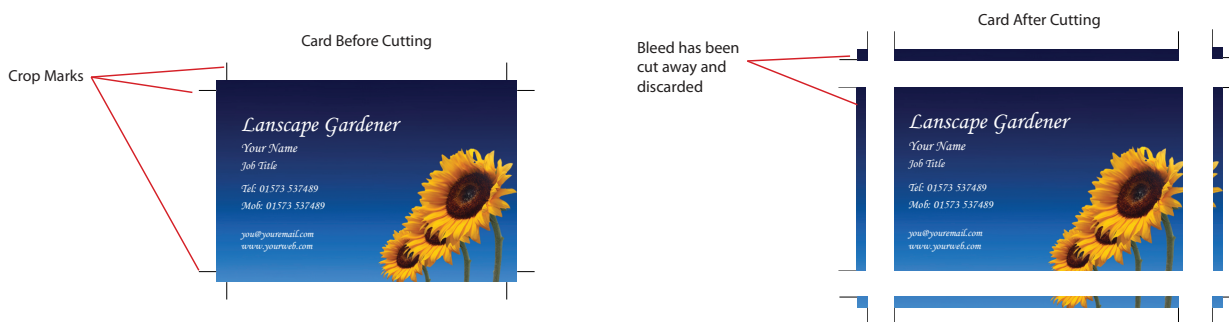# bleed/safe zone guide.

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. The final part of this document shows eight examples of designs without a correct bleed area and instructions for how to correct them.

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.

Crop Marks

Card Before Cutting

Bleed has been cut away and discarded

Card After Cutting

Lanscape Gardener
Your Name
Job Title
Tel: 01573 537489
Mob: 01573 537489
you@youremail.com
www.yourweb.com

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 7 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 area and there is no text in the safe zone. The correctly lined up flyer is displayed on the right hand side.


Edge of bleed

Cutting Line

Safe zone line
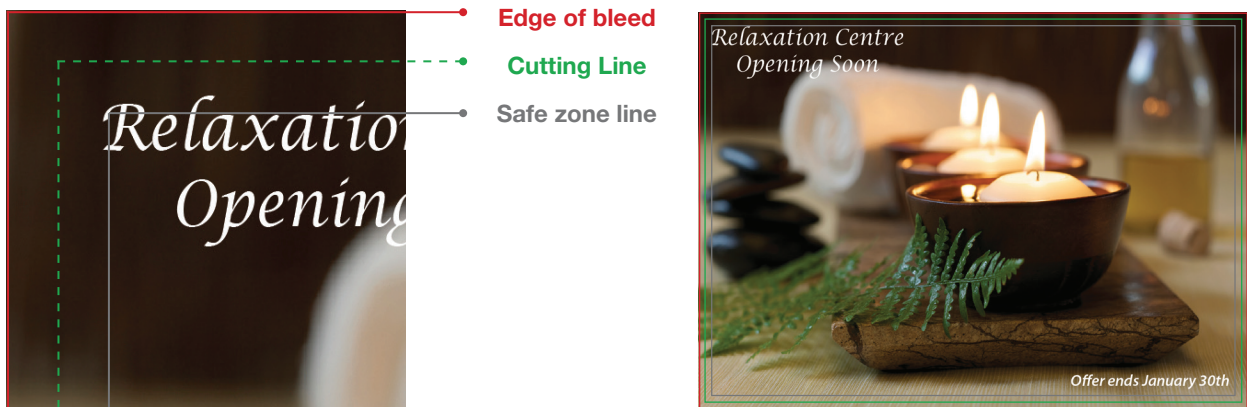
Examples of Common Mistakes
This section shows common mistakes with setting up bleed as well as methods for correcting them

1. No bleed area or white bleed area:

⚠️ The document has no bleed area, printed "as is" the document will have random white lines on edges as printing and cutting tolerances cannot be compensated for.

✅ Extend picture into the bleed area or move text in by 3mm to allow for a bleed area

