

Envelope Artwork Guidelines

File Types Accepted



PDF

We prefer PDF (with correct color separations) as our primary file type for submission.
-Embed all fonts or convert all type to outlines.

Secondary File Formats



Illustrator



InDesign

Adobe InDesign or Illustrator; Package, including all support images and fonts and compress to one file (zip).

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.
- Logos should be created as a vector graphic (outlined) to ensure the highest quality print result. Any logo containing text should not be rasterized and text should be outlined.
- Images should be a minimum of 300 dpi. This does not include any logos that contain text or obvious designs that should be submitted as smooth vector edges.
- In our work-flow, RGB images will be converted to CMYK. Any drastic change in color will be alerted during the proofing process.
- Text should be no smaller than 5 pt. Line weight should be at a minimum .5 pt.
- Gradients and drop shadows may produce differently than on-screen appearance. We may alter any gradients that fall below a 3% screen value.
- Print content meant to bleed must be a minimum 1/8" past the trim. We may adjust it even further depending on the envelope style you choose.
- Envelope content that is not meant to bleed must be 3/16" from the final trim of the envelope. This is also known as the safety zone.
- Most envelope stocks are uncoated. Take this into consideration when choosing Pantone colors or cmyk color mixes for your design.

You can upload files via our 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/custom-envelope-guidelines/artwork-guidelines