

What is bleed?

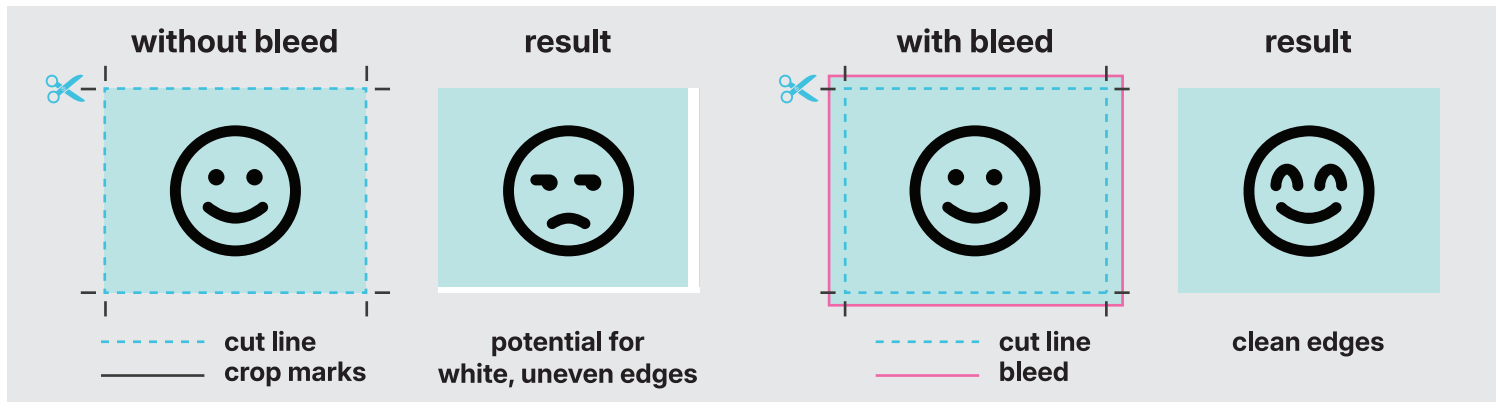
What you need to know before you send your file to print!

Has your printer ever asked you to "add bleed?" You're not alone, it's one of the most common things clients need to fix before we can print.

So what exactly is bleed?

Your design needs a little breathing room beyond the edge.

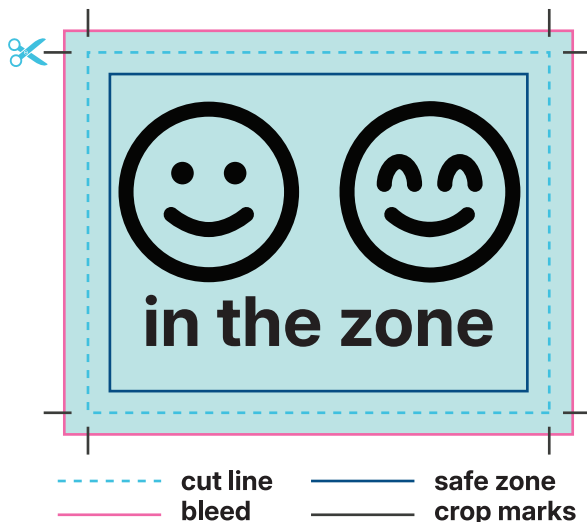
- The area of your design that **extends past the cut line**
- Prevents white edges from appearing if the cut lands slightly off
- Required any time your design has colour or images that go right to the edge



Standard bleed: 1/8" (0.125") on all sides

What is the Safe-Zone?

Keep your important content away from the edge.



- Also called the margin
- The area where all critical content - text, logos, faces - must stay
- Anything too close to the edge risks getting cut off or looking visually unbalanced

Safe Zone: 1/4" (0.25") on all sides

In a nutshell:

Bleed = artwork that extends outside your trim edge
Trim line = where your piece will be cut
Safe zone = where your important content should stay

Not sure if your file is set up correctly?

We have an experienced Production Design team who can help!
t 604.683.1251 e info@bondrepro.com | bondrepro.com

