

PLG

**DESIGN SERVICES**



## Welcome to Private Label Dynamics!

This is a guide to help you explore our in-house design services.

From realistic 2D renders that showcase your packaging, to professionally designed catalogues that present your product range with clarity and style. We're here to help your products stand out through exceptional visual presentation.



## In-house Design Services

### Digital Product Renders



Realistic 2D mockups of your product, branded and ready for use on websites, presentations, and other marketing materials.

### Catalogue



Professionally designed product catalogues that showcase your offerings in an engaging, on-brand format.

## Why have your own digital product renders?

Showcase your products with high-quality, realistic 2D mockups featuring your label whether it was custom-designed by you or created using one of our templates.

These renders are perfect for websites, social media, online stores, and marketing materials, giving your brand a polished and professional look.

They allow you to launch marketing campaigns early, test packaging designs visually, and build a stronger online presence with confidence.

It's a cost-effective way to bring your product to life visually, instantly, and beautifully.



*\* renders applied to a background*

# What you need to order your renders.

\$99.95 EACH

To create your digital product render, please send us the following:

- The final label artwork in a vector file (PDF, AI, or INDD).
- A list of the products you would like rendered.

Once we have these assets, we'll begin working on your render and send a preview for your review.

Minor adjustments can be made before final delivery.

## FILE FORMAT

Renders are supplied as **PNG** files with either a white or transparent background.

We offer **front** and **back** render options, delivered as separate images.

Default view is **front angle only**.

### Notes:

*Renders are created based on the approved label artwork. If you need to change the label artwork after the render is created, a new render fee will apply.*



# Why you need your own product catalogue.

We bring together an amazing catalogue that your customers and resellers will want to keep close at hand.

This unique document showcases your entire product range, including everything they need to know: ingredient lists, directions of use, and detailed product descriptions.

Beautifully designed and aligned with your branding, this catalogue not only informs but also builds trust and adds a layer of professionalism to your business.

Whether printed or digital, it's a powerful tool for driving sales, guiding customer decisions, and supporting your team.

Think of it as your new business partner, always ready to present your brand at its best.



# What you need to order your catalogue.

FROM \$725 + RENDERS\* (Not including printing)

To create your product catalogue, please send us the following:

- **Product Images:** You can either provide your own product images or purchase renders from us for inclusion in the catalogue.
- **Fonts:** Please send us the fonts you'd like to use. These need to be either Google Fonts or Adobe Fonts for compatibility.
- **Stock Images:** We can source stock images for your catalogue. Stock images are charged at \$25.00 per image.
- **Branding Guidelines:** Send us your branding materials, including your logo, color palette, and any other design assets to ensure consistency.
- **Product List:** Please provide a list of your products, including product names, SKUs, plus any relevant descriptions or specs.

Once we have all the required materials, we will prepare a quote for your catalogue design. If you choose to purchase renders for the products, these will be quoted separately.

## FILE FORMAT

You will receive a high-resolution, **print-ready PDF.**

The design **will follow our standard catalogue template**, ensuring a clean and cohesive layout that aligns with your brand.



## DESIGN TERMS & CONDITIONS

### CONTACTING THE DESIGN TEAM

Due to high demand, our Design Team is available strictly via email only. All orders, design work, and print jobs are handled on a first-come, first-served basis.

### LOGO FORMAT

It is the customer's responsibility to provide the logo in the correct format, as outlined in our Style Guide. Failure to supply the logo in the correct format may delay the label design process.

### COLOUR VARIATION

Please note that colour variation may occur between what you see on your screen, and the final printed product. This is due to differences between screen colour formats (RGB) and print formats (CMYK). Screen proofing is not an exact representation of printed colours, which may also vary across different printers, jobs, and print runs. Private Label Dynamics is not responsible for colour variations, as these are beyond our control. If colour accuracy is critical, test prints can be arranged upon request at the client's expense.

### COPYRIGHT

All design work and associated copyrights remain the property of Private Label Dynamics until full payment has been received. Once payment is made

and the project is complete, the client will receive copyright and reproduction rights for the final approved design only.

Any unused design concepts remain the property of Private Label Dynamics and may be repurposed or reused for future projects.

### IN-HOUSE CLIENT FILE STORAGE

All design files are stored securely on our internal servers. To manage storage space efficiently, we reserve the right to delete unused files if there has been no client interaction or order activity for two (2) years.

This ensures continued support for regular clients who maintain an ongoing brand presence with us.

### RENDERS

Renders are a digital 2D image with your approved label artwork applied. Renders are supplied as PNG files with either a white or transparent background. Front and Back labels can be purchased and delivered as separate files. The default view is front angle only. Any updates made to your artwork after renders are completed will require the purchase of new renders. If Private Label Dynamics updates the ingredients or product information, it is the client's

responsibility to request and purchase updated renders.

### CATALOGUE IMAGES & INFORMATION

It is the customer's responsibility to provide all assets and content required for the creation of your catalogue.

### CATALOGUE DESIGN

Your catalogue will be created using our standardised template, customised to reflect your branding—this includes colours, fonts, imagery, and product renders.

Minor layout adjustments are included. Any major design changes or alterations to the document size will be charged at a rate of \$105 per hour. It is the customer's responsibility to thoroughly check and approve all final proofs.

Final files will only be released once full payment has been received.

### CATALOGUE FORMAT

You will receive a print-ready PDF, optimised for high-quality production as well as a digital version, ideal for sharing online. Private Label Dynamics does not provide physical printing services.

**For more information, please refer to our Design T&Cs on our website.**



BE THE BRAND

CONTACT US

hello@privatelabeldynamics.com  
[www.privatelabeldynamics.com](http://www.privatelabeldynamics.com)

