

Watermark Labels—University of the Pacific: Collaborative Wine Label September 2016

Watermark Labels Contact: Andrew Bishofberger (abishofberger@gmail.com)

Company Overview:

Watermark Labels premium digital presses and offset printing capabilities enable our customers to design intricate wine labels that set the stage for the most important part of the process: the wine. Artwork files are transmitted directly to the press, which lowers traditional tooling costs and makes short run pricing far more affordable. Additionally, our digital files enable our customers to take advantage of higher quantity breaks, even if the print run contains multiple versions. Digital printing provides the highest quality graphics, as well as quick turnaround, and incredible versatility.

Operating from a state of the art 50,000 sq. ft. facility in Lodi, California, we are proud of our heritage, relationships, and capabilities.

Vision:

All designs should communicate and showcase the printing capabilities of intricate four-color printing. Any illustration or photography used as imagery should have meaning to the local Lodi wine industry, or have particular meaning to represent Watermark Label's commitment to quality. Our customers represent everyone from large international brands, Constellation Brands (Woodbridge Winery / Robert Mondavi) to small custom crush clients with production of 25 cases. Label design should be simple, elegant, feature full-color printing, and be a vehicle for Watermark Labels self-promotion.

Project Overview:

- Each student will design and submit a Watermark Labels private branded front and back label
- Watermark Labels will private label wine to distribute to clients during the 2016 holiday season
- One student's label will be chosen, and printed and for use on the final wine bottles
- The design will be chosen by Brett DeBoer, Andrew Bishofberger, & Alison Wong (Watermark Labels, Creative Director.) Andrew and Brett will give individual feedback and suggestions throughout the process.

Timeline: September 1– 29, 2016

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| • Start date: Thursday, September 1st | Introduce project |
| • 1st check in: Tuesday, September 13th | Review front label concepts |
| • 2nd Check in: Thursday, September 22nd | Review refined front and back labels |
| • Finals Due: Thursday, September 29th | Final designs due |

Guidelines/Info

- Must create a front and back label for the wine bottle
 - Front Label Dimension: 3.5" wide x 3.7" tall Back Label Dimension: 2.40" wide x 3.17" tall
 - Must use die file in Illustrator provided
 - Must have ¼ inch safe space around the label (no text, border lines, etc)
- Color
 - The label will be printed on a high end HP 4-color CMYK printer. Pantone colors are encouraged (for printing accuracy), with a separate layer of printing specs
 - See example file attached
- Embellishments:
 - You may one foil color on the front label only
- Photographs/illustrations **MUST** be done originally by students.
No stock photos/unlicensed images
- Final file must be an Illustrator AI file. Elements created in Photoshop or other software must be imported into Illustrator

Required info for labels:

Front Label:

- Watermark Labels
- Small type: A Division of LustreCal
- Optional tagline: Building on five decades of innovative packaging label solutions
- Please use provided logos
- 2013
- Old Vine Zinfandel

Back Label:

Please see example labels for size and hierarchy of information

- Watermark Labels' capabilities distinguish us in the marketplace as a leader in label manufacturing. Our decades of experience provide our customers with an unmatched variety of premium printing. We create label and packaging solutions that best represent your product, and communicate it's branding with a message of quality and prestige.
- "Produced and Bottled by Hohenrieder Family Vineyards, Lodi, CA"
- "Contains Sulfites | 750 ml |14.3% ALC"
- 750ML
- **Government Warning MUST be written clearly with the exact following wording on the back of the bottle, no less than 7pt, in Arial Narrow, all caps:**

GOVERNMENT WARNING:

- (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.
- (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.