



LEADERS IN DIETARY SUPPLEMENTS & VITAMINS

118 Barnard Street # 10394
Savannah GA 31412
1-844-MY NUTRA (696 8872)
www.NutraGroupUSA.com

Art Pricing & Guidelines

PRIVATE LABEL DESIGN (FIRST LABEL)

BASIC GRAPHICS PACKAGE

\$75*

THIS PACKAGE INCLUDES:

- A choice of one of our 50+ pre-designed label templates
- Private label product name (*that you provide*)
- Your company name & FDA required distribution information
- Logo that you provide (*must meet specs.*)

* EACH ADDITIONAL PRODUCT LABEL, BASED ON ORIGINAL DESIGN, COSTS ONLY \$25

STANDARD GRAPHICS PACKAGE

\$125*

THIS PACKAGE INCLUDES:

- A custom designed label (*based on your provided logo & creative input*)
- 2-hours Art Time** (*unlimited revisions within this art time*)
- Private label product name (*that you provide*)
- Your company name & FDA required distribution information
- 25% off 1(*one*) Bottle Image of the label designed during this project (*1 product/1 angle*)

* EACH ADDITIONAL PRODUCT LABEL, BASED ON ORIGINAL DESIGN, COSTS ONLY \$25

** ADDITIONAL ART HOURS MAY BE PURCHASED AT \$50 PER HOUR

ADVANCED GRAPHICS PACKAGE

\$300*

THIS PACKAGE INCLUDES:

- A custom graphically intense designed label (*based on your provided creative input*)
- 4-hours Art Time** (*unlimited revisions within this art time*)
- Custom Logo Design (*based on your provided creative input*)
- Private label product name (*that you provide*)
- Your company name & FDA required distribution information
- 50% off 1(*one*) Bottle Image of the label designed during this project (*1 product/1 angle*)

* EACH ADDITIONAL PRODUCT LABEL, BASED ON ORIGINAL DESIGN, COSTS ONLY \$25

** ADDITIONAL ART HOURS MAY BE PURCHASED AT \$65 PER HOUR

EXTRAS (A LA CARTE)

PROVIDED ARTWORK*

(ALSO APPLIES TO NEW PRODUCTS USING EXISTING DESIGN, OR EXISTING LABEL REVISIONS)

\$35 - PER LABEL

Includes proofing and prepress preparation to provided or existing artwork, or small modifications to existing approved label design(s).

REVISION EXAMPLES:

- Address / Phone / Website
- Logo Replacement
- Title / Taglines
- Social Media & GMP Icons
- UPC / QR Code / Amazon UPC

*PROVIDED ARTWORK MUST BE COMPLIANT WITH NUTRA GROUPS ARTWORK GUIDELINES (PAGE 2)

LOGO DESIGN

\$125

Based on your provided creative input, We can provide a unique logo design to represent your new brand.

LOGO SERVICE INCLUDES:

- 2-Hours Art Time (*unlimited revisions within art time*)
- Logo Design Files (*.jpg, .png, .pdf, .eps, .ai*)

BOTTLE IMAGES

PRICES VARIED

DIGITAL REPRESENTATION

Pricing Per Product / Per Angle

- 1-8 Rendering(s) - \$25
- 9+ Rendering(s) - \$20

PROFESSIONAL PHOTOS

Pricing Per Product / Per Angle

- Set Up Fee - \$20*
- 1-8 Image(s) - \$30
- 9+ Image(s) - \$25

*ADDITIONAL PHOTOGRAPHY FEE FOR PRODUCT(S) WITHIN TRANSPARENT PET BOTTLES

INDUSTRY REQUIREMENTS (FOR PROFESSIONAL LABEL PRINTING)

FDA / LEGAL

▶ ALL ARTWORK IS SUBJECT TO FDA COMPLIANCY.

By Law, for Nutra Group LLC to legally print & label your product, we have to abide by 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 recommend submitting your list of these details to art@NutraGroupUSA.com prior to building the label to save time. We can provide master supplement fact and suggested use side panels for the formula you are creating a label for. However, panels and formatting must match exactly. We recommend that you leave off side panels and allow us to add them on our end.

Please carefully review the form labeled "LABEL FDA HELP - PLFORM002.doc" in your packet and below link for specific details.

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/DietarySupplements/ucm103340.htm>

GENERAL LABEL FILE SETUP, COMPATIBILITY & LAYOUT

▶ ACCEPTED FILE TYPES (ONLY ONE LABEL PER FILE)

✓ Artwork is accepted as either **Adobe CS6** or earlier **Illustrator**, **Corel Draw X7** or earlier (preferred), **Photoshop** (see below) or a **Press Quality Res PDF Format**.

✗ We do NOT accept InDesign (page layout), Word or Document Format, or JPEG or any flat raster image.

! **REMEMBER:** We do not recommend that you layout your label in Photoshop or any other pixel based program. Create your artwork in Illustrator, then use Photoshop for the background image.

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:** In-house 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 only the barcode number as we do have a barcode generator.

▶ ACCEPTED LABEL SIZES

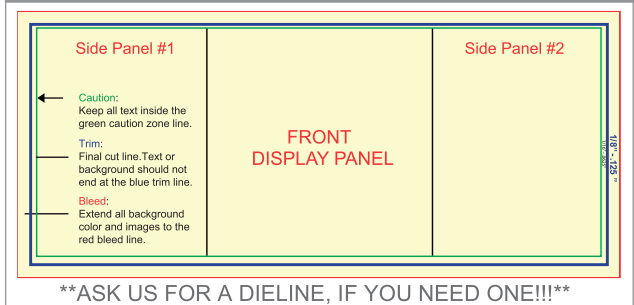
✓ Submitted artwork must be created to the exact dimensions* in which the labels will be printed.

* Email art@NutraGroupUSA.com for label size templates

! **PLEASE BE SURE:**

- Copy, Logos, & Graphic Elements that do not bleed are 1/16" away from edge of label. (aka Clear Space)
- Any graphics that extend past the edge of the label are 1/16" minimum to 1/8" maximum bleed.

DIELINE EXAMPLE:



▶ 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 and printer fonts 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 (templates, old art, etc) are deleted.
- All linked images are embedded to the file.
- **ENTIRE LABEL HAS BEEN THOROUGHLY PROOF READ PRIOR TO SUBMISSION.**