VITALABS®,INC.
The Natural Choice

Art Pricing & Guidelines

NEW & EXISTING LABEL DESIGNS

QUOTED PRICES HEREIN ARE BASED ON PRIVATE-LABEL SUPPLEMENT PURCHASES AND DO NOT REPRESENT A STANDALONE COST QUOTE

ART PRICING

ART DESIGN MUST BE COMPLIANT WITH VITALABS, INC. LABELING AND QA REQUIREMENTS

VITALABS®, INC.

PRIVATE LABEL DESIGN (EACH LABEL PER PRODUCT / COUNT)

NEW PRODUCT LABELS

BASIC GRAPHICS PACKAGE — $150*

THIS PACKAGE INCLUDES:
- A choice of one of our 50+ pre-designed label templates
- 60-minutes Total Time*
- Logo That You Provide (MUST MEET DESIGN SPECIFICATIONS)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*
- Compliance Review & Pre-press Preparation*

* SEE ADDITIONAL FEES BELOW

STANDARD GRAPHICS PACKAGE — $300*

THIS PACKAGE INCLUDES:
- Custom Designed Label (BASED ON YOUR CREATIVE INPUT)
- 2-hours Total Time*
- Logo That You Provide (MUST MEET DESIGN SPECIFICATIONS)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*
- Compliance Review & Pre-press Preparation*

* SEE ADDITIONAL FEES BELOW

ADVANCED GRAPHICS PACKAGE — $450*

THIS PACKAGE INCLUDES:
- Custom Designed Label (BASED ON YOUR CREATIVE INPUT)
- 4-hours Total Time*
- Custom Logo Design (BASED ON YOUR CREATIVE INPUT)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*
- Compliance Review & Pre-press Preparation*

* SEE ADDITIONAL FEES BELOW

PROOFING (Includes Match Print) — $150*

Design files must be submitted in VECTOR FORMAT *
(ie: Adobe Illustrator, CorelDRAW, etc)

THIS PACKAGE INCLUDES:
- 30 minutes Total Time for Compliance Review & Pre-press Preparation (Customer responsible for edits label as needed)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

PROOFING (Does NOT include Match Print) — $125*

Design files must be submitted in VECTOR FORMAT *
(ie: Adobe Illustrator, CorelDRAW, etc)

THIS PACKAGE INCLUDES:
- 30 minutes Art Time for Compliance Review & Pre-press Preparation (Customer responsible for edits as needed)

* SEE ADDITIONAL FEES BELOW

EXISTING PRODUCT LABELS

ADDITIONAL PRODUCT DESIGN — $100*

THIS PACKAGE INCLUDES:
- 1-hour Art Time to create new product label based on previously approved label design to include compliance review & pre-press preparation

* SEE ADDITIONAL FEES BELOW

MINOR LABEL UPDATES — $50*

THIS PACKAGE INCLUDES:
- 30-minutes Art Time to make minor label updates (such as address change, Phone number, barcode update, etc.)to include compliance and pre-press preparation.

* SEE ADDITIONAL FEES BELOW

DON'T SEE WHAT YOU'RE LOOKING FOR?
CUSTOM SERVICES MUST BE APPROVED & QUOTED
BY ART DEPARTMENT

*ADDITIONAL LABEL DESIGN FEES (if applicable)

- **Starting at $50** - Additional Fee for Label files submitted in NON-VECTOR FORMAT (ie: Photoshop, In-Design, Canva, etc.)
- **Quotes Available** - Additional Art Hours Per Hour (MINIMUM 1 HOUR)
- **Starting at $100** - 3rd-party Match Prints (OF APPROVED DESIGN)

EXTRAS *(A LA CARTE)*

SPECIAL MATERIAL PRINT SET-UP — $75**

THIS INCLUDES SET-UP & PRE-PRESS PREPARATION:

- Applies to new OR existing designs being converted to specialized label material for printing.
- Includes 60 minutes** of file prep for proofing and pre-press preparation.

*** ADDITIONAL ART HOURS MAY BE PURCHASED AT $100 PER HOUR*

CUSTOM LOGO DESIGN — $250**

LOGO SERVICE INCLUDES:

- 2-hours Art Time** *(unlimited revisions within this art time)*
- Approved logo files emailed to you in native and print-ready formats.

*** ADDITIONAL ART HOURS MAY BE PURCHASED AT $100 PER HOUR*

AND MORE... *(A LA CARTE)*

FOREIGN LANGUAGE TRANSLATION $250

This OPTIONAL Service Includes:

- Accurate 3rd party translation from source language to English to ensure your label is compliant with current regulations and standards.
- 1-hour of file prep for proofing & press set-up.

