

Label Artwork 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 documents 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: 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:
wsel.com/custom-products/label-guidelines/artwork-guidelines