

Market-Ready Wine Label Templates

by Pique Label

The logo for Pique Label, featuring the words "PIQUE" and "LABEL" in white, uppercase, sans-serif font, stacked vertically on a solid orange square background.

Pique Label's D.I.Y. Wine Label Templates enable you to quickly and easily create your own commercial-ready, TTB-compliant wine labels.

Template details and important information:

FRONT LABELS	BACK LABELS
3" X 4" Vertical Rectangle	3" X 4" Vertical Rectangle
4" X 3 Horizontal Rectangle	4" X 3 Horizontal Rectangle
4" X 4" Square	4" X 4" Square
3.5" X 5.5" Vertical Rectangle	3" X 3" Square
WRAP LABELS	
8" X 3" Horizontal Rectangle	
6" X 4" Horizontal Rectangle	

- Templates are sized according to sizes frequently used throughout the industry as well as commonly found precut label paper products from companies like Avery, Uline, Primera, Epson, NeuraLabel Labels, VIP Color Labels.
- These templates should only be used on wine vessels of up to 3 Liters (101 fl. oz.). If used for larger containers, you will need to increase the size of the mandatory information. Visit the TTB's website for more information.
- For your editing convenience, each template is provided in four different file formats:
 - Adobe Illustrator CC (.ai)
 - Pages (.pages)
 - Word (.docx)
 - Acrobat (.pdf)
- For the templates with separate front and back labels, the back label is designed to be the BRAND label in order to allow for the most amount of creative freedom on the front label.
- Templates are created using cross-platform system fonts that come installed on most computers (Arial and Times New Roman) so you should not need to purchase or install fonts in order to edit the template. That said, it is suggested you change the typeface used on the front label for "Brand Name Here" to give your label uniqueness.

Follow these steps for easy customization:

3" x 4" Vertical Template Example

1. Familiarize yourself with labeling laws:

Before diving in, I highly suggest taking some time to visit the TTB's website to learn more about what information is required on your label as it can change depending on your wine and what information you choose to include or exclude on your label —> <https://www.ttb.gov/wine/beverage-alcohol-manual>.

That said, these templates are set up to work for most wines, so chances are you'll be fine if you simply choose to update the placeholder copy that's included and not need to add or delete anything.



Blue line indicates the 3x4" cutting die line

2. Choose the ideal template: Choose the template that best suits your needs - consider printing specs, bottler limitations, and the size/shape of your bottle/vessel (if needed, print and cut out the label template, at 100% scale, to make sure it will fit properly).

3. Edit the front label:

- I. Replace the solid gray placeholder 'Background Image' with an image of your choosing (use the provided 'Background image' tif files as a guide for proper sizing). Make sure you have the legal rights to use the image you choose. You could also choose to delete the gray placeholder 'Background image' and add in line art using your editing software.
- II. Update the placeholder copy. Change the style, size, and color of the fonts however you like. There are many websites from which you can find unique typefaces:
 - fonts.com
 - linotype.com
 - dafont.com
 - fontshop.com

Do you prefer form over function? If you choose to make the back label the legal BRAND label, you can delete all the copy on the front label (yes, really) and have a purely aesthetic front label with no text.

4. Edit the Non-mandatory content on the back label:

- I. Update (or delete) the placeholder romance copy at the top with your own brand story, tasting notes, etc.
- II. Update/delete the barcode (FPO on the barcode means "For Placement Only - a reminder that this is just a placeholder that needs to be replaced with the actual barcode for the product).
- III. Delete or replace the solid gray placeholder 'Background Image' with an image of your choosing (use the provided 'Background image' tif file as a guide for proper sizing). As you will notice, there is a white rectangle placed into the template that covers the bottom portion of the gray background image. This was done to ensure proper visibility of the barcode and mandatory information, but you might not need the white box depending on the image you place.

5. Edit the Mandatory content on the back label:

- I. Update the Brand name, vintage, appellation, varietal/type (or delete if this info is already on the front label)
- II. Update the bottling statement
- III. Update the Alc %, and net contents (ML) as needed

6. Save/export:

- I. For print: Save the files at the highest quality settings possible. Typically, a PDF file format works well.
- II. For TTB: Save the front and back as separate jpgs or pngs (a low-medium quality is fine).

Please note: The mandatory label content in the template is placed and sized according to TTB labeling regulations (i.e. the text is placed in all CAPS to adhere to 2mm minimum height requirement). As such, it is suggested that you do not make changes to how mandatory content is presented.

These templates were downloaded for free at www.piquelabel.com/templates.

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