# Custom Label/Image Tips

*Aubrey*™
VINEYARDS

# Use a high quality photo.

- Make sure you are sending a full-size image that isn't compressed.

- Check that your image file is in a **JPG, JPEG, or PNG** format. While other file types are accepted, this is best for The Aubrey Vineyards team to work with.

# Use a high quality photo.

- The final label size will be **3 inches wide and 4 inches tall.**
  - This means smaller elements of images may be hard to see on the final label.
- Make sure the subject of your photo is clear and in focus.
  - Check that your image is well lit. Deep blacks and dark images do not print as cleanly onto labels.

3 in.

4 in.

# Be precise about what you want from your label.

- Clearly state any text or design elements you would like on the label.
- Note any specific colors or fonts you would like in the submission form.

# Be precise about what you want from your label.

- Keep the label messaging simple and concise. Long or wordy phrases will be difficult to design and read.
- Unfortunately, <u>we are unable to apply our logos onto a custom label.</u>
  - The back label of the bottle will still have our information on it (including the vintage as well as the Aubrey logo).

# Pick out your desired wines ahead of time.

- Knowing which bottle the label will be placed on often influences its design.

- This ensures we are able to get your bottles and labels ready for you in a timely manner.

- We are **unable** to apply custom labels to Ghost and Tawny wines.

- Please allow 5-7 Business days for production and approvals of your custom labeled wine order.