



# Artwork Preparation Instructions

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***PLEASE NOTE: Delays in proofing and production can occur if elements of this document are not followed when designing your artwork.***

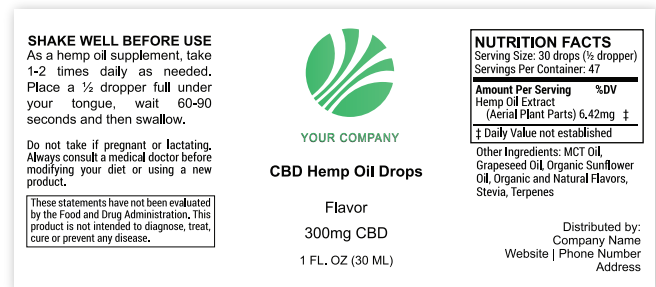
# Who Will Design My Label?

## Generic design by our team

For **\$150/label** we will setup your logo and company information into our generic template.

We don't offer further customization (i.e. illustrations, backgrounds, colors).

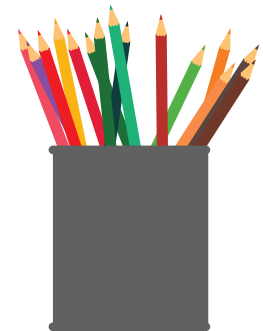
What to expect:



OR

## Design it yourself or hire a designer

We've seen success from our customers using designers from **upwork** and **fiverr**. We cannot guarantee the quality from these third-party sites.



Send your designer **this document** and the **label template!**

Download our (free) label templates here:  
[ushempwholesale.com/white-label-design-templates/](https://ushempwholesale.com/white-label-design-templates/)

# Submitting Artwork

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## Recommended design program

We recommend creating your final artwork in **Adobe Illustrator**. Our templates open flawlessly in this program, to scale and with fully editable text so you're not re-creating everything.



## Accepted file types



For best quality, submit your artwork in **PDF** or **AI** format, with text converted to outlines and image embedded. We will also accept **JPG**, **PNG**, or **TIF** files at 300ppi quality.

## Submitting your artwork

Once you've confirmed your artwork meets our requirements, please email it to your sales representative. We must review the artwork for internal approval, then we'll send you a proof with a digital mockup for your final approval.



# Design Requirements

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## Minimum text size

All important text must be at least **5.5px** so it's readable.

*What's "important"? Nutrition facts, instructions, disclaimers, product size, and distributed by information.*

## Embed text & images

This information applies only to editable file types (PDF, AI, PSD, INDD).

Please embed any images you used in your design and outline all text.

*To outline text in Illustrator, select all text and press*

*CTRL + SHIFT + O*

## Prohibited Content

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### Medical marijuana

- Words related to medical marijuana
- Marijuana leaves



### Dietary supplement

CBD is not considered a dietary supplement. You may use the terms “nutritional supplement” or “hemp supplement” instead.

*It's not required to have these terms on your label.*

### Health claims

Do not use any verbiage that suggests the product treats, cures, prevents, or mitigates any condition.



# Color Use Limitation

## Limited In-House Printing

Our in-house label printing is free, but our equipment has limited capabilities. 70% of the label must be on a white background.



Examples of background color use that we can print.



Examples of background color use that we can not print.

## Limitless 3rd-Party Printing

There is no color limitation if you choose to have your label printed by a 3rd-party company. You are responsible for sourcing, ordering and paying for the labels.

\*\*\*Your artwork still needs to be approved by us before printing.

Please review this checklist for 3rd-party printing:

<https://bit.ly/2GqiMx8>