

# WILSONART BY YOU: GETTING STARTED

## Print-Ready File Guidelines

Wilsonart by You lets you create branded surfaces with your logo, design your own graphic pattern, or create a laminate out of your own photography. Learn how to optimize a print-ready file that brings your project to life.

### FINALIZE YOUR PRINT-READY ARTWORK

Produce a digital file that has been professionally prepared and formatted to be sent directly to a commercial printer without any additional edits.

### UNDERSTAND YOUR PROJECT AREA

This is the promised size that Wilsonart provides — the “safe areas” that will not be at risk of being cut into during the trimming process.

### BE AWARE OF BLEED AREA

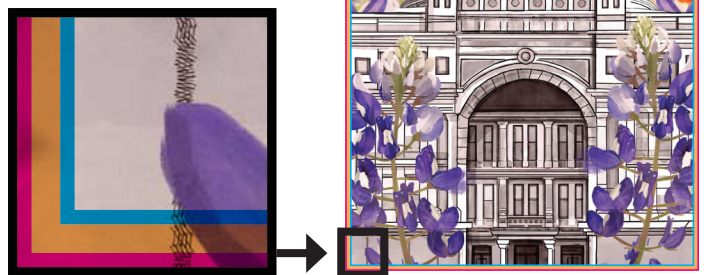
This is the additional printed area of the image to provide flexibility for installation. Laminate sheets will allow for an extra 0.5" for bleed if applicable (including a bleed will add 0.5" of artwork to all sides, increasing the total width by 1" and the total height by 1" — sheet template files include bleeds).

### OPTIMIZE YOUR RESOLUTION

Resolution refers to the clarity and detail of an image or display, typically measured in pixels. Higher resolution means more pixels per inch, which translates to sharper and more detailed images. Preferred resolution is 200dpi — no less than 100dpi for raster images.

**TO START A PROJECT, CONTACT YOUR WILSONART REPRESENTATIVE TO DISCUSS ESTIMATES AND CUSTOM DESIGN REQUIREMENTS.**

-  **SHEET TRIM SIZE**  
INCLUDES BLEEDS
-  **BLEED AREA**  
ADD .5" TO ALL SIDES
-  **PROJECT SIZE**  
SAFE AREA



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[DOWNLOAD RASTER TEMPLATE](#)

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## Formatting Guidelines

The right formatting ensures that your custom laminate project comes to life with accuracy and simplicity. Learn how to upload appropriate files for custom photography, branding, and more.

### FOR EVERY PROJECT, ARTWORK MUST BE FULL SIZE AND PRINT-READY

Specified Pantones are matched to uncoated Pantones. Text and logos work better in Adobe Illustrator than in Photoshop. We do not accept AutoCAD files.

#### Files can be provided to your rep via:

- Dropbox, Hightail, WeTransfer, etc.
- Through Wilsonart by You online submission form

### MULTIPLE SIZES AND FINISHES ARE AVAILABLE

#### Widths Available

- 3ft, 4ft, 5ft

#### Lengths Available

- 8ft, 10ft, 12ft

#### Finishes Available

- 60 (Matte)
- 07 (Textured Gloss)

### UPLOADING A VECTOR FILE

Vector images are made of points and can be scaled to any size while retaining quality.



- Best suited for logo applications and graphic-heavy designs
- Must be created in vector-based program like Adobe Illustrator
- AI and EPS file extensions
- Imported files must be embedded in the AI or EPS file
- All fonts must be converted to outlines
- Uses CMYK and RGB color space
- Resolution **is not** affected by enlarging the file

### UPLOADING A RASTER FILE

Rasterized images are made of pixels and lose resolution as the image size increases.



- Best suited for photography and intricate illustrations
- TIF or PSD file extensions
- No less than 100 dpi
- If file originated in Illustrator, we prefer the original Illustrator file
- Uses CMYK and RGB color space
- Resolution is affected when enlarging the file

### UPLOADING A PHOTO

- Any color adjustments are applied overall
- No less than 100 dpi
- Resolution is affected when enlarging the file

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## What is a Background?

