

Professional Label Printing Tips From The Experts

Label printing comes in different shapes and sizes. There are big labels, small labels, shaped labels and colourful labels. While they are very different in many ways, the basics of a professional design and printing still applies on each different kind of color label. Let me give you a few tips on how to follow such label printing and design concepts with a few tips coming right from the experts. Follow these tips in your label printing and you should see the great and powerful difference small expert practices can contribute to your labels.

1. Choose quality printing materials – Labels are very dependent on the quality of the materials. Not only does the material define the look of the color label, but it also determines its lifespan. Thicker and more resistant paper materials and inks will make for a better looking and longer lasting custom label. Though expensive, the quality and long life should be well worth the price, especially if those labels are very important for your business objectives. So always choose the best quality materials for your custom labels.
2. Full colors are not necessarily required – For labels, you don't really need to go for full color printing if need be. If your color labels just requires one or two colors, (black and red for example), you can just opt for spot ink printing rather than full color label printing. Your text can be printed with only black and red ink, and you save a lot more money in the process of label printing. Just specify this to your label printer. Of course, if you need to print photographs or other kinds of images in your label, you might want to opt for the full color of course.
3. Use clear easy to read fonts – Labels require the use of easy to read and clear looking fonts. This is only logical since readers must be able to easily read the label so that they can understand the label as quick as possible. So never go for intricate fonts for your color labels. Always go for those simple font styles.
4. Use universally accepted symbols – When you are using symbols for label printing, Make sure that you use symbols that everybody can understand. Many amateurs fail with their labels because the symbols they use were only applicable to certain areas. True color labels must always use universally accepted symbols so that there will be no miscommunication about the message of the label, whoever the reader is.
5. Use variable sizes – If you are printing labels for mass distribution, remember that it is best to have different label sizes for deployment. The fact is, not all locations for your labels totally fit for the size of the custom label. It is best to cover some of the harder to post areas by printing smaller labels or labels in a different layout. By having variable sizes and dimensions, you should be able to easily adapt those labels for any kind of situation.
6. Use templates when possible – Templates are the great helpers in label printing. They provide you with quick easy to use layout and size suggestions. This not only makes things simpler to do, but it also makes you produce designs faster in amore standard way. So make sure that you try to use label templates to help you with your label printing process.
7. Print only with firms you trust – Finally, you should always print labels at the firm you can trust. Lots of other label printing forms don't show you the hidden charges that basically bloat up your label printing cost. That is why you should only hire the ones with a straightforward reputation. It is best to look for an online printing company since it is far easier to see and judge printers online.

Great! Use these tips well to help you out with your label printing and design. You should now be able to create the best color labels that you want.

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [label printing](#), banners, magazines, flyers, door hangers, [labels](#), bookmarks, poster templates, letterheads, print newsletters and other printed ads.

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