

BEVERAGE LABEL

NEW MEDIA I

1. **Obtain an empty container: can, bottle, canister, box for mixes, packet, juicebox. I have many, but sometimes you have to come up with one.**
2. **Create a new document in Illustrator. 8.5x11, Landscape, INCHES, CMYK.**
3. **Ctrl-R so you have access to rulers, you're going to need it.**
4. **Will be creating a rectangle on the document to exact measurements of the label.**
5. **Measure around can/bottle with tape measure to get width of rectangle, and from top to bottom of label to get height.**
6. **Rectangle tool: Click once on artboard and fill in measurements.**
7. **Go back to can/bottle, measure dimensions of nutrition info area and notice where it is placed on the bottle in relationship to the label seam.**
8. **Pull guides out from the rulers to mark outer dimensions of the space needed for nutrition info, etc.**
9. **Examine the artwork on the label. Usually there are two instances of the Logo/artwork so consumers can see the product name as they walk down the store aisle.**
10. **Copy/paste logo from your logo design document into the new label.**
11. **Work with making it artistic and attractive, remembering that every legal thing (the small type) that is on the label needs to be on your own design.**
12. **We have bar code and Recycle symbol fonts on the computers.**
13. **Talk to me when it's time to make the nutrition info boxes and lines. Then I will give you details of how to do this.**
14. **Do a great job, and enjoy.**