

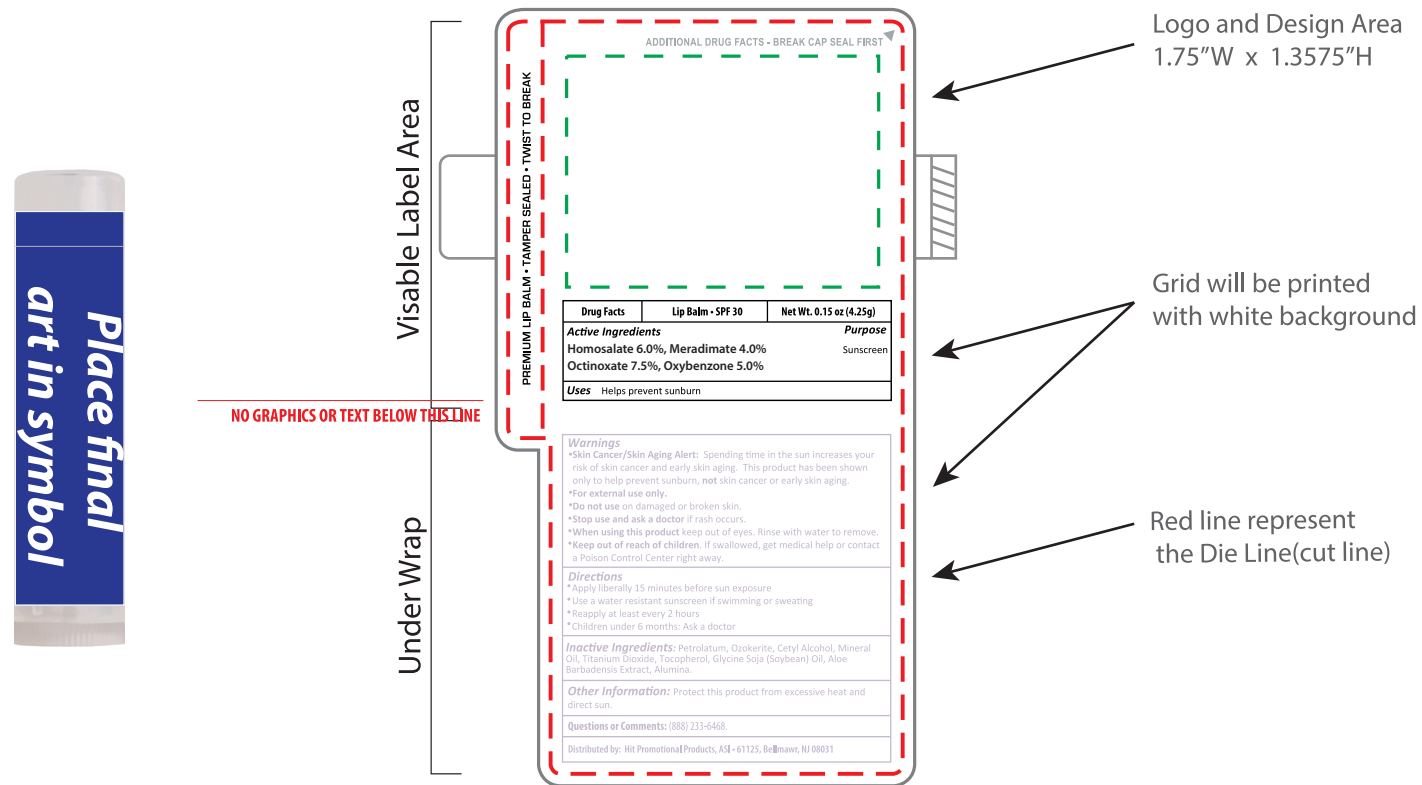
# Art Approval Form

Client: XXXX  
Invoice #: XXX

2.33" W x 2.17" H

- - - Live Imprint Area
- Bleed Line
- - - Cut Line

Label template according to FDA guidelines



Note the label orientation on the lip balm image above.

1. White area is the under wrap and will be covered by the "Visible Label Area".
2. White and lighter color backgrounds of the "Visible Label Area" may have slight show-through of the ingredients of the "Under Wrap".

ITEM COLOR

XXXX

IMPRINT COLOR

XXXX

ITEM

AA-SIA7

DESCRIPTION

Lip-Moisturizing Balm with UV Protection

IMPRINT TYPE

Four color process

## Art Guidelines

- Positive Imprint – 6 pt Minimum..... Sample
- Negative Imprint – 8 pt Minimum..... Sample
- Serif & Italic Types – 10 pt Minimum..... Sample Sample
- Line Weight, Positive Lines – .5 pt Minimum Sample
- Line Weight, Negative Lines – .75 pt Minimum Sample
- Registered or Trademark Symbols – 8 pt Width Minimum ®  
™

Ornate and display type faces will be printed on a case-by-case basis.

Registration marks and trademarks will be enlarged to ensure minimal size when printed.

## Color & Size Variance

All PMS colors are printed in RGB and only near tonal value can be achieved

- This PDF file is being viewed on an RGB monitor therefore there will be a variance between the color on your screen and the color of the actual finished product.
- All PMS Colors are printed CMYK and are matched as close as possible.
- This proof should be used to inspect the layout, spelling, grammar, color selection and color appearance of your order
- Colors printed on different mediums (ie: caps/leash and label) will not be an exact match.
- This proof is not an exact match of the finished product color or quality of the printed piece.

By agreeing to this proof you agree to the terms and conditions stated on [www.pmgoa.com](http://www.pmgoa.com)

PROOF BY

XXX