Western States
envelopes • labels • packaging

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

Ai Illustrator .ai   **Id** InDesign .indd   **Ps** 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