Edge of bleed

Cutting Line
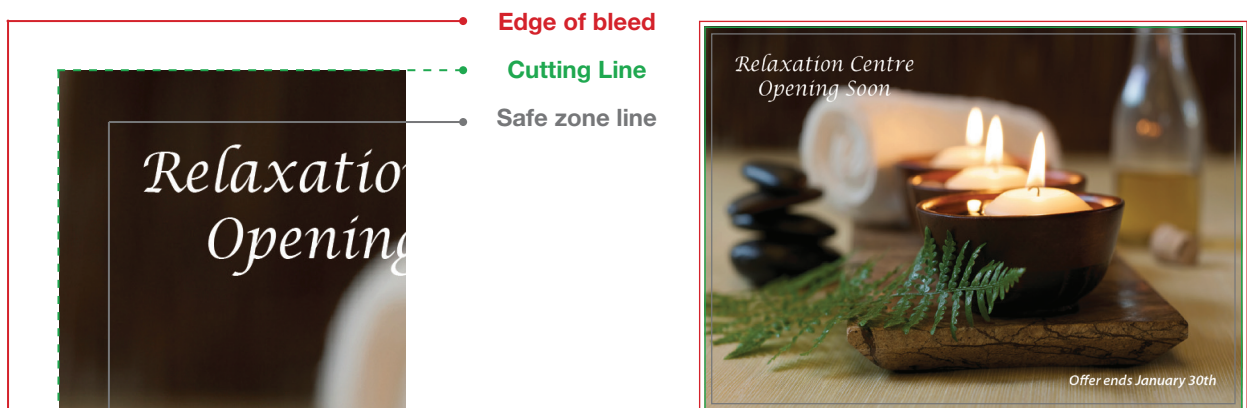
Safe zone line

2. Text is in the bleed area and safe zone:

⚠️ The document has a bleed area and safe zone however there is text inside the bleed area and safe zone. If cut as is text outside safe zone is likely to be cut off.
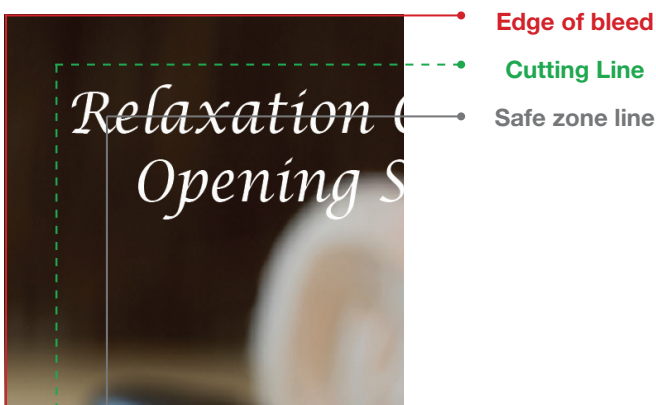
✅ **Move text inward by 6mm. (3mm for bleed area + 3mm for safezone)**

Edge of bleed

Cutting Line

Safe zone line
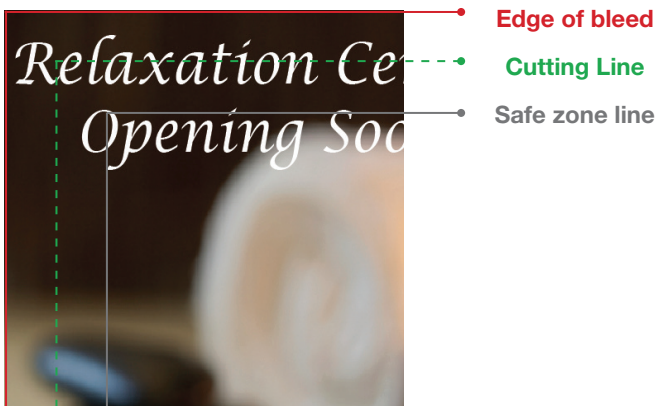
3. Text is in the safe zone

⚠️ The document has a bleed area and safe zone however there is text inside the safe zone. If printed "as is" the text in the safe zone could be cut off or clipped

✅ **Move text inward by 3mm.**



Edge of bleed

Cutting Line

Safe zone line

4. The bleed area is a different colour to the edge of the design

⚠️ The document has a bleed area however it is not a continuation of the background design. Instead it is a grey border. If run as is there are likely to be random grey lines on edges of the product.

✅ Make the bleed area a continuation of the background design.

Edge of bleed

Cutting Line

Safe zone line
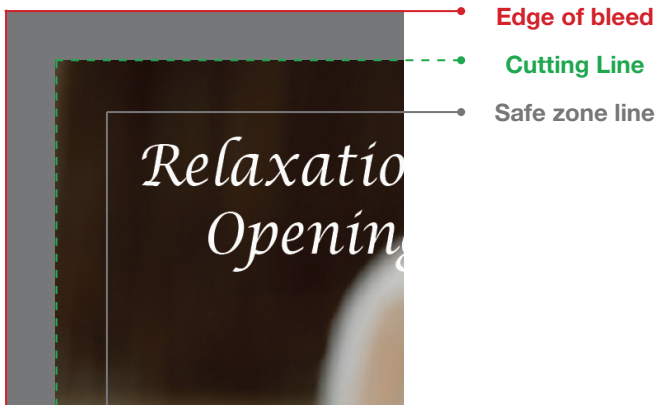
5. Object touching the cutting line does not extent to the edge of the bleed
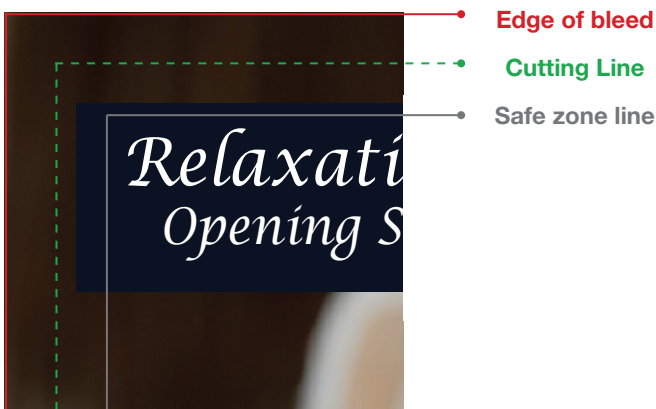
⚠️ The black box containing the text touches the cutting line but does not extend to the edge of the bleed area if run as is the could be random brown lines on the edge of the black box.

