

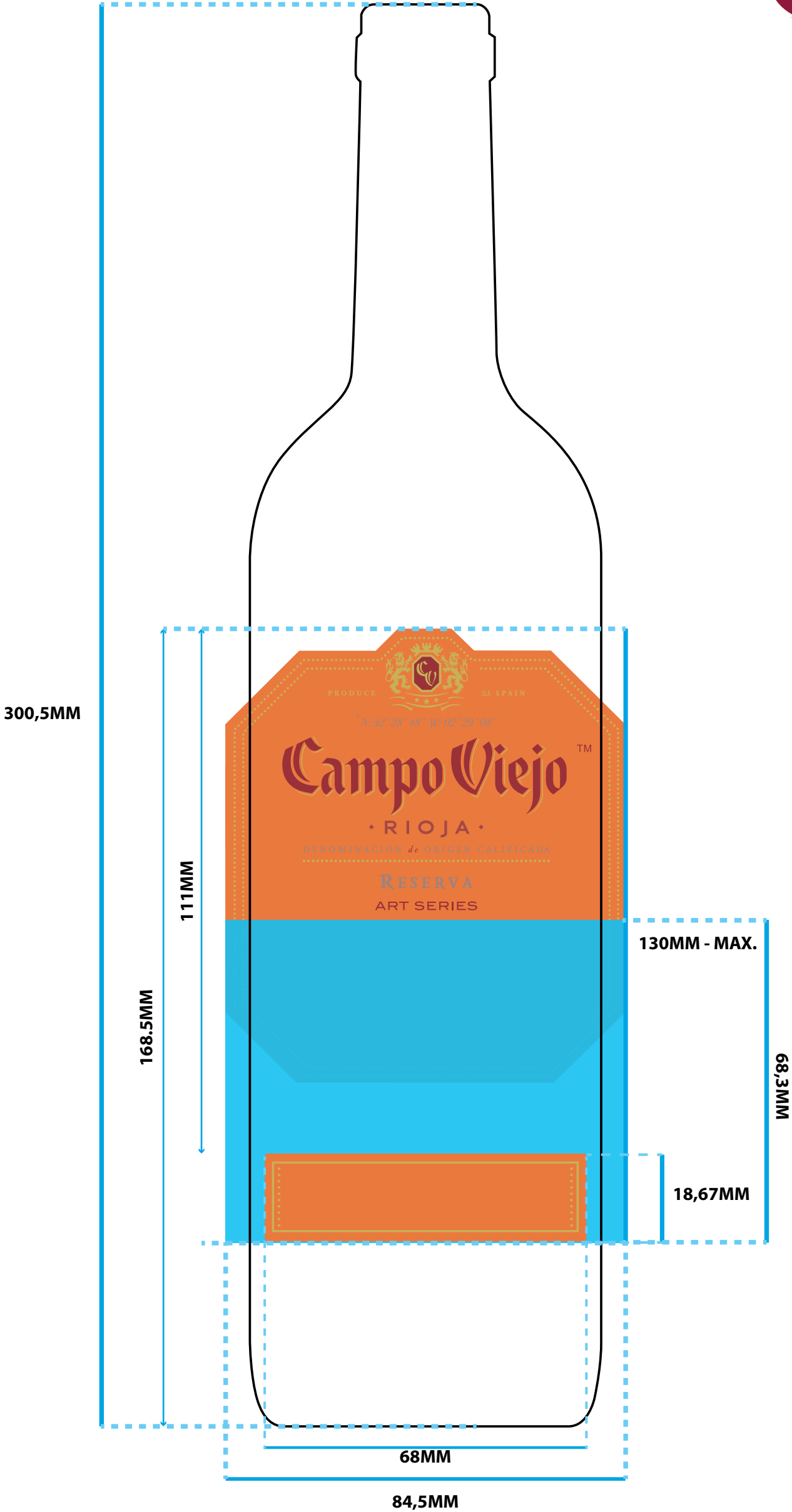
LABEL GUIDELINES

Label maximum dimension: 84,5x130mm

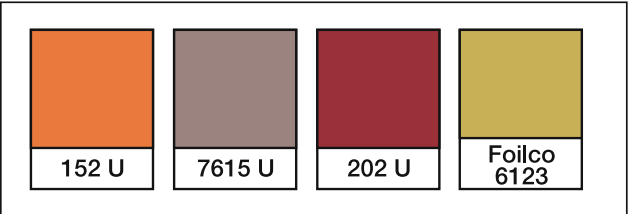
Minimum space between both labels: 6 mm



Campo Viejo™



COLOUR PALETTE



FACTS TO CONSIDER

- The artwork should respect the label dimensions as well as be limited to the empty area. (Maximum label size: 130x84,5mm)
- Campo Viejo label is composed by 2 parts: main & secondary label. It's compulsory to maintain both labels although the artwork shouldn't be integrated into the secondary one. However, there may be a quote or the artist's signature on it.
- Both labels should be connected somehow with the artwork. (Minimum space between both labels is 6 mm).
- The colour palette for the artwork should be aligned to Campo Viejo brand. This means that the artwork might be colourful and vibrant. It should also predominate **warm colours** such as yellow, orange, red and ochre. Be careful with the chosen colours as the artwork must contrast within the label.
- The colour palette for the artwork should be Campo Viejo's. Therefore, it should predominate warm colours such as yellow, orange, red and ochre. Be careful with the chosen colours as the artwork must contrast within the label.
- Take into account that printing will be **CMYK**.

Total print area: 84,5x130mm

Top label: 84,5x97mm(Aprox)

Base label: 68x18,67mm

Empty area: 84,5x68,3mm(Aprox)