

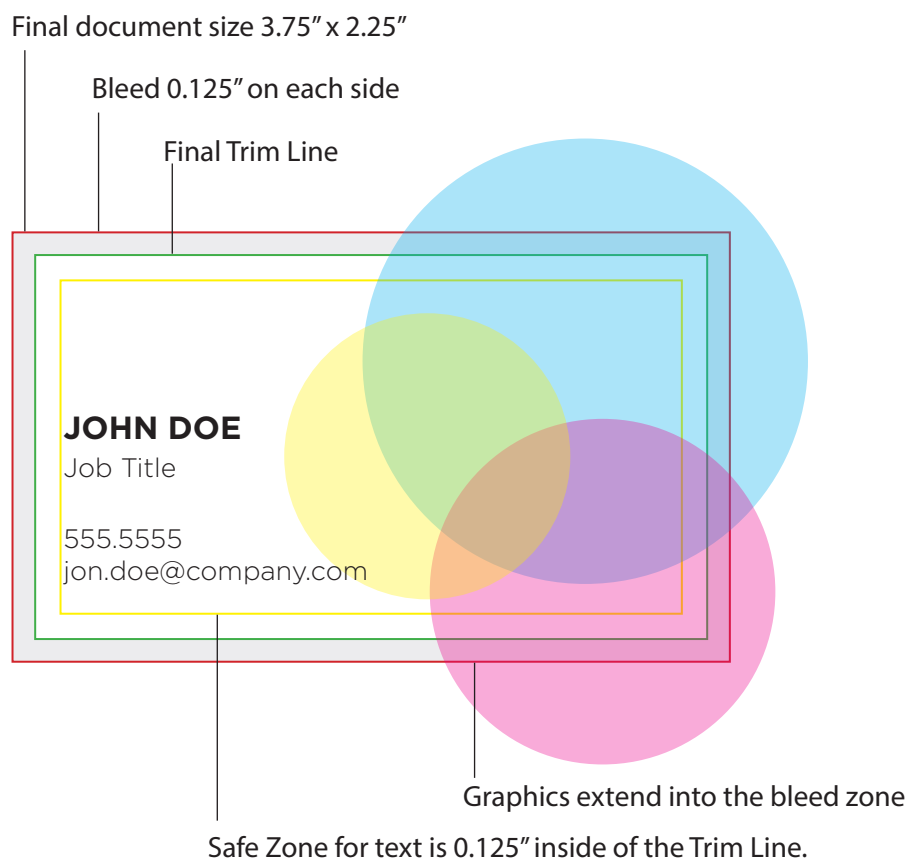
WHAT IS BLEED?

Bleed is a printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

The example below shows how a document should be set up with bleed. This is the way you must set up your document if you intend to have graphics that extend all the way to the edges of the cut item.

The example uses a business card, however the same principle and measurements apply to a document of any size.

This does not only pertain to small printed items such as postcards, but larger documents as well. A printer cannot print right to the edge of a sheet. Therefore any standard size prints with bleed must actually be printed on a larger sheet and cut down.



BLEED If you need your image to have no white borders, you must extend your image to fill this red box. Standard bleed area is 0.125".

TRIM You product will cut on this line to its finished size.

SAFE Safe zone for all important design elements (i.e. text). Standard safe zone is 0.125" from inside of trim area.