

Western States Artwork Guidelines



PDF

We prefer print-ready PDFs

PDFs are self contained, generally smaller and therefore easier to upload and work with. However, native files may be requested if you need assistance fine-tuning the final art for dielines, coating effects and variable data.

Fonts and Typesetting

All fonts should be outlined. Differences in font versions, kerning, and styles can cause small differences between what you see on your screen and what prints. Fonts that are heavy and sans-serif will print better than serif or script font styles. We recommend going no smaller than 2 point text. This can vary depending on the press. If it becomes necessary for us to recreate and match type, we will select a typeface that is as close as possible from our available font libraries. You will review during the proof approval process. Our Prepress department will also make recommendations to you based on content and colors as needed.

Logos, Barcodes and Shapes

Logos should be created as a vector graphic (outlined) to ensure the highest quality print result. All text in a logo should stay as text or be outlined. All lines, borders or shape outlines should be a minimum .5 pt. stroke weight. This may need to be increased to .75 pt for flexographic printing. It is preferred that barcodes and QR codes are vector as well. WSEL is not responsible for QR code content. Barcodes may be recreated to meet our printing standards and scanability.

Gradients

Gradients, highlights and drop shadows may produce differently than on-screen appearance. It is best to fade off the end of the design (rather than fade-to-white). This may cause a harsh break at the highlight edge. We may alter any gradients/screens that fall below a 5%. This only applies to flexographic printing.

Include Bleeds

If you want your artwork to go all the way to the edge of your paper, you need to include bleed on your file. Bleeds are a manufacturing compensation that is made to any element that will print to the edge of a product after trimming. These elements – whether fills, strokes or images – should be extended beyond the product edge to account for any slight deviations in finishing (folding, cutting, assembling, etc.) Without bleeds, your finished product may have a sliver of white along an edge. For Envelopes we require 3/16” bleed, for Labels 1/16” bleed, and Wide Format requires 1/8” bleed.

Additionally, just inside the trim there should be a safe zone, or clear area, within the trim of the design that should not contain important information like images, text, or logos. We recommend 3/16” for Envelope designs, 1/16” for Label designs and 1/4” for Wide Format designs.

Photo Images

Photos should be a minimum 300 dpi. For Wide Format we can accept 150 dpi on prints larger than 4' x 8' and seen from a far distance. RGB images will be converted to CMYK. Any drastic change in color will be alerted during the proofing process.

Colors

Verify your design colors with PMS charts and remember to consider the material's background color. PMS colors will look different on label stocks such as films, fluorescents, and foils. Most envelope stocks are uncoated. Take this into consideration when choosing Pantone colors or CMYK color mixes for your design. CMYK color match is not guaranteed.

SENDING YOUR FILES

Email (under 10mb)

Envelopes and Wide Format
customer.service@wsel.com

Labels
customerservice.label@wsel.com

WSEL Web File Transfer (over 10mb)

<http://portal.wsec.com/upload/>

WeTransfer (over 10mb)

wetransfer.com



Artwork should be sent along with the following information:

Your Name, Job Requirements, Phone Number, Email address, Company Name, and Purchase Order Number.