✅ Either extend the black box to the edge of the bleed area or move the edge of the black box to the edge of the safe zone.


Edge of bleed
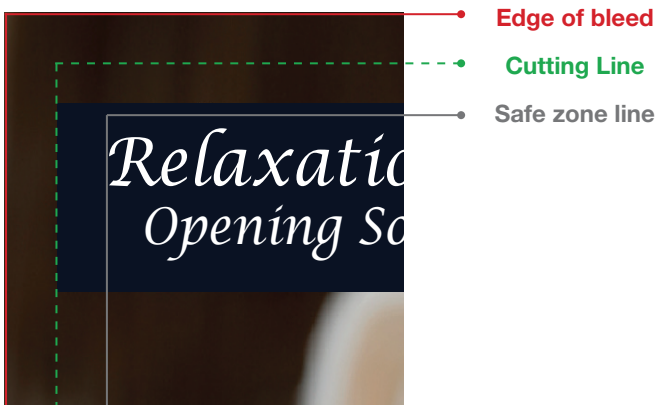
Cutting Line

Safe zone line

6. Object is halfway between the cutting line and the safe zone line

⚠️ The black box containing the text touches is halfway between the cutting line and the safe zone line. If run as is the black box may tough the edge on some flyers and not on others

✅ Either extend the black box to the edge of the bleed area or move the edge of the black box to the edge of the safe zone.

Edge of bleed

Cutting Line

Safe zone line

### 7. The object does not fully extend to the edge of the bleed area.

⚠️ The black box containing the text touches does not extend to the edge of the bleed area. If cut as is some flyers may appear with a thin brown line at the edge of the black box

✅ Either extend the black box to the edge of the bleed area or move the edge of the black box to the edge of the safe zone.

Edge of bleed

Cutting Line

Safe zone line
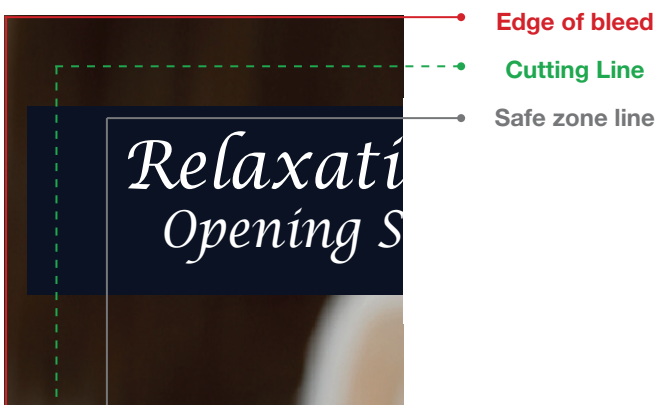
8. Not enough bleed

⚠️ The design does not have enough bleed area. If cut as is there may be random white lines around the edges of the finished product.

✅ Either extend the background image to fill the bleed area or move the text and objects on the document in by 3mm to create more bleed area.

Edge of bleed

Cutting Line

Safe zone line
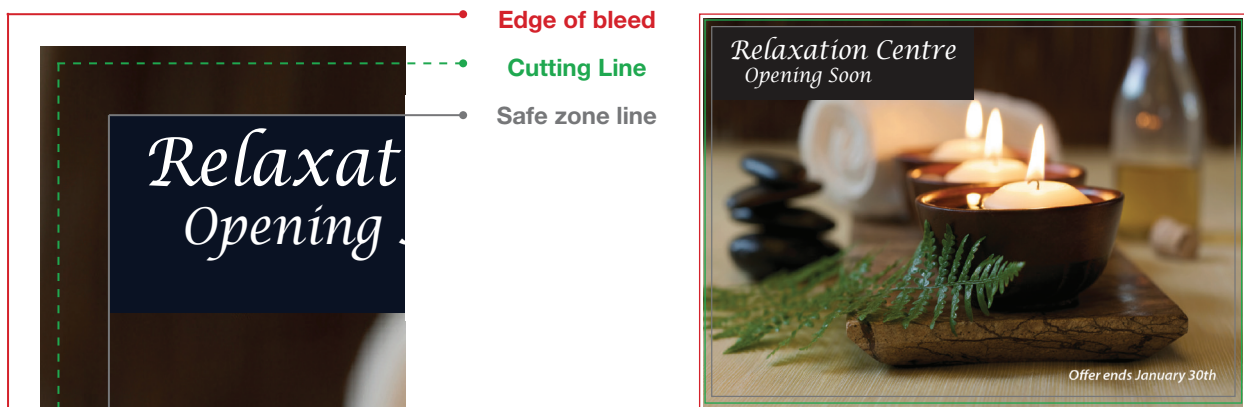
I am unable to correct my document?

If you are unable to correct you 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.

bleed/safe zone guide.

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. The following two pages, we have provided a size chart for both flyers and posters, which will show you the proportional difference in size based on an A4 page (standard paper 29.7cm x 21.0cm).

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