



the Discount Labels  
**STYLE GUIDE**

2014

The Discount Labels logo should only appear in the variations shown here.

The logo uses the font Rocklidge Pro Bold at 100% Black unless reversed.

The Labels logo is to be used on non-branded catalog materials only.

The DL logo is to be used on social media only when space does not permit the use of the standard logo.

The social media icons for Facebook, Twitter, Google Plus, and Linked In should appear in grey as shown below.

## STANDARD



full color (master)



one color



two color



one color reverse

## CATALOG



full color



full color reverse

## SOCIAL



Full color



full color reverse



icons

The Discount Labels tagline is to be used with the standard logo at all times.

The tagline is set in the font Embarcadero MVB Pro Italic and should only appear as shown here. If the logo will be printed flexographically or at a small scale where loss and fill may become an issue, Embarcadero MVB Pro Medium Italic should be used to add weight to the text.

The tagline must always be 100% black unless reversed.

## USAGE



full color (master)



full color reverse



one color



two color



one color reverse

Discount Labels uses two standard blues. The blue for on screen materials (e.g. websites, emails, etc.) is slightly darker than the blue for printed materials. This is to show more contrast making for an easier to read message on the wide variety of viewing surfaces.

The grey and yellow are to be used as secondary or accent colors. Yellow can be used to emphasize copy in a header message.

Solid color fields should be used contrasted by white creating clean crisp edges. Gradients and textures should be avoided unless used in secondary imagery.

## STANDARD



blue for print

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



blue for web

cmyk	rgb	pms	hex
93	0	7690	#0073B2
50	115		
7	178		
0			



grey

cmyk	rgb	pms	hex
10	168	429	#A8ADB1
5	173		
5	177		
30			



yellow

cmyk	rgb	pms	hex
0	255	116	#FFCB05
20	203		
100	5		
0			

## CATALOG SECTIONS (2014)



cover

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



premier labels

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



labels for printers

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



non section specific pages

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



durable labels

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



promotional products

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



die cut labels

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



special app. labels

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		



stamps

cmyk	rgb	pms
95	0	7460
28	133	
7	187	
6		

Discount Labels copy should always be set in a sans-serif font, with the exception of italicized Archer Bold.

Archer Bold Italic should only be used as a contrasting font to Embarcadero mvb pro Bold in headings to add character to the message. It should only be used as lowercase. It is best suited for the least important words in the heading, like a preposition or a modifier examples:

- **WHY** *choose* **DISCOUNT LABELS?**
- *standard* **INKS**
- **PROCESS COLOR** *and* **ELECTRONIC ART** *guidelines.*

Embarcadero mvb pro condensed can be used when facing space constraints.

Sans-serif fonts (Arial, Helvetica) should be used as a primary choice for body copy in emails. Body copy should be set in black and the bold font variation should be used to emphasized text. Bullets should be blue.

## EMBARCADERO MVB PRO

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ARCHER BOLD ITALIC

for use on prepositions or secondary words in headings only

*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## ARIAL, HELVETICA, SANS-SERIF

for use on as body copy in emails

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Listed below are guidelines for the treatment of copy in Discount Labels marketing materials.

Headings should be bold. They can be uppercase and/or highlighted in color when a word needs more emphasis.

Use the vertical bar symbol ( | ) instead of bullets in signatures.

And should be used instead of the ampersand ( & ).

Phone number spaces should be periods ( . ) instead of dashes ( - ) and should not have the 1. Example  
1-800-995-9500 is incorrect  
800.995.9500 is correct.

The website name should not have the www in front and the name should be upper lower case. Example  
www.discountlabels.com is incorrect  
DiscountLabels.com is correct.

Paragraph copy should not be hyphenated.

Product categories and materials should be considered as proper nouns instead of common noun as they are typically written. As such they should always be upper lower case.

## NEW **REMOVABLE** **BUMPER STICKERS**

New materials are flexible and affordable

DiscountLabels.com | 800.995.9500

The goal of Discount Labels imagery is to create a clean modern look.

All photography should have a well organized composition and product examples must be free of imperfections e.g. label tears, ink smudges. Images should be outlined (product trimmed separate from the background, see examples 1a and 1b) when possible. Extending product images past boundary lines is encouraged (see example 3). Product shadows are also encouraged to keep the natural look.

2D product samples should have a soft, short drop shadow line to add dimension to flat samples and to show product edge without having to resort to a border (see examples 2a, 2b, and 2c).

Thin lines should be used when a subtle graphic element is needed to frame or accentuate an area. The standard weight should be 1pt but the line weight can be adjusted as needed depending on the scale of the project.