To Proceed without the OPTIONAL service:

- A letter of Indemnification will be required for all foreign language labels not processed through our 3rd party translation service.

MATCH PRINT LABELS
PRICES VARIED*

If your art package does not already include this service, we strongly recommend purchasing a match print of your printed label.

PLEASE NOTE: *VIEWING THE LABEL ELECTRONICALLY IS NOT A TRUE REPRESENTATION OF SIZE, QUALITY, COLOR, AND/OR TEXT.*

- **In-house Materials -** *start at* **$25***
  - ▸ *Pricing Per Print Image / SKU*
  - ▸ *Includes (1) label from (1) in-house print option at your request*

- **3rd Party Materials -** *start at* **$100***
  - ▸ *Pricing Per Print Image / SKU*
  - ▸ *Includes (1) label from (1) print option at your request*

*PRICES ABOVE INCLUDE USPS 4-5 DAY SHIPPING (within the Continental US) (EXPEDITED / INTERNATIONAL SHIPPING CAN BE QUOTED AND ADDED PER REQUEST)

PROFESSIONAL IMAGES
PRICES VARIED*

DIGITAL RENDERING (3D)
Pricing Per Product / Per Angle

- Single Images - Start at $10
- Image Packages - Start at $25

SEALS & CERTIFICATIONS
PRICES VARIED*

HALAL CERTIFICATION
Islamic Services of America (ISA)

- **$400 - Annual Subscription**
  - Includes use of Halal Certified Seal on all Vitalabs, Inc. certified product formulas

ORGANIC CERTIFICATION
Where Food Comes From Organic (WFCFO)

- **$250 - Per Formula Submission**
  - Plus recurring registration fee of $175 annually per formula

MISC. SERVICES
PRICES VARIED*

- **Barcode Cover Up Stickers**
  $0.65 *(per sticker)*
  (includes in-house print and application)

- **Top/Lid Circle Stickers**
  - ▸ **In-house Print & Application**
    $0.25 *(per sticker)*
  - ▸ **Application Only**
    $0.15 *(per sticker)*
    (includes application of your pre-printed provided labels)

ARTWORK GUIDELINES CHECKLIST
ART DESIGN MUST BE COMPLIANT WITH VITALABS, INC. LABELING AND QA REQUIREMENTS

VITALABS,INC.®

INDUSTRY REQUIREMENTS *(FOR DIETARY SUPPLEMENT LABEL PRINTING)*

FDA / LEGAL - ALL ARTWORK IS SUBJECT TO FDA COMPLIANCY

► *BY LAW, FOR VITALABS, INC. TO LEGALLY PRINT AND APPLY YOUR PRODUCT IN-HOUSE, WE HAVE TO ABIDE BY THE CURRENT FDA LABELING GUIDELINES.*

For any product labels to be legally printed and applied in-house, the following elements must be approved by our Quality Assurance (QA) department:
- **Product Name(s)** • **Tagline(s) or Claim(s)** • **Descriptions** • **Symbols/Images**

Vitalabs inc. Reserves the right to refuse any artwork for labeling that is not compliant with our guidelines.

Our QA team is responsible for verifying that these components and their associated context adhere to our internal standards and comply with regulatory requirements. We want to emphasize that all labels and formatting must precisely match our existing templates. To simplify the process and maintain consistency, we recommend omitting the side panels, as we will apply them and ensure their accurate inclusion during our labeling process.

GENERAL LABEL FILE SETUP, COMPATIBILITY & LAYOUT

► *ACCEPTED FILE TYPES (ONLY ONE LABEL PER FILE)*

✅ We accept label artwork files in either **Corel Draw** or **Adobe Illustrator** formats. These vector-based programs are ideal for label / packaging design.

❌ **We do NOT accept label artwork files in InDesign (INDD), Word or Document Format, JPEG / PNG or any flat raster based format.**

⚠️ **Photoshop (PSD)** files are accepted but will need to be rebuilt in vector format, incurring additional expenses (see page 2 for pricing)

　► **Resolution Requirements:** Photoshop typically defaults to a resolution of 300dpi (dots per inch). However, for background images on labels, we require a higher resolution of 600dpi. This higher resolution ensures the quality and clarity of the background design.

　► **Layered PSD Files:** If you provide a PSD file, it must be layered for ease of editing and customization. Layers enable our design team to work efficiently and make necessary adjustments.

