

# BLEED EXPLANATION



## WHAT IS BLEED?

In printing, a document is said to “bleed” when an image, or other printable element, needs to be printed up to the edge of a sheet. When this occurs the image or element needs to be extended over the edge of the finished page for cutting purposes. This “additional” area is called bleed and helps to ensure that your product finish looks professional. Bleed is added in the design and/or layout phase.

## WHY DO WE NEED BLEED?

Printers cannot print to the edge of a paper sheet. So, if we need to print up to the edge, we must use an oversized paper and then trim it down to size. Printing and cutting are not exact mechanical processes so the bleed area allows for marginal errors. This ensures that there are no white slivers visible when the sheet has been cut.

## HOW DO I PROVIDE BLEED?

Our software has a built-in bleed area. Utilizing it is as easy as dragging or shifting your images/backgrounds, that touch the sides of your document, over the edge and into the bleed area (marked in red).

If you prefer to use your own page layout software (Adobe Indesign, etc.) then you can, generally speaking, follow these few simple guidelines.

- Set the document size on start-up to be your finished size (e.g. - 210 x 297)
- Drag or extend the elements that bleed over your page edge to about 3mm outwards
- When exporting or saving to a PDF make sure the PDF page size includes this additional 3mm on all sides of your document. (e.g. - 216 x 303)

When using image editing software (Adobe Photoshop, etc.)

- Set the image size on start-up to be big enough to include the bleed. As an example, when creating an A4 document which has a finished size of 210 x 297mm, make your image 216 x 303mm to allow for 3mm bleed all around. The key here is to set ruler guides to mark the bleed area to remind you of where it will be trimmed.

(\*Tip: Always tell your printer how much bleed you have worked into your document to avoid confusion.)

## SAFETY ZONE

Remember to always allow for an additional “safety zone” inside the page boundary. It is good practice to keep all important text and graphics inside of this zone to ensure that nothing creeps too close to the edge of the finished page and gets cut off. The size of this zone may vary but try to keep it between 5 – 8mm.

