

Understanding Printer's Bleeds

in 5 Minutes or Less



What is bleed?

In print, bleed is an image, color, text, etc. that is meant to extend to the edge of the page.

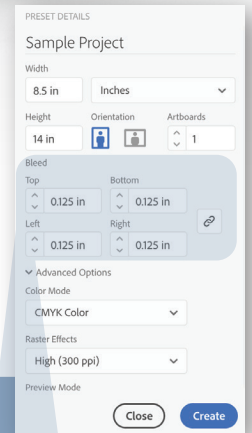
Why do I need my file to bleed?

Current printing presses are unable to print to the edge of the page. If you do not include bleed in your artwork, the final product will have a white margin along all sides.

How do I add bleed to my file?



Design programs are encouraged. When starting a project, you'll be asked to enter the desired page size and set the bleed. Next, when designing be sure to extend the art to the bleed box. Finally, remember to export the bleed, with crop marks, when saving your print-ready PDF or else it will be hidden from view.



CROP MARKS

Shows where the cutting/trimming will take place.

ART BOX
Safe zone
All essential content placed here.

BLEED BOX
1/8" area that extends past the Trim Box.

TRIM BOX
The size of your finished product, after cutting/trimming is completed.

A cushion of at least 1/8" should surround the art box, protecting against trimming or printing press margin requirements. It is best practice to not extend content past the art box if you do not require a bleed.

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Media Box

Contains everything to the left, including all other printer marks.

Crop Box

The area that a PDF viewer will display or print. Useful for screen viewing.

Trim Box

Shifting can occur during trimming, so maintaining your 1/8" margin around your Art Box will prevent vital information from being lost.

Potential Problems

Microsoft Word, Excel, and PowerPoint do not account for bleed. To resolve this you need to increase your page size, and inform your printer your desired trim size.

No Bleed-No Problem

Keep the 1/8" margin around the Art Box, creating a white edge around the file. No crop marks are needed either.

Crop Marks and Bleed are Key...

When you submit art with crop marks and bleed, you remove guesswork from the process. Correct files enable your printer to accurately quote projects, order accurately sized stock, and it helps you save money in prepress correction work.

