



## Helpful Hints

*Getting the label you want.*

Please read these helpful hints on providing us with the support materials and information for your label so that we can design the best possible label for you.

### Items To Include On Your Label

Remember, this label is an advertisement for your company or organization. Some of the items that you should consider putting on your label include:

- logo
- address
- phone number (including toll-free number if you have one)
- web site address
- company slogan, mission statement or list of major products or services

As a continuity to other marketing and advertising pieces, the label should complement your other pieces in color, style and feel. Be sure to send us any of these other marketing materials so that we may see the graphic direction your marketing pieces follow.

### Keep Your Focus

Don't try to say too much or put too many tiny pictures on your label. Get to the point and include imagery which complements or enhances your company's products or services and builds a lasting memory of them in your customer's mind.

### Graphic Elements For Your Label

Logos—electronic files (hi-resolution, please), printed literature (including business cards, letterhead, flyers, brochures)

Background images—illustrations, photographs (must be high resolution for optimum print)

Other reference materials—brochures, flyers, other packaging are all helpful to our Graphic Design department when designing your label and ensure that you get the best value from your chosen design option.