

Making a Wine Label with MAESTRO from Online Labels dot com

If you want a copy of this document, email me at barbara@barbarabentley.net and I will email it to you.

INTRODUCTION: There are many label programs available and many of you already know how to use them. **This step-by-step tutorial is written for someone who has never used any label design software.** I chose Maestro as this is the only program I am familiar with that lets you *bleed* the design so the color extends to the label edge and you can go in and play around with it for free. PLUS, their 800 number Customer Service is phenomenal and they have an amazing selection of WEATHERPROOF label stock. If you order labels from them, you get 3 months of Maestro free for every unit based on your order amount. My \$50 order got me three months.

1. Decide if you want to use a photo that you've taken (remember its location on your hard drive) or if you want to use Maestro clip art. Here's the photo I used.



2. Go to www.onlinelabels.com
3. On the top Blue Bar, click the drop down menu of **Software and Templates** and choose **Blank Label Templates**.
4. Click **Search by Item #** and enter your desired label number. The following table lists the most common ones I think you would use. We are going to use **OL162** for our training. Each size uses a common template and the number is followed by two letters denote the paper type when ordering. Don't worry about the last two letters right now.

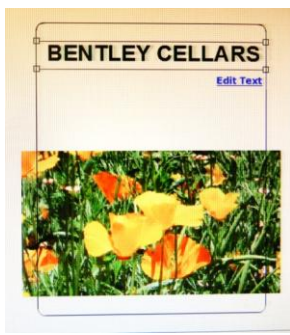
OL150	LP	4" x 3.33"	6 labels/ sheet	Weatherproof Polyester	Gloss	Laser
OL150	WJ	4" x 3.33"	6 labels/ sheet	Weatherproof	Matte	Inkjet
OL162	WJ	3.75" x 4.75"	4 labels/sheet	Weatherproof	Matte	Inkjet
OL150	WI	4" x 3.33"	6 labels/ sheet	Weatherproof	Gloss	Inkjet
OL162	WI	3.75" x 4.75"	4 labels/sheet	Weatherproof	Gloss	Inkjet

5. Click **View Template**. You will now see a list of possible programs you could use. Choose **MAESTRO**.
6. Click **Download/Launch**. At this step you do 1 of 3 things: **Sign in, Create a free account** or **Skip Login and Enter Trial Mode**. I created a free account.
7. Select a design mode. I used **Same Label Design on Entire Sheet**.
8. Click **Start New Design**, then select **Blank Template** and hit **Continue**

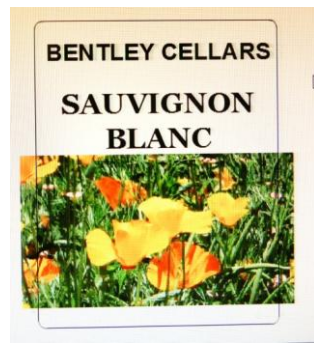
9. Note the warning that until you purchase labels from onlinelabels.com, a **watermark will display** on all prints until you place an order and your account is activated. For now, you can print out on regular paper or you can order some free samples from www.onlinelabels.com. Order samples by phone. I highly recommend visiting their website, selecting some labels you'd like to try, and ordering them as you will need them later on when it comes time to adjust the Page Setup for your printer. While you're waiting for your samples, you can still go ahead and design your label.
 - a. If you choose to go ahead and place a label order rather than request samples, you can easily do so online. When placing a for-fee regular order, you will receive a confirmation email with an Activation Code for Maestro and a statement of how many months you will get it free. The months of free Maestro are calculated on the dollar amount of your order. When you get the confirmation email, click the link to activate, go down to Maestro, click Activations Code, and click Activate. Now when you sign in again you do not get the watermark warning.
10. At this point you can add your own jpg or select free clip art. This tutorial is written as if you have selected your own jpg.
 - a. Click on **Add Images**. At the bottom of the next screen, select **Upload a New Image**. Find the folder where your photo resides in your computer and select the photo you want to use. In this case, I uploaded the poppy photo. **Select** your image when it appears and click **Add Image to Design**.
 - b. If you want to use Clip Art instead, click on **Add Images**. Under the Clipart folder on the left, click on the **Free folder**. Click on an image you want to use and then click on **Add Image to Design**.
11. Place the photo (or clip art) where you want it. I placed my photo near the bottom of the template so that the background color we will add later will show (this makes it easier for the bleed feature we'll also learn about later). Resize the photo so that it overlaps the side borders a little bit. This insures that the photo will print to the edge of the label. To resize your photo, put the cursor over one of the squares in the corner of the photo, left click and hold to contract or expand it. Note that you want to keep the bottom of a photo or any text at least 1/8" from the bottom edge of the label.



