



PERSONALWINE

# Template Design Guidelines

## OVERVIEW

Personal Wine has been helping people give customized wine gifts since 1999. From large scale corporate clients, to 1 bottle personalized gifts, we offer a wide range of wines and templates for any occasion. Recently we've started to shift our focus to a younger demographic (21 to 35 year old women) and are in the process of updating our website and branding.

One big area we're working to improve is the customizable wine label/engraving templates we offer on the site (to see our current template library go to [www.personalwine.com/shop/wine](http://www.personalwine.com/shop/wine), select a wine, choose "label" or "engraving" from the dropdown, and click "customize"). You'll find that a lot of our current templates are outdated or aimed at an older demographic. Over the next few months we want to swap out most of these old templates with fun fresh designs. We are looking to form some long term relationships with artists, so if we like the work you do expect us to be asking for more.

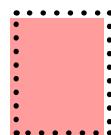
## FILE FORMAT

Attached is an Illustrator template file to be used as a starting point. We accept **.ai**, **.psd**, **.pdf**, and **.eps** file types as long as the artwork remains editable (not flattened).

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## DIMENSIONS

We need 3 sizes for each template design created



**Tall**  
or "Bordeaux"

1050px x 1350px



**Wide**  
or "Teardrop"

1350px x 1050px



**Square**  
just square

1350px x 1350px

PRINTED AT  
3.5" x 4.5"

PRINTED AT  
4.5" x 3.5"

PRINTED AT  
2.25" x 2.25"

## MUST BE CUSTOMIZABLE

Each template **must be customizable** in some way. That can be achieved through customizable text (date, name, etc.) or a place to upload an image. Keep in mind, any customizable text must be written using one of the Google fonts available to us (see font list below).

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The customizable text **can** have letter spacing and be any solid color but **cannot** be curved/slanted, have a border/stroke, or have a drop shadow due to the limitations of our current template designer. Also, as opposed to writing "your text here" on a template, we prefer to write example text to help the customer visualize how they could use the template.

## FONT LIST

TO BE USED ON CUSTOMIZABLE TEXT

Buenard	.....	Happy Birthday	Great Vibes	.....	Happy Birthday
Old Standard TT	.....	Happy Birthday	Alex Brush	.....	Happy Birthday
Alegreya	.....	Happy Birthday	Italianno	.....	Happy Birthday
Arbutus Slab	.....	Happy Birthday	Niconne	.....	Happy Birthday
Bevan	.....	<b>Happy Birthday</b>	Sacramento	.....	Happy Birthday
Roboto Slab	.....	Happy Birthday	Engagement	.....	Happy Birthday
BioRhyme Expanded	...	Happy Birthday	Bad Script Regular	.....	Happy Birthday
Cinzel	.....	HAPPY BIRTHDAY	Lobster	.....	Happy Birthday
IM FELL DW Pica SC	.....	HAPPY BIRTHDAY	Just Another Hand	.....	Happy Birthday
Graduate	.....	HAPPY BIRTHDAY	Permanent Marker	.....	<b>HAPPY BIRTHDAY</b>
Raleway	.....	Happy Birthday	Macondo Swash Caps	.....	Happy Birthday
Quicksand	.....	Happy Birthday	Knewave	.....	Happy Birthday
Rubik Mono One Regular	.....	<b>HAPPY BIRTHDAY</b>	Homemade Apple	.....	Happy Birthday
Reem Kufi Regular	.....	Happy Birthday	Yesteryear	.....	Happy Birthday
Exo	.....	Happy Birthday	Limelight Regular	.....	Happy Birthday
Montserrat Alternates	.....	Happy Birthday	PLASTER	.....	<b>1234567890</b>
Julius Sans One	.....	HAPPY BIRTHDAY	Pirata One	.....	Happy Birthday
Asul	.....	Happy Birthday	Rakkas	.....	Happy Birthday
Gruppo	.....	Happy Birthday	Cutive Mono Regular	.....	Happy Birthday
Yanone Kaffeesatz	.....	Happy Birthday	Rye Regular	.....	Happy Birthday
Six Caps	.....	<b>HAPPY BIRTHDAY</b>	Diplomata SC	.....	<b>HAPPY BIRTHDAY</b>
Pacifico	.....	Happy Birthday	Codystar	.....	HAPPY BIRTHDAY
Monsieur La Doulaise Regular	.....	Happy Birthday	Berkshire Swash	.....	Happy Birthday

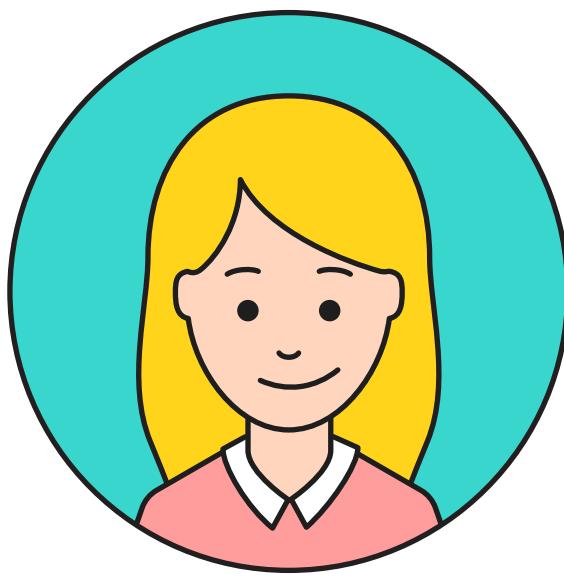
All fonts are google fonts and can be downloaded for free at [fonts.google.com](https://fonts.google.com)

Note: if there is a Google font not on this list that you want to use, let us know!

We're potentially open to adding new fonts to our font library.

## TARGET AUDIENCE

Below is a fictional bio we came up with for our ideal client (we named her Kristi). So while designing the templates, do so with Kristi in mind.



*Kristi*

LOCATION	Los Angeles, CA
AGE	28 years old
STATUS	Single; currently dating
COLLEGE	Bachelor's degree, sorority, studied abroad
JOB	Creative Industry/Marketing or Advertising
INCOME	\$65,000 annually; does photography on the side
LIVING	Shares an apartment with a roommate/friend and small dog

Driven, self confident, reliable, outgoing and warm, Kristi values community, family, friendships and healthy living. She grew up in Scottsdale, AZ with a close knit family, and she goes home to visit them, and hometown friends, several times per year. She is a smart, independent, capable millennial with many friends. She has a fun-loving, open-minded, gregarious nature. She is currently dating men in the LA area, but doesn't feel rushed to settle down.



## THE STYLE

Below is a style board with a number of different examples that collectively show the vibe that we're going for with these new templates. There is a lot of variety but in general it's all aimed at Kristi. We want our templates to be some combination of fun, clean, trendy, current/modern, cute, sweet, organic, hand drawn, edgy, girly, friendly, and funny. Obviously they can't be all of those descriptors, but each template should try to hit on several of them. If you want to work with us, we'll give you a category (wedding, thank you, etc.) but from there you'll have creative freedom to take the template design in whatever direction you think would work best.

Here are a couple more examples of layout and design that we really like:

[www.postable.com](http://www.postable.com) • [www.minted.com](http://www.minted.com) • [www.thecuriouspancake.co.uk](http://www.thecuriouspancake.co.uk)