　► **Font and High-Resolution Artwork:** To maintain design consistency and quality, we require any accompanying fonts used in your PSD file. Additionally, high-resolution copies of the artwork are essential for producing clear and vibrant labels. Raster based images must be 600dpi or more when scaled to the aspect ratio of the label size.

　► **Variances in Vector Build:** It's worth noting that when we recreate a raster-based label design as a vector build, there may be slight variances due to differences in software tools. Rest assured that we will strive to maintain design fidelity to the best extent possible.

⚠️ REMEMBER: Ideally you'll want to create your label (including all text) in a vector program such as Adobe Illustrator or CorelDRAW. Use Photoshop exclusively for backgrounds and images, as it excels in raster image manipulation.

► CANVA

⚠️ Canva can be a valuable resource when establishing a new brand or seeking design inspiration. It offers a wide range of design templates, graphics, and typography options that can help you conceptualize your brand's visual identity. Many users find it user-friendly and accessible, making it a useful platform for creating initial design concepts.

However, it's essential to understand that Canva has limitations when it comes to commercial printing, especially for labels and packaging. Here are a few considerations: Limitations for Commercial Printing:

　► **Color Mode Compatibility:** Canva primarily operates in RGB color mode, which is suitable for web and screen-based design but not ideal for packaging. Digitally printed packaging requires the use of CMYK color mode to ensure accurate color reproduction. Canva's RGB-based design may not translate well to printed materials.

　► **Font Licensing Restrictions:** Canva has certain limitations regarding font licensing. Depending on the fonts used in your design, there may be restrictions on their usage, especially in commercial or business contexts. It's essential to review Canva's licensing agreements for fonts to ensure compliance.

　► **Vector Graphics:** Canva does not support the creation of true vector files, which are essential for packaging design. Vector files (such as .AI or .EPS) are necessary for scalability without loss of quality. Canva allows for the export of designs as Scalable Vector Graphics (SVG). While SVGs are excellent for web and digital use, they may have limitations when applied to complex packaging design. The intricacies of packaging, including detailed graphics and fine print, may not always translate optimally when using SVGs.

　► **Template Limitations:** While Canva offers a wide range of templates, using readily available templates can result in designs that resemble those of others who may be using the same templates. Customization options may be limited, potentially affecting the uniqueness and branding of your packaging.

　► **Legal Considerations:** Canva has specific terms and conditions regarding the use of its media, including images and fonts. When creating designs for commercial purposes or business branding, it's crucial to be aware of and adhere to Canva's licensing agreements to avoid legal issues.

► *IMAGES, STOCK IMAGES AND AI GENERATED IMAGES*

⚠️ Specific stock images OR AI generated images or illustrations must be provided due to licensing restrictions. Reliable sources for obtaining stock imagery include platforms like iStockPhoto, Shutterstock, and similar reputable services. Ensure that you have the necessary licenses or permissions for the images you use.

✅ Rasterized images that are provided must be at least 600dpi or higher (when scaled to the aspect ratio that the image is to appear on the label)

　► In-House Designers: We have a team of skilled designers who can make modifications to provided stock images and AI-generated images as needed to align them with your label design concept. Our designers are experienced in image editing and can adjust, enhance, or customize images to suit your specific requirements.

　► Illustrations: While we can modify existing images, it's important to note that we do not have in-house illustrators capable of creating custom illustrations or original artwork, such as cartoons or hand-drawn images. If your label design necessitates custom illustrations, you may need to enlist the services of external illustrators.

⚠️ Provided Images: If you plan to incorporate specific images, please provide them at the outset of the project to avoid delays in the design process.

⚠️ Image Licensing: Ensure that any images you provide for modification are properly licensed and do not infringe on copyright or intellectual property rights.

Collaboration and Communication: We value open communication and collaboration throughout your project. If you have specific image requirements or if you're unsure about the suitability of certain images, please discuss these details with our design team at the project's inception. In summary, providing us with the necessary licenses for stock and AI-generated images will facilitate the incorporation of these images into your label design. Our team of designers is ready to modify and adapt these images to meet your design specifications. However, for custom illustrations or original artwork, you may need to engage external illustrators.

ARTWORK GUIDELINES CHECKLIST

ART DESIGN MUST BE COMPLIANT WITH VITALABS, INC. LABELING AND QA REQUIREMENTS

INDUSTRY REQUIREMENTS (FOR DIETARY SUPPLEMENT LABEL PRINTING)

GENERAL LABEL FILE SETUP, COMPATIBILITY & LAYOUT

► COLORS

✓ CMYK Color Palette:
Artwork should be created using the **CMYK** color mode. CMYK is the standard color model for print materials, and it ensures accurate color representation when your design is printed.

