

Water Bottle Labels — Artwork Guide

7.00" x 2.00" (177.8mm x 50.8mm) · Vinyl / Clear

W 7.00" / 177.8mm (trim)

H 2.00" / 50.8mm (trim)

Bleed: 7.24" x 2.24" / 183.8mm x 56.8mm
Safe area: 6.76" x 1.76" / 171.8mm x 44.8mm

- Safe Area**
Keep text & logos inside
- Trim Line**
Finished cut edge
- Bleed Area**
Extend artwork to here

ARTWORK SPECIFICATIONS

ARTWORK SIZE ● 7.24" x 2.24"	FINISHED SIZE ● 7.00" x 2.00"	BLEED ● 3mm / 0.118in	SAFE AREA INSET ● 3mm / 0.118in
RESOLUTION ● 300 DPI	COLOR MODE ● CMYK	ACCEPTED FORMATS ● PDF · AI · EPS · SVG	FILE TYPES (CONT.) ● PSD · High-res PNG

● FONTS Convert to outlines	● IMAGES Embed all images	● MIN. LINE WEIGHT 0.25 pt	● RICH BLACK C60 M40 Y40 K100
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- ✓ Artwork in CMYK
- ✓ 300 DPI resolution
- ✓ Bleed added correctly
- ✓ Fonts outlined
- ✓ Images embedded
- ✓ Correct finished size
- ✓ No content near edges
- ✓ Exported as PDF

HELPFUL NOTES

- Do not place logos or text inside the bleed area.
- Avoid low-resolution screenshots or web images.
- Keep all important content inside the safe area.
- Avoid RGB files — convert to CMYK before exporting.

