

WHAT IS A “BLEED”?

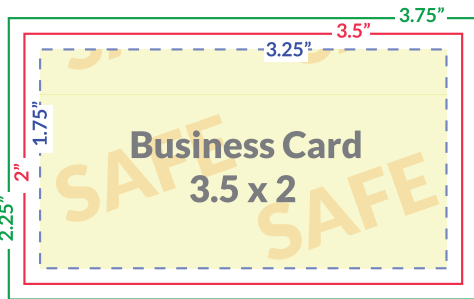
A “bleed” is the term used by printers to indicate the printing should go off the edge of the finished piece. Anything that does NOT have a bleed has a white border.

HOW DO I SET UP MY ART?

Add 1/8” EXTRA of the background art to each edge. All main text and art should be in an extra 1/8” (all the way around) from the TRIM SIZE.

Example: If your final product size is 4” x 8”, the art should be sized as 4.25” x 8.25” and the ‘safe zone’, where main text and art are, will be 3.75” x 7.75”.

Common Measurements:



- SAFE ZONE (keep all text/inside content in this)
- DOCUMENT FINAL/TRIM SIZE
- DOCUMENT BLEED SIZE (extend all colors/background images that “bleed” off the page to this)