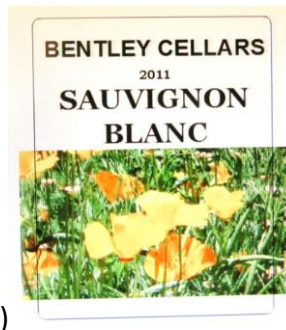
12. At this point I suggest you **SAVE THE LABEL**. Press **Save** on the toolbar and choose a name. It is saved in Maestro and will be available the next time you open the program. And with each addition to the label, I have found it prudent to continue to save your work.
13. Click **Add Text** and type in the text for your label. You can change the font type, size, style, and centering at this point. I typed in BENTLEY CELLARS and chose Arial, 26, bold and centered. When done, press **Continue**. You are returned to the template.
 - a. Your text appears in a box that can be moved into any position. To move it, place the cursor over the label text until you see the crossed arrows. Press the left mouse button and hold while moving the text box to the desired position. I placed this text at about the same distance from the top as the photo is from the bottom.
 - b. When it's where you want it, you can click on the **Align** selection in the tool bar and choose **Center**.
 - c. If you decide you want to edit the text you can do it one of two ways...use the **Edit Text** beneath your text or the **Text Properties** box to the left of the template. Note that you want to keep the top of any text or photo at least 1/8" from the top and side edges of the label. (see example on next page)



(13)



(14)



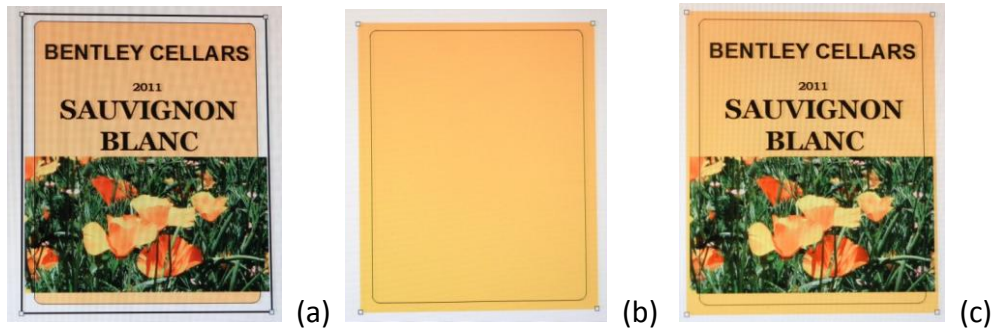
(15)



(16)

