

Label Artwork File Guidelines

General Considerations



.pdf portable document format

PDF files are the preferred primary file type for submission
Please remove/turn off security options for your PDF files

Acceptable Secondary File Formats



Illustrator .ai



InDesign .indd



Photoshop .psd

Artwork Considerations

- Outline all fonts
Differences in kerning, font versions, anti-aliasing, etc. can cause small differences between what you see on your screens and what we output to press
- Double check that all images are embedded into your document
- Please ensure all rasterized artwork (images, effects, copy, etc.) is created and saved **at or above** 300 dpi
- Type should be **no smaller** than 5 pt
- Thin, small fonts with over 3 colors may fill in slightly or appear “fuzzy”
- Line weights of .5 pt or more assure optimum print results
- We cannot guarantee the integrity of supplied drop shadows
- It is preferred that barcodes/QR codes are vector/editable
- CMYK documents preferred over RGB
Converting RGB cuments to CMYK may cause an unexpected difference in color

Layout Considerations

- Bleeds should extend .0625” past trim line
- Any other artwork should be .0625” away from trim line
Because of movement at press

You can upload files via our FTP site: <http://portal.wsec.com/upload/>
Please make sure to note which Customer Service Representative the files should go to

For in depth information please visit our website: <http://www.wsel.com/>
Please navigate to the Custom tab and select Files and Formats