In graphic design, a background is the foundational, back-most layer of a composition that supports, contextualizes, and adds depth to primary elements like text, images, and logos.

### BACKGROUNDS FOR WILSONART BY YOU

For Wilsonart by You, backgrounds exclude the focal point of the laminate design (e.g., corporate and school logos) and mainly refer to the area of design behind. You can choose from a pre-curated list of Made to Order Y patterns or create your own Optical Solids or Woodgrain Stains using our Create your Own offerings.

### WHITE BACKGROUNDS

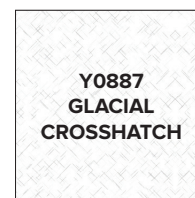
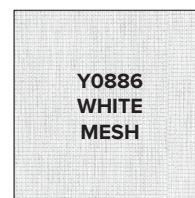
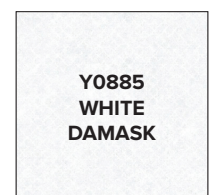
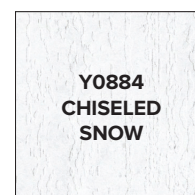
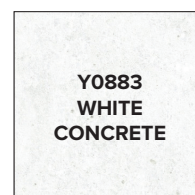
Large areas of white (~50% or more) can be very problematic for the Custom HPL production process. We have curated 5 solid white alternative designs that can be applied to your project. See below for more information.

### CHOOSING FROM PRE-SELECTED WHITE BACKGROUNDS IS BEST

- Faster Production Lead Times
- Reduced Sheet Rejections
- Opportunity to Discuss Unique Background Options
- Overall Higher Quality Laminate Sheet

### OUR WHITE ALTERNATIVES

Select from these five white alternative designs, ready to be applied to your artwork. Other options include an optical solid matched to your uncoated Pantone color.



**FUN FACT: YOU CAN ORDER THESE WHITE PATTERNS AS Y PATTERNS AND COMBINE IT WITH YOUR LOGOS TO CUSTOMIZE YOUR PROJECT.**

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## Frequently Asked Questions

### **IS WILSONART BY YOU LAMINATE DIFFERENT FROM NORMAL WILSONART LAMINATE?**

While a custom image is achieved via a different process, there is no surface or performance difference between Wilsonart's traditional laminate and Wilsonart by You laminate. Each product passes NEMA testing and shares the same workability. Please note that postforming properties meet NEMA standards but are not identical to standard Wilsonart postforming capabilities. You can find more details on the [Wilsonart by You Tech Data](#).

### **CAN YOU TURN MY DESIGN CONCEPT INTO A USABLE ARTWORK FILE?**

Our Wilsonart by You team is a small group and unable to take on additional design work, such as creating graphics from a reference picture or taking your single artwork and turning it into a full sheet layout.

### **IS A WILSONART BY YOU DESIGN AVAILABLE OVER ANY WILSONART PATTERN?**

No. While our custom-designed laminate can mimic Wilsonart's Commercial HPL patterns, the replicas are not exact matches and are therefore discouraged. If you are looking for something specific, contact your Wilsonart Rep to discuss options that may be available.

### **WHAT DO YOU RECOMMEND AS A BACKGROUND DESIGN TO INCORPORATE WITH MY GRAPHICS?**

We do not accept solid white as a background since it is prone to visual defects, but we have curated alternate white patterns that can be used as a background. Please ask your Rep for more information about this.

### **I HAVE MY ARTWORK READY. WHAT'S THE NEXT STEP?**

Contact your Wilsonart representative to get started. They will guide you through submitting your online form and artwork. Once your project is approved, our team will begin producing your 15" x 19" laminate sample.

### **ONCE I RECEIVE THE SAMPLE, CAN I MAKE CHANGES?**

We always send one sample for approval per project. Any changes or additional copies are at the discretion of our team.

### **IS WILSONART BY YOU AVAILABLE IN COMPACT, THINSCAPE, OR TFL?**

We do not offer Wilsonart by You in any product type other than postform and vertical grade laminate due to manufacturing differences that do not work well with the Wilsonart by You production process.

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