## PHOTOGRAPHY



1a



1b

## 2D PRODUCTS



2a



2b



2c

## PRODUCT USAGE

Leave Your Mark with  
**Custom Stamps!**



Headings should be concise, bold, and easily read at a glance. Copy points should be well organized and show a clear hierarchy.

Refer to the color page of this document for the correct blue to use in printed materials.

Catalog materials should reference the look of the current catalog cover yet stay within the perimeters of other marketing efforts.



## WHY choose DISCOUNT LABELS?

**4 Reasons we're your partner in profits:**

- 1 | Trade Only Partner**
- 2 | Superior Quality**
  - Sell with confidence
  - HUGE selection of standard shapes and sizes
  - Specialty labels set you apart from competitors
- 3 | Expert Service**
  - 100+ label experts make it easy to quote and order
  - Easy online estimates, ordering, status updates and quick reorders
- 4 | Everyday Value You Can Count On**
  - Low minimums let you sell to more customers
  - Up to 50% profit margins

**New for 2014:**

- \$6.95 FLAT RATE Ground Shipping and Handling for label orders submitted online
- New sizes for Consecutive Number labels, a high-growth product segment
- New materials for UL Labels, giving you a one-stop certified supplier
- New products to sell such as Custom Printed Packing Tape and Spirit Sheets
- New suggestions for selling special application labels



**Discount Labels**  
Sell with total confidence.  
DiscountLabels.com | 800.995.9500

print ad



**most POPULAR DIE-CUT labels**

Quantity	100	250	500	1000	2500	5000
100	\$2.00	\$4.00	\$8.00	\$16.00	\$32.00	\$64.00
250	\$1.60	\$3.20	\$6.40	\$12.80	\$25.60	\$51.20
500	\$1.20	\$2.40	\$4.80	\$9.60	\$19.20	\$38.40
1000	\$0.80	\$1.60	\$3.20	\$6.40	\$12.80	\$25.60
2500	\$0.64	\$1.28	\$2.56	\$5.12	\$10.24	\$20.48
5000	\$0.50	\$1.00	\$2.00	\$4.00	\$8.00	\$16.00

DiscountLabels.com | 800.995.9500

label statement stuffer



**Discount Labels**  
Sell with total confidence.

**STEPHANIE DOTY**  
Business Development Manager

business card



Stephanie.Doty@DiscountLabels.com  
DiscountLabels.com  
4115 Profit Court  
New Albany, IN 47150  
office 812.981.4894  
cell 502.550.2332  
fax 800.995.9600

trade only printer



**alphaGraphics**

PARTNER with **Discount Labels**  
Sell with total confidence.  
in 2014 and WATCH YOUR PROFITS SOAR!



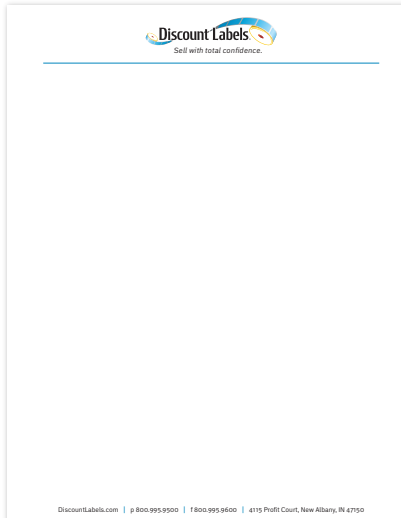
## WHY choose DISCOUNT LABELS?

**4 Reasons we're your partner in profits:**

- 1 | Superior Quality**
  - Sell with confidence
  - HUGE selection of standard shapes and sizes
  - Specialty labels set you apart from competitors
- 2 | Expert Service**
  - 100+ label experts make it easy to quote and order
  - Easy online estimates, ordering, status updates and quick reorders
- 3 | Everyday Value You Can Count On**
  - Exclusive **AlphaGraphics 10% discount** on already low prices
  - Low minimums let you sell to more customers
  - Up to 50% profit margins

**Discount Labels**  
Sell with total confidence.  
DiscountLabels.com | 800.995.9500

postcard



**Discount Labels**  
Sell with total confidence.

DiscountLabels.com | 800.995.9500 | 800.995.9600 | 4115 Profit Court, New Albany, IN 47150

letterhead



**Discount Labels**  
Sell with total confidence.

**ORDER FORM**

**1 | CUSTOMER INFORMATION**

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
E-mail \_\_\_\_\_  
Business Card # \_\_\_\_\_

