



HARROGATE
WATER BRANDS

Harlow Moor Road
Harrogate
North Yorkshire
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harrogatespring.com
thirsty-planet.com

Harrogate Spring Water RAH 150th Anniversary Label

Design Guide

HARROGATE SPRING WATER 150th RAH LABEL SPECIFICATIONS

- Use of the RAH 150th Anniversary logo and colour pallet is encouraged
- Label is White OPP Film printed on the surface with Overall varnish.
- Artwork to be on Correct Cutter with colour specifications for each layer.
- Linked images to be included or embedded.
- Fonts to be Free Flowing or converted to Outlines with the fonts supplied.
- Where solid Black panels appear, produce from Black with 50% Cyan/ other dark colour overprint.
- Max Colours : 7 + Varnish ie 8 Units,
- Black is the colour we use to identify our still product, with white logo. So to ensure the imagery / artwork remains dark enough to clearly present the logo is critical, as well as allowing sufficient differentiation between the still & sparkling product, so as not to cause customer confusion and retain HSW brand identity.
- Similarly, Silver is the colour we use to identify our sparkling product, with black logo, so imagery/artwork must remain light enough to clearly present the logo.
- All designs to be 'Single-cut' ie common bleed at the top and bottom.
- Any screens of Pantones must be separated if Solid areas are printed due to the Flexo process.
- No Embossing or foiling is possible

File Format Priority – All Flat Files	1. Artpro, 2. Illustrator, 3. Hi res Pdf any of these formats
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Copy Free Tolerances	2mm min, ideally 3mm Copy free area on each cut edge
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Bleeds	3mm each edge.
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Screens/Shape/Min Max	Standard 133 L/inch Circular, Min 8% & Max 95% HD Plates 150 L/inch Circular, Min 2% & Max 98%
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Screen Angles	K = 37.5, C = 7 or 97.5, M = 67.5, Y = 82.5, Spot Colour 37.
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Spreads & Choke	0.2mm. ie 0.1/0.1mm. The use of an outline is recommended for fine type/rules that reverse out of the background.
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Type/Rule Limitations *	1 Col	2 Cols	3 Cols	4 Cols
Type Medium Positive	5.5pt	7pt	Not recommended Where multi-colour, Grip 1 colour back	Not recommended. Where multi-colour, Grip 1 colour back
Type (Medium-Bold) Reversed out	7pt	8pt		
Rules Positive	0.2mm	0.225mm		
Rules Reversed out	0.2mm	0.225mm		

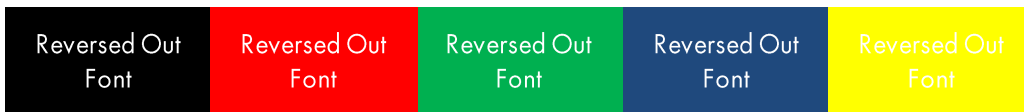
Bar Codes	BWR 0.05mm. Min Mag 90% & Min Height 12mm
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Proofs	Digital Proofs MUST be supplied to FOGRA specifications
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*** Further clarity on Type/ Rule Limitations:**

- The Type/Rule limitations relate to what is needed to avoid misregister of text in the printing process.
- The larger the font size, the 'better' the replication. Also the more colours needed to make a font colour the larger the better - as smaller fonts can look out of register more easily in the print process.
- The below diagram shows positive font and reversed out font. Independently these work ok but more than two colours together is not recommend.

Positive Font Positive Font Positive Font Positive Font Positive Font



DESIGN TEMPLATE - 500ML STILL

BOTTLED AT SOURCE IN HARROGATE, HG2 0QB, UK
& DANONE IRELAND LTD. BLOCK 1, DEANSGRANGE BUSINESS PARK,
DEANSGRANGE, CO. DUBLIN

Above must remain the same size, but can be moved around.
Font colour may be changed to stand out on background.

THE ORIGINAL BRITISH SPA TOWN

The above line may be omitted

If omitted, Harrogate Spring lock up must be dead centre
(between top and bottom of label)

FORMAT OF MINERAL ANALYSIS CAN BE CHANGED AS
LONG AS IT INCLUDES THE SAME INFORMATION AND
IS NO SMALLER THAN 4PT.



THIS WHITE SECTION CANNOT BE MOVED OR MANIPULATED.

