

Bleeds, Cut Line, Safety

To prevent your printed product from having unsightly white lines around the border, you must set your document up with bleeds. Bleed refers to an extra 1/8" (.125 in) of image or background color that extends beyond the trim area of your printing piece. The project is printed on an oversized sheet that is then cut down to size with the appearance that the image is "bleeding" off the edge of the paper.

It is best practice to set up your bleeds at the very beginning of your project so you don't have to adjust at the end. There are a few extra terms you must understand along with bleed area trim, safety, and borders.

- Cut or Trim Line: The final size of the document after the last cut is made
- Safety: The safe area or inner margin in which to keep all important elements (such as logos and page numbers) within to prevent them from being trimmed off. This margin should be at least 1/8" inside the edge of the trim line.
- Bleed : Bleed refers to an extra 1/8" (.125 in) of image or background color that extends beyond the trim area of your printing piece

Bleeds are required in all artwork with an image extending to one of the borders. Add an eighth of an inch (0.125") to each side to allow for cutting. For example, for a 4" x 6" postcard with full bleed, the image size should be submitted at 4.25" x 6.25" (red box).

0.125" (1/8") on each edge of the card will be trimmed off during the cutting process. This will leave you a 4" x 6" standard post card (black box).

Your type (text) should be 0.125" (1/8") inside the cut box on each side. This will guarantee your text to not be cut off from your artwork (blue box).

----- Bleed ----- Cutline ----- Safety

Problem Artwork



Bad File

Bleeds: Artwork that reaches the cutline need to be extended to the red line. Add a total of 0.25" to your original size for proper bleed. (0.125" to each side of your artwork)

Safety: Text outside the blue line will get cut off in the trimming process. Make sure all information does not go over the blue line.

Print Ready Artwork



Good File

Bleeds: Artwork extends to the red dotted line for proper bleed.

Safety: Text is inside the blue dotted line to prevent information from getting cut off.