

# PHOTO SUBMISSION GUIDE

By law, wine labels may not contain any image or artwork depicting any flag, insignia, stamp or seal of the United States of America. This includes all federal, state, military or other government flags, insignia, stamps or seals. Other restrictions include obscene, defamatory or offensive images or content. If you require clarification on this, please feel free to contact us.

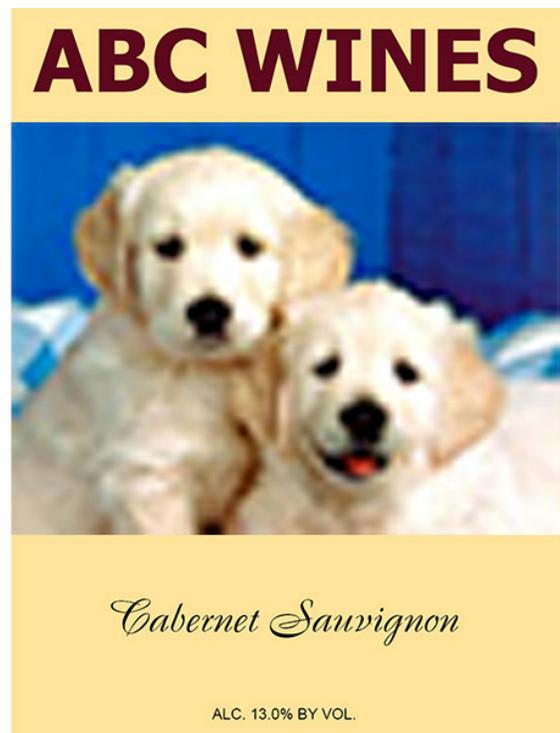
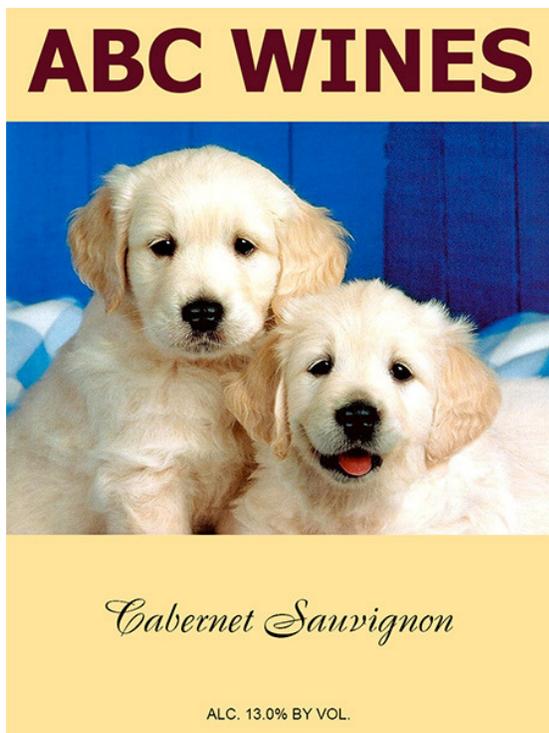
*Please follow these guidelines to ensure that the design, printing and production of your labels will represent your organization in a professional and complimentary fashion.*

All images submitted should meet ALL of the following guidelines:

PHOTO SIZE:	4"x4" or larger
RESOLUTION:	150 dpi or greater
FILE FORMAT:	jpeg, png, psd or pdf files accepted
FILE SIZE:	250 kb or greater

**REMEMBER:** If it is blurry, out of focus or pixilated on your computer screen, it will be even worse on the printed label.

*We reserve the right to refuse images that do not meet these minimum specifications, which may cause delays in scheduling your labels for design.*



As you can see from the labels above, the photo on the left label is clear, crisp and in focus. The photo in the label to the right is blurry and out of focus. When small images are enlarged to attempt to fit them into our designs, they lose quality and crispness resulting in a poor overall label that does not reflect well on you or us.

## Why can't I just take a small photo and make it bigger and send it in?

You can increase the file size, but that does not increase the quality. Think of a digital photo as a piece of pizza dough that you roll out to make a small pizza. If you try to make it into a large pizza and try to stretch the dough that you have to make it bigger, eventually holes will appear in the dough and it will fall apart. The same thing happens to a digital photo. The larger you try to make it, the more holes appear and the less sharp it becomes.