THE BLACK OUTLINE BORDER MAY BE REMOVED.

HARROGATE LOCK UP INCLUDING SINCE
1571 AND STILL MUST REMAIN IN PLACE

Please note that this still variant must have white text for the
central lock up.

ABOVE ASSETS (100% RECYCLABLE, INSTRUCTIONS, SIZE
AND WEBSITE) MAY BE MOVED AROUND AT WILL. DO
NOT DECREASE SIZE.

Colour may be changed to stand out on background.

REPRESENTATIVE OF
DESIGN AREA

CUTTER GUIDE

DESIGN TEMPLATE - 500ML SPARKLING

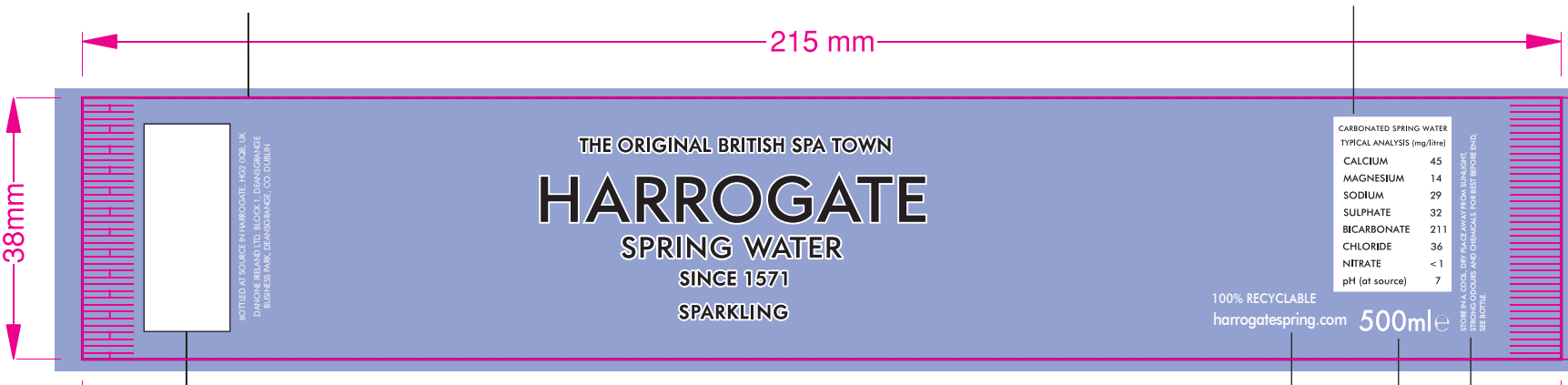
BOTTLED AT SOURCE IN HARROGATE, HG2 0QB, UK
& DANONE IRELAND LTD. BLOCK 1, DEANSGRANGE BUSINESS PARK,
DEANSGRANGE, CO. DUBLIN

Above must remain the same size, but can be moved around.
Font colour may be changed to stand out on background.

THE ORIGINAL BRITISH SPA TOWN
The above line may be omitted

If omitted, Harrogate Spring lock up must be dead centre
(between top and bottom of label)

FORMAT OF MINERAL ANALYSIS CAN BE CHANGED AS
LONG AS IT INCLUDES THE SAME INFORMATION AND IS
NO SMALLER THAN 4PT.



38mm

215 mm

THIS WHITE SECTION CANNOT BE MOVED OR MANIPULATED.

THE BLACK OUTLINE BORDER MAY BE REMOVED.

HARROGATE LOCK UP INCLUDING SINCE
1571 AND SPARKLING MUST REMAIN IN PLACE

Please note that this sparkling variant must have black text for the
central lock up.

100% RECYCLABLE

harrogatespring.com 500ml e

CARBONATED SPRING WATER TYPICAL ANALYSIS (mg/litre)	
CALCIUM	45
MAGNESIUM	14
SODIUM	29
SULPHATE	32
BICARBONATE	211
CHLORIDE	36
NITRATE	<1
pH (at source)	7

STORE IN A COOL, DRY PLACE AWAY FROM SUNLIGHT,
STRONG ODOURS AND CHEMICALS FOR BEST BEFORE END.
SEE BOTTLE

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AND WEBSITE) MAY BE MOVED AROUND AT WILL. DO
NOT DECREASE SIZE.

Colour may be changed to stand out on background.

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