LABEL SPECIFICATIONS

PLEASE NOTE: 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 printing and production of your labels will be consistent with our production capabilities:

LABEL SIZE: 3.05" X 4.05" (including bleed area)	**RESOLUTION:** 300 dpi
FILE FORMAT: jpeg, png, psd or pdf files accepted	**COLOR MODE:** RGB mode

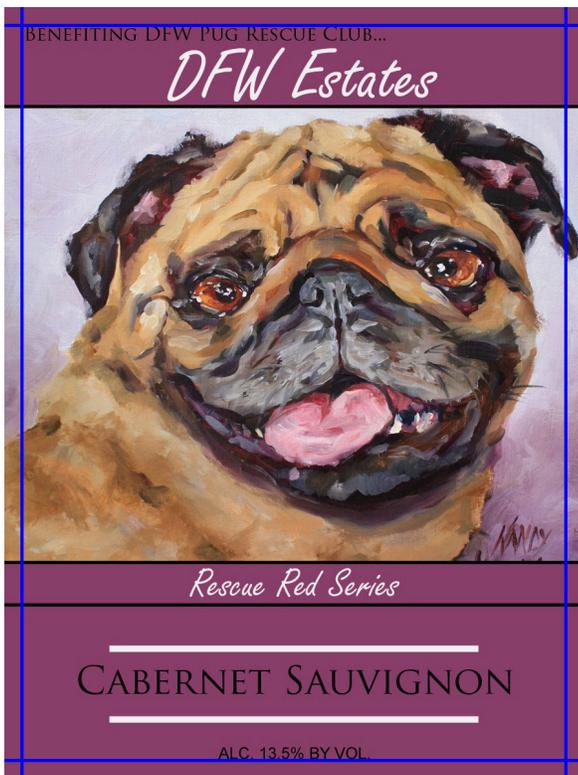**LAYOUTS:** **Front Label:** Vertical or Horizontal   **Back Label:** Vertical only

BLEED AREA: All labels must maintain a .15" bleed area on all four sides of label to allow for printing shifts. This bleed area may be cut off during printing. Text in this area is not recommended.

BORDERS: Borders are not recommended around the entire label as shifting during printing may cause these borders to appear off center.
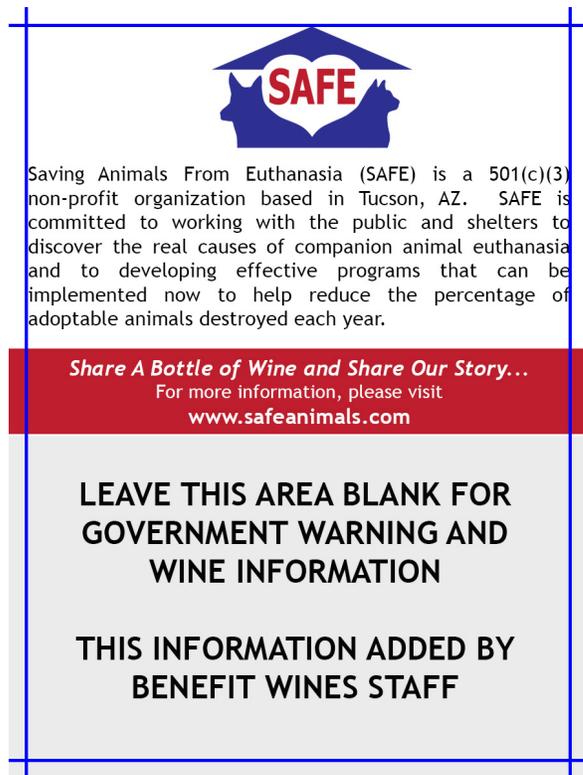
RESTRICTIONS: The bottom half (2 inches) of the BACK LABEL must be blank to allow for approved government warnings & wine information. This information is supplied and added by Benefit Wines.

TEMPLATE: Adobe Photoshop template available to download at www.BenefitWines.com/labeltemp

FRONT LABEL SAMPLE:

BACK LABEL SAMPLE:

The blue lines on the labels above show the bleed areas of the label. Notice there is no text in this bleed area as it will be at risk of getting cut off during printing. Also notice that the image is full bleed meaning it extends to the very edges of the label. Full bleed of images or graphics is fine as long as you understand that it may get cut off and not appear on the finished label on the bottle.

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