



ART DEPARTMENT | PRIVATE LABELING SERVICES

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

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PRIVATE LABEL DESIGN (EACH LABEL PER PRODUCT / COUNT)

NEW PRODUCT LABELS

BASIC GRAPHICS PACKAGE

\$125*

THIS PACKAGE INCLUDES:

- A choice of one of our 50+ pre-designed label templates
- 30-minutes Art Time* (LIMITED REVISIONS WITHIN THIS TIME)
- Private Label Product Name (THAT YOU PROVIDE)
- Logo That You Provide (MUST MEET DESIGN SPECIFICATIONS)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

* SEE ADDITIONAL FEES BELOW

STANDARD GRAPHICS PACKAGE

\$200*

THIS PACKAGE INCLUDES:

- Custom Designed Label (BASED ON YOUR CREATIVE INPUT)
- 2-hours Art Time* (UNLIMITED REVISIONS WITHIN THIS TIME)
- Private Label Product Name (THAT YOU PROVIDE)
- Logo That You Provide (MUST MEET DESIGN SPECIFICATIONS)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

* SEE ADDITIONAL FEES BELOW

ADVANCED GRAPHICS PACKAGE

\$325*

THIS PACKAGE INCLUDES:

- Custom Designed Label (BASED ON YOUR CREATIVE INPUT)
- 4-hours Art Time* (UNLIMITED REVISIONS WITHIN THIS TIME)
- Private Label Product Name (THAT YOU PROVIDE)
- Custom Logo Design (BASED ON YOUR CREATIVE INPUT)
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

* SEE ADDITIONAL FEES BELOW

PROOFING & ART EDITS (Vector Files)

\$125*

For design files submitted in **VECTOR FORMAT**
(ie: Adobe Illustrator, CorelDRAW, etc.)

THIS PACKAGE INCLUDES:

- 30 minutes Art Time* for Proofing & Pre-press Preparation
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

* SEE ADDITIONAL FEES BELOW

PROOFING & ART EDITS (Other Files)

\$150*

For design files submitted in **NON-VECTOR FORMAT**
(ie: Photoshop, In-Design, Canva, etc.)

THIS PACKAGE INCLUDES:

- 60 minutes Art Time* for Proofing & Pre-press Preparation
- (1) Approved Label Match Print (IN-HOUSE MATERIALS ONLY)*

* SEE ADDITIONAL FEES BELOW

EXISTING PRODUCT LABELS

PROOFING & ART EDITS (Vector Files)

\$75*

For design files submitted in **VECTOR FORMAT**
(ie: Adobe Illustrator, CorelDRAW, etc.)

THIS PACKAGE INCLUDES:

- 30-minutes Art Time* for proofing & pre-press preparation

* SEE ADDITIONAL FEES BELOW

PROOFING & ART EDITS (Other Files)

\$100*

For design files submitted in **NON-VECTOR FORMAT**
(ie: Photoshop, In-Design, Canva, etc.)

THIS PACKAGE INCLUDES:

- 60-minutes Art Time* for proofing & 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)

- **\$75** - Additional Product Label (BASED ON ORIGINAL DESIGN) (DOES NOT INCLUDE MATCH PRINT)
- **\$75** - Additional Art Hours Per Hour (MINIMUM 1 HOUR)
- **Starting at \$100** - 3rd-party Match Prints (OF APPROVED DESIGN)

PRICING FOR ADDITIONAL SERVICES

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



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 \$75 PER HOUR

CUSTOM LOGO DESIGN

\$150**

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 \$75 PER HOUR

AND MORE... (A LA CARTE)

FOREIGN LANGUAGE TRANSLATION Starts at \$250* (per label)

This REQUIRED** Service Includes:

- Accurate 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.

*PRICE VARIES DEPENDING ON THE FOLLOWING:

- SOURCE LANGUAGE
- WORD COUNT
- SOURCE FORMAT TYPE (Text, .jpg, .pdf, etc)

****THIS SERVICE IS REQUIRED FOR ALL NEW LABELS (TO INCLUDE CUSTOMER REQUESTED CHANGES TO EXISTING LABELS) WITH ANY LANGUAGE OTHER THAN ENGLISH. EXCEPTION CONSIDERED IF YOU CAN PROVIDE A CERTIFIED DOCUMENT FROM A THIRD-PARTY PROFESSIONAL TRANSLATOR ALONG WITH YOUR LABEL FILE(S).**

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 all 3 in-house standard options at your request
- **3rd Party Materials - start at \$100***
 - ▶ Pricing Per Print Image / SKU
 - ▶ Includes ONE label per material

***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

PROFESSIONAL PHOTOS

Pricing Per Product / Per Angle

- Single Images - Start at \$20
- Image Packages - Start at \$50

***CUSTOM LAYOUTS MUST BE APPROVED & QUOTED BY ART DEPARTMENT**

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)

ALL PRICES & SERVICES ARE SUBJECT TO CHANGE. VITALABS RESERVES THE RIGHT TO REFUSE ANY ARTWORK THAT IS NOT COMPLIANT WITH OUR GUIDELINES.

