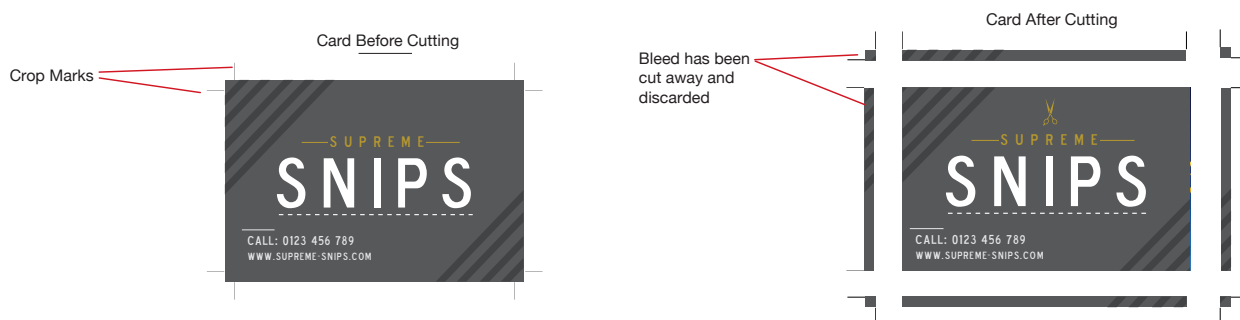


Introduction

In this document we will explain what “bleed” is and why it is required. It will also explain how to add bleed to a document that you have designed.

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. Please note we do not require you to put crop marks on you design



How much bleed do I need?

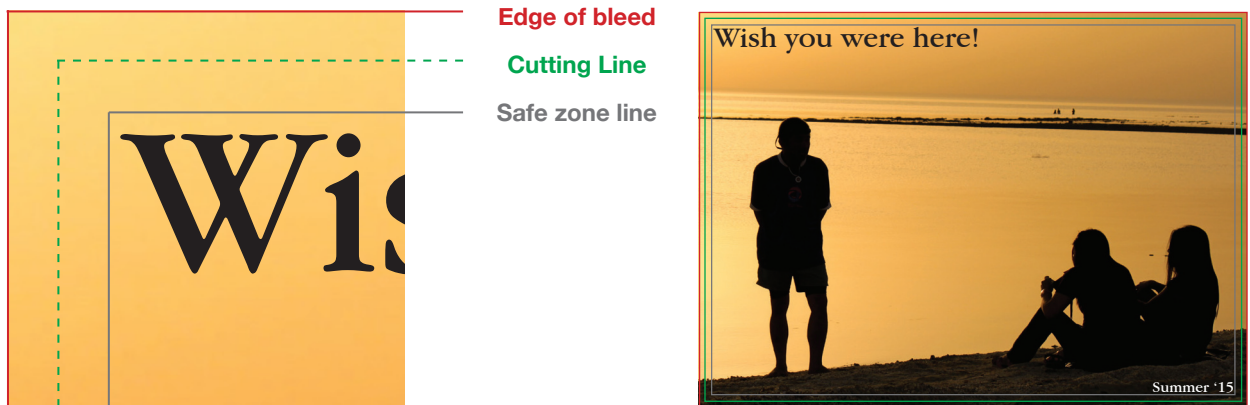
The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm. The table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

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.

Diagram Showing Bleed and Safe zone

In the diagram below you will see that the photograph extends to the edge of the bleed and the text is in the safe zone.



I am unable to correct my document?

If you are unable to correct your document there are two options.

1. Print with a border - We would be able to print your document with a 6mm white border (or any colour you prefer). We use 6mm is to ensure even borders on each edge.
2. Have the design professionally rebuilt - a professional graphic designer would be able to create a new design for you with a correct bleed area and safe zone. We have an inhouse graphics team who would be happy to provide a quote.

Table showing Sizes and Resolutions

The table below is based on printing a portrait document at 300 dots per inch which will print at high quality.

Size Name	Size in cm (without bleed area)	Size in pixels at 300dpi (without bleed area)	Size in cm (with bleed)	Size in pixels at 300dpi (with bleed)
Business Card	8.5 x 5.5 cm	1004 x 650	9.1 x 6.1 cm	1075 x 720
DL / Comp Slip	9.9 x 21.0 cm	2480 x 1169	10.5 x 21.6 cm	2551 x 1240
A6	14.8 x 10.5 cm	1748 x 1240	15.4 x 11.1 cm	1819 x 1311
A5	21.0 x 14.8 cm	2480 x 1748	21.6 x 15.4 cm	2551 x 1819
A4	29.7 x 21.0 cm	3508 x 2480	30.3 x 21.6 cm	3579 x 2251
A3	42.0 x 29.7 cm	4961 x 3508	42.6 x 30.3 cm	5031 x 3579
A2	59.4 x 42.0 cm	7016 x 4961	60.0 x 42.6 cm	7087 x 5031
A1	84.1 x 59.4 cm	9933 x 7016	84.7 x 60.0 cm	10004 x 7087
A0	118.9 x 84.1 cm	14043 x 9933	119.5 x 84.7 cm	14114 x 10004



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