Bristol Business Centre
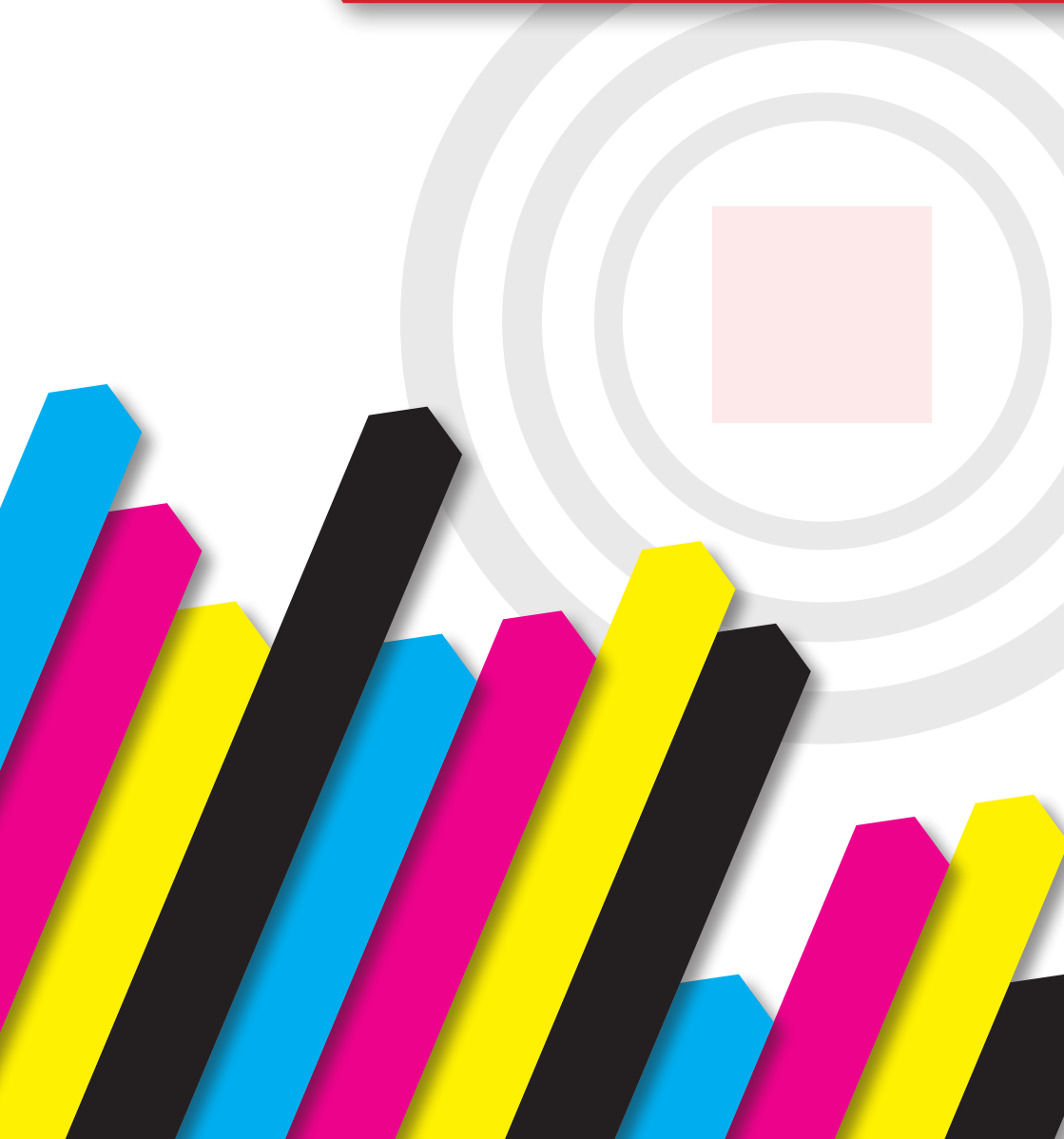
BLEED GUIDE

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.
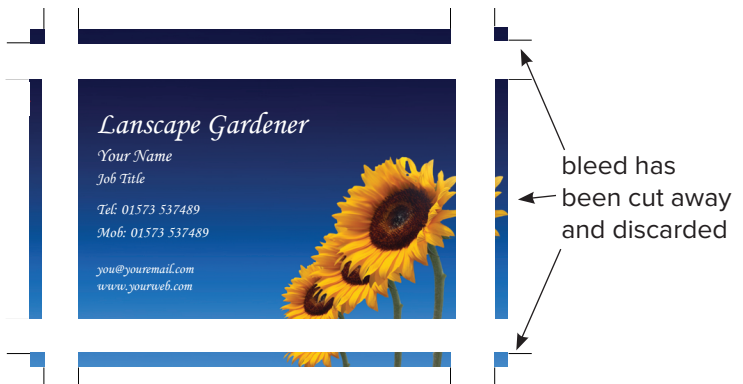
WHAT IS BLEED AND WHY IS IT REQUIRED?

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 impressions 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. 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.

CARD BEFORE CUTTING

Lanscape Gardener
Your Name
Job Title

Tel: 01573 537489
Mob: 01573 537489

you@youremail.com
www.yourweb.com

crop marks

CARD AFTER CUTTING

Lanscape Gardener
Your Name
Job Title

Tel: 01573 537489
Mob: 01573 537489

you@youremail.com
www.yourweb.com

bleed has been cut away and discarded

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. The table provided 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.

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

INCORRECT
TEXT BEYOND
THE SAFE ZONE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
TEXT IS WITHIN
THE SAFE ZONE

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. If printed then the document will have random white lines on edges as printing and cutting tolerances cannot be compensated for.

✅ Extend picture into the bleed area.

INCORRECT
ARTWORK WITH NO BLEED

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
EXTEND THE IMAGE TO THE EDGE OF BLEED LINE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

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 then text outside safe zone is likely to be cut off.

✅ Move text inward by at least 6mm (3mm for bleed area + 3mm for safezone).

INCORRECT
TEXT OUTSIDE
OF SAFE ZONE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
TEXT HAS BEEN
MOVED AWAY
FROM EDGE TO
ALLOW BLEED

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

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 then the text in the safe zone could be cut off or clipped.

✅ Move text inward by at least 3mm.

INCORRECT
TEXT OUTSIDE THE SAFE ZONE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
MOVE THE TEXT AT LEAST 3MM IN FROM THE CUTTING LINE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

