**THIS PRODUCT LABEL DESIGN IS FOR THE UNITED KINGDOM AND EUROPEAN MARKET (NOT THE UNITED STATES OF AMERICA MARKET)**

Label design for a FOOD SUPPLEMENT product: **VEGAN A-Z MULTIVITAMIN & MINERAL COMPLEX**

This is the first product in our range of products and I would like a label design which I should be able to use for all my products to create a strong brand identity simply using a colour variation on some of the design elements and text. For example, there should be a colour band at the bottom of the label and product name should be in the same colour as that colour band.

- All design elements, fields and text should be editable on the template

- I really like the label designs used by www.nutravita.co.uk. If a similar design template can be created then that would be perfect, obviously with some changes as to not look like a copy.

- The label design should be colour coded for different products.

- Design background should be white - glossy white.

- The name of the brand is NUTRABYTES (artwork logo and name have been uploaded as a .png file)

- The website address of the company is www.nutrabytes.com (this is still be to developed and published)

- The logo of the company is uploaded (.png file)

- Use the leaf design as a transparent logo (nutrabytes\_logo\_2) in the front section (bottom right)

- the main logo of the brand is nutrabytes\_logo

- there are two possible options to write the name of the brand (nutrabytes\_brand\_1 or nutrabytes\_brand\_2). Would like to see options using both.

**- Label Specifications**:

* Artwork **MUST** be supplied **PRINT READY, HIGH QUALITY** and in either **(Flattened .PDF) OR (.PNG) formats**.
* If artwork is created using a vector program (ADOBE illustrator), please ensure **ALL FONTS HAVE BEEN OUTLINED**.
* If artwork is created using vector program (ADOBE illustrator), please ensure **ALL IMAGES HAVE BEEN EMBEDDED INTO THE FILE**.
* If using black in your design please use the **TRUE BLACK** colour code **(R.G.B = 18.17.12) (C.M.Y.K = 75%. 68%. 67%. 90%)**.
* Please ensure the colour profile is set to **RGB** as our printers print in that colour profile.
* The **minimum text size that is acceptable on all labels is 3.7px**. Any text smaller that this will result in legibility and printing issues.
* Bleeds are not required, but a 3mm safe text area (i.e no text) from the edge of the labels are required.
* The label dimensions must be exact to the requirements of our label stock as noted below.

**Label Size: 251mm x 105mm Landscape**  
(Please allow a 3mm safe text area, from edge of the label. (Bleed not required)

**Bottle Size: 155mm Height x 81mm Width**

**Label colour theme:** #9f0e31 (Hex Colour Code)

**CENTRE PART OF LABEL**

* Company Logo
* Company Brand Name
* Quality Assured / Certified icon (top right-hand side of the front section of label)

*Product name (as below):*

**VEGAN**

**A-Z MULTIVITAMIN AND MINERAL COMPLEX**

**WITH TURMERIC AND CITRUS BIOFLAVONOIDS**

**26 ESSENTIAL ACTIVE NUTRIENTS PER SERVING**

The key selling points that should be highlighted on the middle section of the label are:

1. COMPLETE SUPPORT FOR THE MIND, BODY AND IMMUNE SYSTEM
2. GMO & GLUTEN FREE INGREDIENTS

Additional Information on the front section of the label:

* FOOD SUPPLEMENT (to be mentioned at the bottom of the section)
* 360 VEGAN CAPSULES

**Weight**: 260g e

**RIGHT SIDE OF PRODUCT LABEL**

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFORMATION** | | |
| Serving Size: 2 Capsules | | |
| Servings Per Container: 360 | | |
| **Active Ingredients** | **Amount Per Serving** | **\*NRV** |
| **Vitamin A** | 80 µg | 100% |
| **Vitamin B1** (Thiamin) | 1.1 mg | 100% |
| **Vitamin B2** (Riboflavin) | 1.4 mg | 100% |
| **Vitamin B3** (Niacin) | 16 mg | 100% |
| **Vitamin B5** (Pantothenic Acid) | 12 mg | 200% |
| **Vitamin B6** (Pyridoxine Hydrochoride) | 4.2 mg | 300% |
| **Vitamin B12** (Cyanocobalamin) | 2.5 µg | 100% |
| **Vitamin C** (Ascorbic Acid) | 80 mg | 100% |
| **Vitamin D3** (Cholecalciferol from Algae, Vegan) | 5 µg | 100% |
| **Vitamin E** (DL-Alpha Tocopheryl) | 12 mg | 100% |
| **Vitamin K1** | 75 µg | 100% |
| **Magnesium** | 60 mg | 16% |
| **Zinc** | 10 mg | 100% |
| **Calcium** | 112 mg | 14% |
| **Manganese** | 2 mg | 100% |
| **Iron** | 14 mg | 100% |
| **Folic Acid** | 200 µg | 100% |
| **Iodine** | 150 µg | 100% |
| **Copper** | 1 mg | 100% |
| **Selenium** | 55 µg | 100% |
| **Biotin (D)** | 50 µg | 100% |
| **Turmeric** | 50 mg | \*\* |
| **Citrus Bioflavonoids** | 14 mg | \*\* |
| **L-Glutamine** | 5 mg | \*\* |
| **DL-Choline Bitartrate** | 20 mg | \*\* |
| **Grape Seed Extract** | 600 mg | \*\* |
| \*NRV = Nutrient Reference Value | | |
| \*\* No NRV Established | | |
| mg = milligram | | |
| µg = microgram | | |