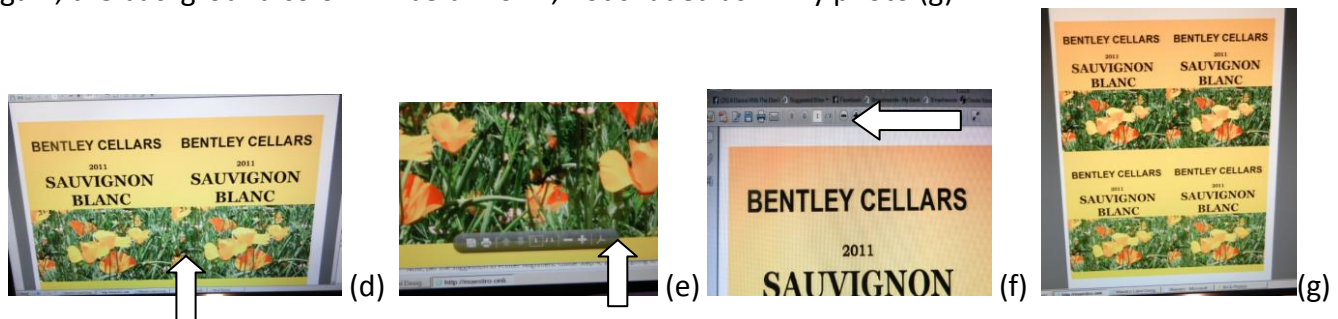
14. You can add all your information in one text box, or you can add as many text boxes as you want. This label is for Sauvignon Blanc and I used **Add Text** to create another text box so I could try a different font and size. **Georgia** in size 32 and bold. Again, I used the **Align** icon to center it. Note that you want to keep the side any text at least 1/8" from the side edges of the label.
15. I created another text box for the year. 2011 is in Bookman Old Style, size 14, bold and centered. Note that you want to keep the side of any text at least 1/8" from the side edges of the label. **SAVE THE LABEL.**
16. Set the background color to compliment your photo. In my case, I'm going to choose orange. Note: you can also leave the background white. Find the **Document Properties** box on the panel to the left of the label and make sure it is expanded. Click on the plus sign. A minus sign means it is expanded. Click on the rectangle next to **Background Color** and select any color you want to use. Note that the label will be all the same color...the variation in this example is due to the photo I took from the screen. **SAVE THE LABEL.**
17. Now you need to select **Page Setup** on the top toolbar. A pop-up box appears with the margins automatically filled in for the label type you are using. For OL162 you should see:
- | | | | | | |
|------|-------|-----|-------|-------|-------|
| Left | 0.377 | Top | 0.625 | Bleed | 0.125 |
|------|-------|-----|-------|-------|-------|
18. At the bottom of the **Page Setup** box, select **Click here for help adjusting margins** and an Alignment Wizard appears.
- Click Printer Alignment Guide.** Note that you already did Step 1 earlier when we addressed the 1/8" issue while placing our text and photo.
 - Click on Step 3** and check if your printer has a "non-printable margin." There are good instructions and examples in this step, so I will not repeat them here. The Maestro service desk is a great resource if you need more assistance in this step.
 - My laser printer had a non-printable margin on the left for the 4" x 3.33" size label, but it did not affect the other size labels that I tried. There was no non-printable margin issue on my inkjet printer.
19. Return to the **Printer Alignment Guide** and now Click on **Step 2**. Review the instructions and examples before proceeding. One of the reasons I like Maestro is that it has this bleed function.
- When using Print Shop and the 4" x 3.3" (OL150 or Avery 5264) label size, the print doesn't go to the edge of the label (six labels per sheet). A white "frame" shows up and if you don't like it, it must be trimmed manually. This is not a problem with Maestro and its bleed setting.
 - When using Print Shop and the 3.75" x 4.75" label, there is no white frame as long as the design fills the label template.
 - When using Maestro, you can adjust the bleed so there is no problem.
20. **CREATING BLEED:** Close the **Printer Alignment Guide** and return to your label template. You're now going to work with the bleed feature by adding the rectangle as discussed in Step 2 of the Printing Alignment Guide.

- a. Click **Add Shapes** in the toolbar on the left and Click on the **Rectangle**. Place the cursor (crosshairs) near the top left corner, making sure it is at least 1/8" away from the corner. Left click the mouse and hold it while you drag the rectangle to beyond the lower right corner. If it's not in the right place, you can use the corners to size the rectangle to extend beyond the label line as in the Maestro illustration. If for some reason you lose the boxes in the corner, click on **Select** on the upper toolbar then place the arrow on the rectangle's edge. The boxes will appear and you will have control once more.



- b. Since my label has an orange background, I changed the Fill color and Line Color to the same orange by clicking the appropriate boxes in the **Object Properties** box to the left of the label. Select the color of your choice that goes with the label you are doing.
- c. While the rectangle is still selected (you can still see the corner boxes), click **Arrange** on the top toolbar and select **send to back**. **REMEMBER TO SAVE THE LABEL.**

21. Now we're going to print the label and, if necessary, make adjustments to the Page Setup numbers. Click on **Print** in the top toolbar and **Print/Preview** in the screen that pops up. A PDF appears (d). To see the full page, move the cursor to the bottom of the PDF and a toolbar appears. Click on the symbol on the right, next to the plus sign. (e) Another tool bar appears at the top of the labels (f) **Adjust the size to 75%**. **This is very important because you can see the outside margins around the labels and you want to make sure your margins are even. If you can see that they are not even, close this screen and go to Step 22 to adjust the margin settings. Looking at it here before you print even a test page can save you ink and plain paper.** Again, the background color will be uniform, not shaded as in my photo (g).