⚠ Pantone Colors: While Pantone colors can be used a good tool for color matching, it's recommended to have a physical Pantone color book for precise color reference.

✗ RGB Color Palette:
We do NOT recommend RGB color palettes. RGB/HEX colors are monitor based colors and best for web used. RGB/HEX colors may be out of gamut for CMYK printing)

⚠ Dot Gain
Dot gain is the phenomenon where printed colors appear darker than they do on-screen due to the absorption of ink by the paper.

▸ To compensate for dot gain, it's recommended to adjust the black (K) value in your digital design. The adjustment involves making the on-screen K value approximately 20% lighter than the desired print appearance. For example, if you want a 80% black print appearance, set the on-screen K value to 64%

► FONTS

✓ For optimal legibility, the minimum font size for positive copy (text that is intended to be read) font size should be no smaller than **4 points.**

✓ Text Outlining: All text within your artwork should be outlined, which means it should be converted to curves or paths. This ensures that the text maintains its appearance regardless of the system or software used to open the file. Outlining prevents font-related issues during printing.

✓ Font File Inclusion: It is essential to provide all the font files (both screen and printer fonts) used in your artwork. Having the necessary font files allows us to ensure accurate reproduction of your design and enables us to make any necessary edits or revisions to the text
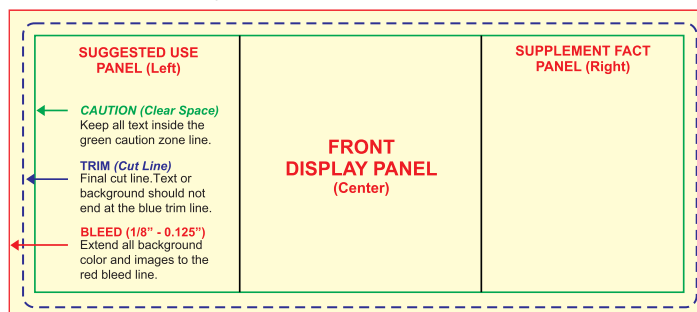
► BARCODES

✓ Accepted barcodes are to be created from a single spot color (preferably BLACK), in a Vector format within suggested size of 80% - 120%.

⚠ REMEMBER: Due to the curve of the bottle barcode placement must be vertical to assure code scanners can successfully read the code.

▸ NEED A BARCODE? You can access the GS1 barcode application portal directly using the following link> https://my.gs1us.org/product/1367/gs1-us-gtin

► DIELINES

⚠ PLEASE BE SURE:
When preparing your artwork for label printing, it's essential to adhere to specific guidelines to ensure accurate and professional results. Please review the following points, referring to the dieline for reference:

▸ **Dimensions and Alignment:** Your artwork must be created in the exact dimensions specified in the dieline. It's essential to match the label size and alignment precisely to ensure a proper fit.

▸ **Clear Space for Text, Logos, and Graphics:** Any text, logos, or graphic elements that do not extend to the edge of the label should be positioned at least 1/16" inside the designated CAUTION or Clear Space line. This ensures that no important content is cut off during printing and cutting.

▸ **Bleed for Graphics:** Graphics that extend beyond the TRIM or Cut Line should have a minimum bleed of 1/16" and a maximum bleed of 1/8". Bleed ensures that your artwork extends to the edge of the label, preventing white borders or gaps after cutting.

▸ **Clipping Masks and Layers:** Remove all clipping masks and art layers that extend outside the 1/8" bleed area. This helps maintain a clean and precise appearance for your labels. (and avoid any confusion)

DIELINE EXAMPLE:

SUGGESTED USE
PANEL (Left)

SUPPLEMENT FACT
PANEL (Right)

CAUTION (Clear Space)
Keep all text inside the
green caution zone line.

FRONT
DISPLAY PANEL
(Center)

TRIM (Cut Line)
Final cut line.Text or
background should not
end at the blue trim line.

BLEED (1/8" - 0.125")
Extend all background
color and images to the
red bleed line.

► MISC KEY DETAILS

✓ File Clean-Up: Ensure that unnecessary files are deleted, and hidden elements, such as dielines, old art, or artifacts, are removed from the artwork.

✓ Embedded Images: All linked images used in the artwork should be embedded within the file to avoid any missing image issues during printing.

✓ Proofreading: Before submission, thoroughly proofread the entire label to catch any spelling or content errors.

✓ Submitted artwork must be created to the exact dimensions in which the labels will be printed.

✓ If you need current formula templates or die-lines feel free to reach out to labelinfo@vitalabs.com