**Ingredients**: Vitamin A (Retinyl Acetate), Vitamin B1 (Thiamin), Vitamin B2 (Riboflavin), Vitamin B3 (Niacin), Vitamin B5 (Pantothenic Acid), Vitamin B6 (Pyridoxine Hydrochoride), Vitamin B12 (Cyanocobalamin), Vitamin C (Ascorbic Acid), Vitamin D3 Oil Powder (Cholecalciferol from Algae), Vitamin E (DL-Alpha Tocopheryl), Vitamin K1, Magnesium (Magnesium Oxide), Zinc (Zinc Citrate), Calcium (Calcium Carbonate), Manganese (Manganese Gluconate), Iron (Ferrous Fumarate), Folic Acid, Iodine (Potassium Iodide), Copper (Copper Citrate), Selenium (Sodium Selenite), Biotin (D), Turmeric Root Powder (Curcuma Longa), Citrus Bioflavonoids, L-Glutamine, DL-Choline Bitartrate, Grape Seed Extract (Proanthocyanidins, Polyphenols), Vegetable Capsule Shell (HydroxyPropylMethylCellulose), Nu-FLOW (Anti Caking), Rice Bran Flour (Bulking).

**Vectors (icons)**:

* **Made in Britain/UK icon**
* **Good Manufacturing Practice (GMP) icon**
* **Recycle icon**

**Registered Office Address:**

Manufactured for:  
HEALTH AND VITALITY BYTES LTD  
P.O.Box 1234, London, HA6 1LD  
United Kingdom

**LEFT SIDE OF PRODUCT LABEL**

**Our Promise**

We at Nutrabytes are committed to providing you with products that use the highest quality ingredients, are ethically sourced and manufactured to GMP industry standards. All this goodness is delivered to you within a vegetable capsule with no synthetic fillers or binders.

Our A-Z Multivitamin and Mineral Complex provides both men and women with the 26 most vital and essential vegan, vegetarian, gmo free and gluten free nutrients offering a multitude of health benefits with high bioavailability and easy absorption. We have also added Turmeric, Citrus Bioflavonoids, D-Biotin, L-Glutamine, DL-Choline Bitartrate and Grape Seed Extract to further support and boost your mental, physical and immune health.

**Suggested Use:** Take 2 capsules daily with a full glass of water preferably with a meal.

**Storage**: Keep out of direct sunlight in a cool dry place. Keep away from children at all times. For best before end and batch number see below.

**Caution**: Do not exceed recommended dosage. If you are pregnant, breastfeeding, taking prescription medication or under medical supervision, it is advisable to consult a GP or Health Practitioner prior to taking any supplements. In the event of an adverse reaction discontinue use and consult a GP or Health Practitioner immediately. Not suitable for persons under the age of 18 years. Do not use if seal under cap is broken.

**FOOD SUPPLEMENTS SHOULD NOT BE USED AS A SUBTITUTE FOR A VARIED AND BALANCED DIET & HEALTHY LIFESTYLE.**

**Bar Code**: Insert a sample bar code with a 13-digit sample EAN number

For more information visit [www.nutrabytes.com](http://www.nutrabytes.com) or scan the QR code below:

**QR Code (Scan Me)**: To be inserted.



**Vectors (icons)**:

The following icon vectors should be used on the product template:

- Vegan friendly

- Vegetarian friendly

- GMO free

- Lactose free

- Gluten free

*These icons should be placed vertically, on a solid coloured band (which is the colour band of the product)*

NO COLOURING, ARTIFICAL FLAVOURING AND PRESERVATIVES

Space to be left at the bottom of this section (white clear space) for the manufacturing info, including best before date.