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 printed there are likely to be random grey lines on edges of the product.

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

INCORRECT
THE IMAGE DOES NOT CONTINUE INTO BLEED AREA

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
EXTEND THE IMAGE INTO THE BLEED AREA

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

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 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.

INCORRECT
THE BLACK CONTAINING BOX DOES NOT EXTEND TO EDGE OF BLEED

THE BEST ORGANIC TEA YOU'LL EVER TASTE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

CORRECT
THE BLACK CONTAINING BOX HAS BEEN EXTENDED TO THE EDGE OF BLEED LINE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

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 printed as is the black box may touch 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.

INCORRECT
THE BLACK CONTAINING BOX DOES NOT EXTEND TO EDGE OF BLEED

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

CORRECT
THE BLACK CONTAINING BOX HAS BEEN EXTENDED TO THE EDGE OF BLEED LINE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

7. 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.

✅ Extend the background image to fill the bleed area.

INCORRECT
THE IMAGE DOES NOT EXTEND TO THE EDGE OF BLEED LINE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

CORRECT
THE IMAGE HAS BEEN EXTENDED TO THE EDGE OF BLEED LINE

EDGE OF BLEED
CUTTING LINE
SAFE ZONE

THE BEST ORGANIC TEA YOU'LL EVER TASTE

WHAT I AM UNABLE TO CORRECT MY DOCUMENT?

If you are unable to correct your document there are two options.

1. Print with a border - We would be able to print your document with a 5mm white border *(or any colour you prefer)*. We use 5mm to ensure even borders on each edge.

2. Have the design professionally re-built - 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 graphic design team who would be happy to help. Get in contact if you would like a quote:

Phone: 0117 973 9222
Email: info@bristolprintcentre.co.uk
Website: www.bristolprintcentre.co.uk

Bristol Business Centre

0117 973 9222

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