



PRIVATE LABEL ARTWORK REQUIREMENTS

We print our labels with a thermal transfer printer with 300 dpi print heads. There is an assortment of spot colors provided by the manufacturer and it will do CMYK process color.

Some art that includes photos may be difficult to print to the quality you may desire. Be sure any photos are as high a resolution as possible. Jpeg files are not the best format to submit. See below:

- Artwork should be submitted via CD to the address below or email to tbrehm@bsbwater.com
- Vector art generally provides the best results.
- **Preferred file formats: Illustrator ver 9 or older, Corel Draw ver. 11, or eps.** Jpeg files may be used but the quality may not be as good as vector art files. *Whenever possible please send the file the logo was created in.*
- There may be added art charges if files need to be converted.
- Send all text that you wish to appear on the label such as address, website, slogan or tag line.
- Legal information required by California Food and Drug will be added to the label.

We will put together the label layout and email to you for proofing. Upon approval of the layout we will send you a sample for final approval prior to printing labels.

- Labels are synthetic and will not come off in coolers during your event.
- Colors are either CMYK or spot colors from our limited spot color inventory. We stock a couple of blues, red, black, silver, orange, purple, green, brown and gold.

Questions regarding artwork can be submitted to tbrehm@bsbwater.com.