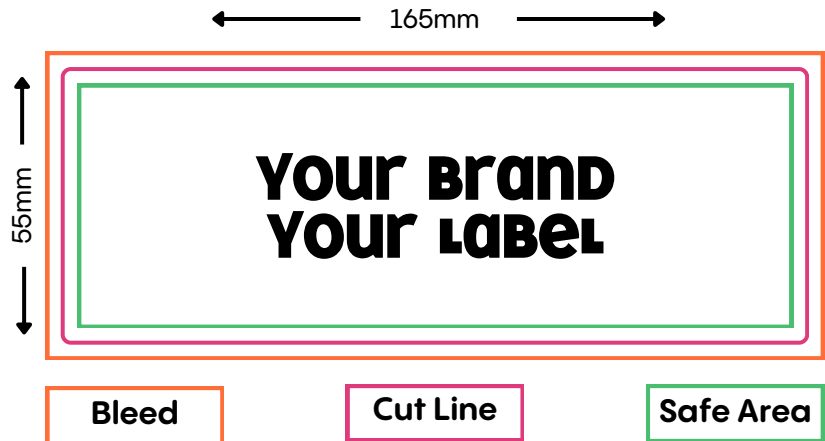
Resolution: 300dpi

Bleed: 3mm

Safe Area: 3mm

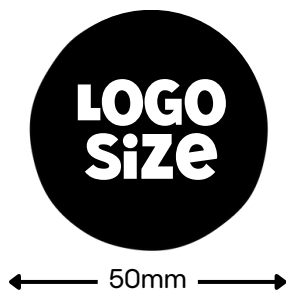
Colour Profile: CMYK

Minimum Font Size: 6pt



Sizing and Positioning

Your branding and any supplementary information can be placed anywhere on the label. You will find some example designs on the final pages of this document which may give some inspiration for your label layout and logo position.



Due to the label wrapping around the bottle, if you want to be able to see your logo without twisting the bottle, your logo should have a maximum width of 50mm.

White Ink Designs

If printing using white ink, please supply an additional artwork file with a coloured background so the white ink is visible and any text can be checked.

NEED A HELPING HAND WITH YOUR LABELS?

We offer a basic label design service for £75 plus VAT

You choose from a selection of label layouts, send us your logo and we will do the rest. Perfect if you are short on time.



Colour Guidance

There are no print limitations as to the number of colours you can use however as the labels are transparent, we suggest the colour of the juice is taken into consideration when selecting the colours you use.

The higher the contrast between the juice and the colours used, the more visually effective the label.

If choosing between black and white inks, refer to the colour of the circle in the adjacent photography for our recommendations which flavours suit which main ink colour.



Labelling Legislation

There is some information which must be included on your label to comply with labelling legislation. You can present this anywhere on the bottle. We have divided the information into compulsory (in bold) and optional.

You must include the information in bold:

- **250ml**
- **Store below 5°C and drink immediately**
 - Best before dates will be included in the packaging however as the end consumer may not see this, please advise to drink immediately.
- **Handmade in LS28 5LY by Brand Juice**
 - All food and drinks labels must contain a production address and company. If you do not want to have Brand Juice listed on the bottle, please follow the below wording.
 - 'Juices produced on behalf of [insert company name] in LS28 5LY'
- **Ingredients:**
 - An ingredient breakdown specific to each flavour must be included under the heading 'Ingredients'. The full breakdowns can be found on the following page.
- **Our kitchen handles oats, nuts and other known allergens.**

We strongly recommend including the following:

- Please recycle after use
- Shake well before opening

INGREDIENT BREAKDOWNS

Beetroot, Apple and Ginger

Apple (75%), Beetroot (18%), Ginger [Ginger (99%), Lemon] (5%), Lemon (2%), Vitamin C

Strawberry and Banana

Apple (53%), Strawberries (23%), Banana (24%), Vitamin C

Orange, Banana, Lemon and Honey

Orange (72%), Banana (25%), Honey (2%), Lemon (1%)

Orange, Mango and Passionfruit

Orange (51%), Apple (30%), Mango (18%), Passionfruit (1%), Vitamin C

Apple, Kiwi and Spinach

Apple (89%), Kiwi (8%), Spinach (3%), Vitamin C

Apple, Cucumber and Avocado

Apple (80%), Cucumber (12%), Avocado (4%), Spinach (4%), Vitamin C

Mixed Berry

Apple (79%), Mixed Berries [Blueberries, Raspberries, Blackcurrants, Blackberries, Strawberries, Redcurrants] (20%), Vitamin C

Grape, Blackcurrant and Acai Berry

Apple (44%), Grape (40%), Blackcurrant (15.5%), Acai powder (0.5%)

Apple, Carrot and Ginger

Apple (81%), Carrot (16%), Ginger [Ginger (99%), Lemon] (3%), Vitamin C

Pineapple, Mango and Spinach

Pineapple (78%), Mango (17%), Spinach (5%), Vitamin C

Got a question?

Email the team on artwork@brand-juice.co.uk and we will be happy to help.

Please note, missing your artwork deadline will delay your order dispatch date.



FINISHED ARTWORK CHECKLIST

- Artwork is saved in a pdf format
- Artwork is 165mm x 55mm with an additional 3mm bleed
- Text and images are within the safe zone unless an intentional design choice.
- All mandatory information is included in a font size of at least 6pt: 250ml, ingredient breakdown, production address, storage temperature and drink immediately instruction.
- Logo does not exceed 50mm in width unless an intentional design choice to have it wrap around the bottle.

LABEL GALLERY

Needing a little inspiration? Here are some of the label designs and layouts that we have printed previously, just to get your creative juices flowing!