ARTWORK GUIDELINES CHECKLIST

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

INDUSTRY REQUIREMENTS (FOR DIETARY SUPPLEMENT LABEL PRINTING)

FDA / LEGAL

► ALL ARTWORK IS SUBJECT TO FDA COMPLIANCY.

By Law, for Vitalabs, Inc. to legally print & label your product in-house, we have to abide by the current FDA guidelines. Basically, all **Product Name(s)**, **Tagline(s)**, **Descriptions**, and **Symbols/Images** must be approved by our QA department for us to legally print and label your product order in-house. We can provide master supplement fact and suggested use side panels for the formula you are creating a label for. However, all panels and formatting must match our templates **EXACTLY**. We recommend that you leave off the side panels and allow us to add them for you.

For specific details on what claims can be printed on your product labels, please request our current "General Product Advice Document".

VITALABS INC. RESERVES THE RIGHT TO REFUSE ANY ARTWORK THAT IS NOT COMPLIANT WITH OUR GUIDELINES

GENERAL LABEL FILE SETUP, COMPATIBILITY & LAYOUT

► ACCEPTED FILE TYPES (ONLY ONE LABEL PER FILE)



Artwork is accepted as either:

- **Corel Draw 2018** or earlier (preferred file type)
- **Adobe Illustrator**



We do NOT accept Photoshop, InDesign, Word or Document Format, JPEG or any flat raster image. These files will be recreated at your expense. (see page 2 for pricing)



REMEMBER: Create your label (including all text) in a vector program such as Adobe Illustrator or CorelDRAW. Only use Photoshop for backgrounds and/or images.

EXAMPLE:

ILLUSTRATOR/COREL TEXT
PHOTOSHOP TEXT

► ACCEPTED COLOR PALETTES



Artwork is accepted in only **CMYK** color palettes.

- Spot colors have specific **Pantone®** Color names.
- Special match colors are identified as such.



We do NOT accept **RGB** color palettes.



REMEMBER: We print on CMYK printers, which can only approximate Pantone® colors. We do have 3rd-party printers that can print true Pantone® colors at higher minimums. Please contact your sales rep directly if Pantone® colors are necessary.

EXAMPLE:

ON SCREEN (100%C 100%M 0%Y 0%K)

AFTER PRINTING

Blue is close to purple in the CMYK spectrum. Remember, use a low amount of magenta whenever using high amounts of cyan to avoid purple

► ACCEPTED BARCODES



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



You can also supply the barcode number as text, we do have an in-house barcode generator.



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

► ACCEPTED LABEL SIZES



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

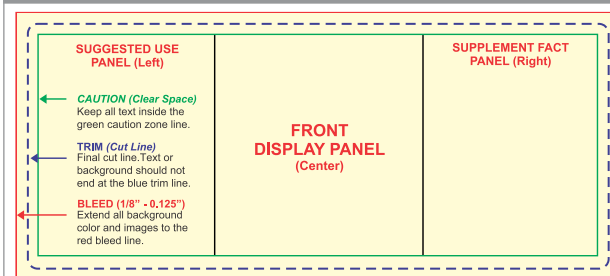
Email support@vitalabs.com for current label templates per formula.



PLEASE BE SURE:

- Text, Logos, & Graphic Elements that do not bleed are at least 1/16" inside the CAUTION (Clear Space) line.
- Any graphics that extend past the TRIM (Cut Line) are 1/16" minimum to 1/8" maximum bleed.

DIELINE EXAMPLE:



****ASK US FOR A DIE LINE, IF YOU NEED ONE!!!****

► ACCEPTED IMAGES

All images are subject to approval by our QA department based on current FDA guidelines.



PLEASE BE SURE:

- Images are scaled in the source application and placed at 100% in layout.
- Rasterized images are at least 600dpi or higher.

► ACCEPTED FONTS/TEXT



PLEASE BE SURE:

- Minimum positive copy type is no smaller than 4pt size.
- To convert all black text under 12pt to 100% Black to ensure it prints clearly.
- All text has been "outlined" (converted to curves/paths).
- All screen & printer font files are included with the artwork.

► TIPS FOR SAVING FILES



PLEASE BE SURE:

- To remove all clipping masks & art layers extending outside the 1/8" bleed.
- Unnecessary files are deleted.
- Hidden elements (dielines, old art, etc) are deleted.
- All linked images are embedded to the file.
- **ENTIRE LABEL HAS BEEN THOROUGHLY PROOF READ PRIOR TO SUBMISSION.**