

Labels are NOT continuous.  
Gap dimensions between label ends  
when applied to the bottle are specified.

**Important Notes:**

All text must be outlined.

All images must be embedded, and need to be at least 300DPI.

If you flatten the design to an image, leave out the cut, bleed and safety lines.

Gap area is specified for design purposes -- Do NOT Include Artwork Here

# ARTWORK SPECIFICATIONS

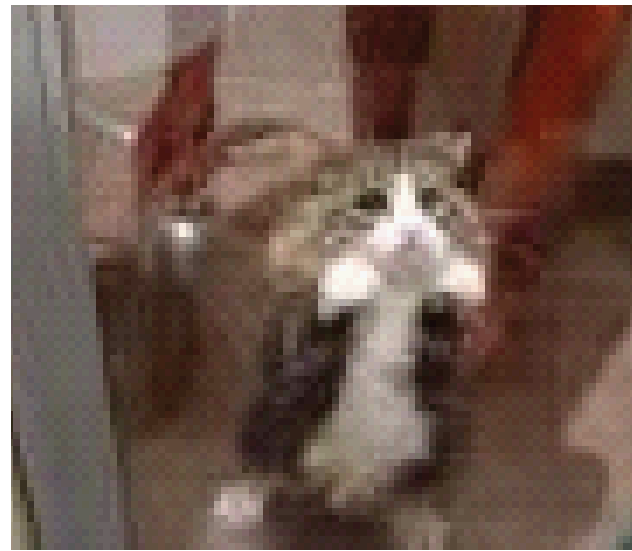
## Vector Artwork

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.



## 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 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 don't 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								
Navy PMS-Navy	Yellow PMS-Yellow	Red PMS-Red	Soft Taupe PMS-406	Copper PMS-4635	Mint PMS-354	Lime Green PMS-367	Shamrock Green PMS-363	Sage PMS-5545
Royal Blue PMS-072c	Silver PMS-428	Khaki PMS-466	Drk Olive PMS-5605	Forest Green PMS-343	Lt. Olive PMS-5773	Bark PMS-449	Jade PMS-3285	Bright Jade PMS-3282
Kelly Green PMS-3425	Black PMS-Black	White PMS-White	Teal PMS-322	Rainforest PMS-329	Soft Mint PMS-344	Salmon PMS-176	Dk Navy PMS-2767	Robin Egg Blue PMS-3115
Ocean Blue PMS-2925	Baltic Blue PMS-2945	Dk Turquoise PMS-302	Blueberry PMS-648	Aqua PMS-2995	Turquoise PMS-315	Slate Blue PMS-5405	Cornflower PMS-646	Indigo PMS-2746
Watermelon PMS-192	Goldenrod PMS-124	Red Berry PMS-187	Warm Red PMS-179	Orange PMS-1665	Mango Yellow PMS-137	Brass PMS-1255	Orange Cream PMS-150v	Merit Gold PMS-1235
Texas Orange PMS-1675	Tawny PMS-141	Lilac PMS-2726	Tulip Lavender PMS-2705	Periwinkle PMS-667	Hyacinth PMS-268	Amethyst PMS-2695	Plum PMS-269	Bright Purple PMS-268
Pollen Gold PMS-145	Rockport Blue PMS-644	Lt Stonewash Blue PMS-5435	Glacier Blue PMS-290	Grey Mist PMS-9380	Elephant PMS-430	Steel PMS-431	Chartreuse PMS-388	Azalea PMS-234
Dusty Rose PMS-1945	Hibiscus PMS-219	Candy Floss PMS-211	Pink Pearl PMS-182	Burgandy PMS-5115	Autum Rust PMS-490	Chocolate PMS-469	Cocoa PMS-476	Latte PMS-465
Flesh PMS-719	Camel PMS-467	Sea Shell PMS-453	Eggshell PMS-9043	Dk Taupe PMS-408	Almond PMS-4685	Fluorescent Green PMS-368	Fluorescent Yellow PMS-387	Fluorescent Yellow PMS-388

## Online PMS Color Chart

Follow this link to view more online PMS colors from Personalized Bottles of Water:  
<http://personalizedbottlesofwater.com/pms-color-chart.html>