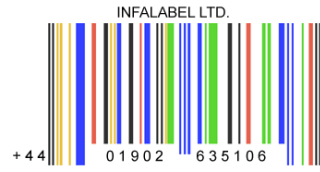


## Label Design and Printing Tips

- **Application** – think about all of the places you may want to use your labels once they are [designed and printed](#). For example, you may want to use your labels on a [plastic bottle](#), as well as on a cardboard box. This is important as it could influence the material that your label needs to be printed on once it has been designed.
- **Artwork** – good label design and printing helps your product to stand out from the crowd. Think about any images you want to use in your label design and make sure the quality is good enough for printing. For example, photographs should be in JPEG, TIFF, or PNG format, whilst line drawings should be in GIFF format. Send [Infalabel](#) the largest file size image that you have, and we will shrink it to fit your label design for the best print quality. We can also arrange to photograph your products for you.
- **Colour pallet** – Certain colours work well together whilst others clash so this needs to be considered carefully during label design. You will need to think about the colour of the object that the label will be stuck to once it is designed and printed. Remember, some people find it difficult to read certain colours. The [RNIB website](#) has more information about colours that work well together, which is a useful reference when designing your label.
- **Technology** – Producing label designs using specialist software will make for better print quality than using software such as Microsoft Word. [Infalabel](#) use label design software that allows precise control over the placing of images and text.
- **Dots per inch** – the more dots per inch your image has, the better quality your label design and print will be. 300 dots per inch is optimum quality for most labels but a higher resolution may be needed depending on the type of label we are designing for you. Don't worry if you're not familiar with the concept of dots per inch, Infalabel will advise you on image quality at the design stage.
- **Plate and templates** – templates can be used more than once, which can save you time and money if you want the same labels printed again in the future. There are many label design templates available online, or you may have produced your own. Some labels require special plates to be made during the printing process. Infalabel, will happily advise you on this if it is necessary and manage the process for you.



- **Marketing** – Infalabel appreciate that packaging is an important element of your product marketing plan. Label design and print quality help to reflect the personality of your goods. Labels also help your product to stand out on the shelf amongst your competitors’ and contribute to your brand identity. As a guide, your brand should be ‘readable’ on the label design and print from about 3 meters away. Finally, make sure there is synergy between the marketing message in your label design and other marketing items you produce such as your website; flyers; posters; and letterheads.
- **Contact details** – You may not need all of your contact details on your label but you might want to think about including your website address in your design. It doesn’t need to take up a lot of space and customers will know where to go for further information.
- **Legal requirements** – there may be certain pieces of information that you need to include on your label for legal reasons (for example the weight of your product, a list of ingredients, or a [use by](#) date). This may change depending on the country that your products will be sold in. Infalabel will take these into consideration during the [label design and printing](#) process.
- **Essentials** – make a list of elements that your label design **must** include as this will influence the overall design. Your label may be small so it is a good idea to identify what is essential versus what is nice to include. Essential elements might include: your brand/logo; use-by or best-before dates; country of origin; [barcode](#); copyright information; kite marks, and so on.
- **Proofread your label** – Infalabel will make sure that you have the opportunity to agree your label design before it goes to print. However, it is useful to ask somebody else you know to look at your label design too to make sure you haven’t overlooked anything.