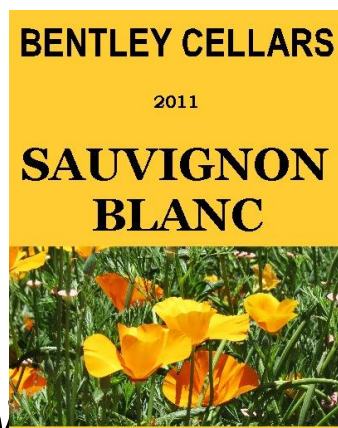
22. **ADJUSTING MARGINS AND BLEED:** Now, per the suggestion in **Printer Alignment Guide** Step 4, you are going to print some test pages to adjust the margins if necessary. (You can always go back and review Step 4 but the following takes you through the steps with suggested adjustments.)

- a. Click the **Printer** icon on the PDF toolbar. The PDF printer window appears.
 - i. Select you printer you want to use. If you have only one, it should already be in the printer field.
 - ii. In **Size Options**, select **Actual Size**
 - iii. In **Orientation**, select **Auto portrait/landscape**
 - iv. In **Properties**, select **plain paper/bright white paper** or whatever is the equivalent in your printer's properties.
 - v. In **Properties**, select a low quality of print to save ink
 - vi. Click **OK** to return to the PDF printer page.

- vii. Print the document
- b. Place the printed page behind a blank label page and hold them up to the light. (I like to put them on a window.)
- c. **BLEED:** Look at the edges of the printed label page. Does the design cover them?
 - i. If yes, you do not need to adjust the bleed.
 - ii. If no, you will need to adjust the bleed setting in **Page Setup**.
 - iii. For adjusting the bleed, the smaller the number, the less bleed and the larger the number the more bleed. I found through trial-and-error to not be afraid to make adjustments of at least 0.1 at a time.
- d. **LEFT MARGIN:** Look at the design of the label – is it centered horizontally?
 - i. If yes, you do not need to adjust the Left Margin.
 - ii. If no, you will need to adjust the Left Margin setting in **Page Setup**.
 - iii. For adjusting the left margin...the smaller the number, the closer it is to the left. I found through trial-and-error to not be afraid to make adjustments of at least 0.1 at a time.
- e. **TOP MARGIN:** Look at the design of the label – is it centered vertically?
 - i. If yes, you do not need to adjust the Top Margin.
 - ii. If no, you will need to adjust the Top Margin setting in **Page Setup**.
 - iii. For adjusting the top margin...the smaller the number, the closer it is to the top. I found through trial-and-error to not be afraid to make adjustments of at least 0.1 at a time.
- f. Each time you make an adjustment, print another label set on plain paper and check the results. Keep adjusting and checking as necessary.
- g. Once satisfied with the placement of the label for your printer, you are ready to print the label.

23. Click the **Printer** icon in the toolbar. The PDF printer window appears.

- a. Select you printer you want to use. If you have only one, it should already be in the printer field.
- b. In **Size Options**, select **Actual Size**
- c. In **Orientation**, select **Auto portrait/landscape**
- d. In **Properties**, it is **very important to select the right paper** so the printer can handle the weight and finish of the label stock you are using. Using the wrong one will produce a non-quality label and may damage your printer.
 - i. For an **inkjet printer**, the service tech said to choose the best choice available for finish of the label stock you are using.
 - 1. For **glossy**, this will be something like **Ultra Premium Photo Paper Glossy**.
 - 2. For **matte**, this will be something like **Premium Presentation Paper Matte**.
 - 3. Another choice available might be **Label**, but this is not available on my inkjet printer.
 - ii. For a **laser printer**, the service tech suggested the choice of **LABEL**.
- e. In **Properties**, select a **high quality print**, like **Best Photo** or equivalent in your printer.
- f. Click **OK** to return to the PDF printer page.
- g. Print



Happy Labeling