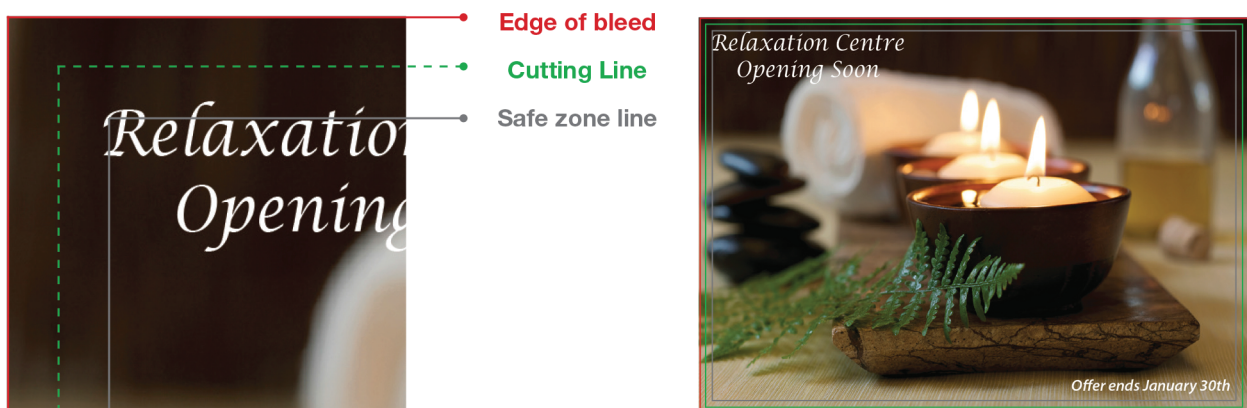




Bleed Guide

What is bleed and why is it required?

When graphics continue to the edge of a sheet of paper bleed is required. This is because a commercial printing press cannot print to the edge of a sheet of paper. Instead multiple products are printed on much larger sheets of paper and then cut down to size. Because it is impossible to cut exactly to the edge of your design a little over print on each side is required. This overprint is called "bleed". Any document that is being professionally printed will require a bleed area and a safe zone providing the print runs to the edge of the document. The diagram below shows a correctly lined up business card with 3mm of bleed and crop marks. The crop marks show the line that the guillotines must cut to. The bleed is the area outside of these marks.



How much bleed do I need?

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm.

What Is the safe zone?

The safe zone is the 3mm inside of the cutting edge in which no text or important information should be placed. Any graphics in this area risk being clipped when cutting. Across the following pages we will show you examples of documents with suitable and unsuitable bleed and safe zones.