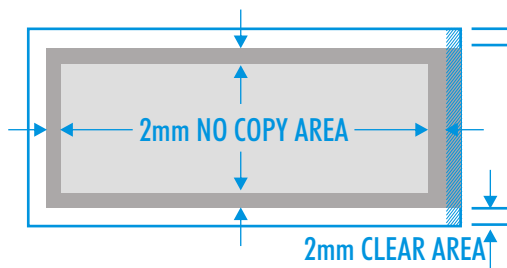


# 4 No Copy Area & Body Copy

You already know that body copy, or text-based content, is an integral requirement for today's packaging. Knowing that shrink labels with body copy are **expected to shrink** and **form** to the contours of a container gives you the edge required to "think shrink" as you design.



| 6PT TEXT COPY DOT GAIN ILLUSTRATION |                              |
|-------------------------------------|------------------------------|
| Positive Body Copy                  | Reverse Body Copy            |
| 6 pt Arial                          | 6 pt Arial                   |
| 6 pt Times Roman                    | 6 pt Times Roman             |
| 6 pt Arial Italic                   | 6 pt Arial Italic            |
| 6 pt Times Roman Italic             | 6 pt Times Roman Italic      |
| 6 pt artistic font                  | 6 pt artistic font           |
| 6 pt artistic font, outlined        | 6 pt artistic font, outlined |

Dot gain on shrink film is slightly different than what you see in online or printed page example above. Remember, **dot gain + shrink** are issues for shrink label text.

## STEP 4: NO COPY AREA & BODY COPY FONTS

Body copy, or text placement fields, should not be included in the 2mm NO COPY area. Background graphics can cover up to the clear areas, but keep copy at least 2mm away from clear areas and seams. **Background can be bitmaps, but text should be vectors turned to curves (illustrator or draw programs).**

Because of shrinking, positive text or body copy (black or dark text on light fields) should be no smaller than 6pt for san-serif fonts like Arial or Helvetica. Positive copy should be no smaller than 6pts for serif fonts or fonts with tapered or combined thick/thin lines like Times Roman. Reverse body copy (light text on a dark field) should be no smaller than 8pts, and are best when bolded, semi-bold, or outlined if there is no bold option.

Italic, artistic, organic-shaped, or specialty fonts often output smaller than other fonts of the same point size. Again, legibility can be diminished after shrinking, so use a minimum of 7pts as a rule of thumb for positive copy and 8pts for reverse copy. **A shrink label mockup is the only way to tell how your fonts will really appear on the finished label and container.**

The diagram shows a detailed layout for a shrink label. It includes a barcode on the left with the text 'BAR CODE LEGIBILITY DIRECTION TO AVOID SHRINK DISTORTION'. The main label area is outlined in red. Technical specifications include: 'Horizontal line at 15mm', 'Sensor or gutter is machine dependent, dependent cut length = 110mm', 'Full design area width = 100mm', '4mm seam overlap', '2mm clear gutter', and '4mm seam 5mm clear'. A metadata table is located at the bottom left, and a 'TRACO' logo is at the bottom center. A note at the bottom right says 'SHOW COLOR SCHEME OF YOUR DIGITAL FILE, AS WELL AS CRITICAL JOB DETAILS'.

|             |                                    |         |                              |
|-------------|------------------------------------|---------|------------------------------|
| DATE        | July 4, 2004                       | EXTRAS  | Do not print cyan guidelines |
| CLIENT      | Project Name                       | COLORS  |                              |
| JOB         | Rond-040704-01/2                   | BITMAPS |                              |
| DESCRIPTION | 4mm Seam, H Perf at 93mm           | OTHER   |                              |
| SIZE        | 8 1/2mm Layflat x 110mm cut length | SENSOR  |                              |
| SCALE       | 100%                               | STATUS  |                              |

For best results:

1. Avoid text, UPC and fine details on the seam (indicated with diagonal strip at right) and within the 2mm "no copy" area indicated in solid red.
2. Make sure text fields do not come closer than 2mm of the clear gutters at top and base, or the clear seam overlap area at left.
3. Ask for a mockup of your artwork on the substrate you ordered. Save time and reprint costs by carefully reviewing a Mockup to verify results of dot gain + shrink with smaller fonts BEFORE it goes to press. Also check legibility of text, text issues adjacent to seam and top/bottom clear areas.
4. Take advantage of FREE consulting for graphic designers creating label graphics for Traco shrink film orders. (English speaking.)