**2 | ORDER INFORMATION**

Label Stock Color \_\_\_\_\_ Stock Finish \_\_\_\_\_  
Ink Match \_\_\_\_\_ (\$4.00)  
Type/Order #/Estimate # \_\_\_\_\_  
CONSECUTIVE NUMBERING (Pages 30-35)  
ARTWORK (see instructions on back) \_\_\_\_\_  
Print on \_\_\_\_\_  
Perforate on \_\_\_\_\_

**3 | PAYMENT INFORMATION / BILLING**

Credit Card \_\_\_\_\_  
Check \_\_\_\_\_  
Money Order \_\_\_\_\_  
Cash \_\_\_\_\_

**DISK ARTWORK SOFTWARE:** \_\_\_\_\_  
**Additional Instructions:** \_\_\_\_\_

**4 | LABEL LAYOUT**

**COPY POSITION ON LABEL:** \_\_\_\_\_  
**TYPE POSITION ON LABEL:** \_\_\_\_\_  
**PERFORATE POSITION ON LABEL:** \_\_\_\_\_

order form



# WEB MATERIALS

Discount Labels web materials should have the same look as all marketing efforts with the exception of the use of standard end user friendly fonts as referenced in font section of this guide.

Refer to the color page of this document for the correct blue to use in web materials.

View as Webpage | f t g+ in




**Visit us at the 2014 Fastsigns Convention in Anaheim, CA!**

Stop by booth #315 to learn how to sell custom labels, earn up to 50% profit and a chance to win \$100.

**WHY choose DISCOUNT LABELS?**

- Trade Only Partner.
- \$6.95 FLAT RATE Ground Shipping and Handling for label orders submitted online.
- New sizes for Consecutive Number labels, new materials for UL Labels and new products such as Printed Packing Tape and Spirit Sheets.
- Durable Decals that are manufactured to withstand harsh conditions.

**ORDER NOW**

**USA**  
Products are Made in the USA.

Discount Labels ©2014  
800.995.9500 | marketing@discountlabels.com

trade show email



**USE PROMO CODE NCA2014**  
To get 10% off label catalog orders placed online at DiscountLabels.com  
Offer expires 04/30/14. Restrictions Apply.

web ad

View as Webpage | View Customer Friendly Version | f t g+ in



**Need it Really FAST?**  
**24-HOUR TURNAROUND**  
On a Wide Variety of 1 and 2 Color Custom Labels!



**Order Today and We Will Ship it Tomorrow.**

- Most popular die cut labels
- Circle, oval and square cut labels
- Seals and special shape labels
- Static cling labels
- Weatherproof labels
- Bumper stickers
- White gloss repositionable labels
- White polypropylene repositionable labels
- Computer labels
- Stock mailing labels
- Laser labels (blank)
- Labels with a bleed
- Perforated labels

**PLUS, the same 24-hour turnaround on some of our most popular stamps:**

- Professional steel core stamps
- Self-inking dater stamps
- Custom self-inking stamps
- Numbering stamps
- Dater stamps

**ORDER NOW**

**SAVE 10% off ALL orders!**  
use the promo code FEB10ALL at checkout.

**DID YOU KNOW...**  
We also offer custom **MAGNETS?**

- Grow your sales - Magnets are in hot demand
- Grow your profits - Up to 40% profit and more
- Fast turnaround
- Unbeatable customer service
- Wide selection of shapes and sizes




\*10% off valid for label catalog orders.  
Discount is taken off label base cost. Offer expires 02/28/14.

**USA**  
Products are Made in the USA.

Discount Labels ©2014  
800.995.9500 | marketing@discountlabels.com

standard promotional email

View as Webpage | View Customer Friendly Version | f t g+ in




**THANK YOU**  
for your recent quote request

Place your order to take advantage of the many uses for consecutive number labels including inventory control, licensing decals and parking permits.

As always, we also offer quick turnaround. All catalog products ship in 72 hours or less!

Place your order online at [www.discountlabels.com](http://www.discountlabels.com) or email your order to [art@discountlabels.com](mailto:art@discountlabels.com). Or, to speak to one of our label experts, call 800.995.9500.



**USA**  
Products are Made in the USA.

Discount Labels ©2014  
800.995.9500 | marketing@DiscountLabels.com

quote follow up email



**24-HOUR TURNAROUND**  
On a Wide Variety of Labels




[DiscountLabels.com](http://DiscountLabels.com) Submit your order today and we'll ship it tomorrow!



**PROMOTIONAL PRODUCTS**

- Magnets
- Business Cards
- Postcards
- Announcements
- Brochures
- Posters
- Mouse Pads
- Spirit Sheets
- Parking Passes
- Rack Cards
- Playing Cards
- Bookmarks



Relax. Spa.

banner ads



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