What is a Bleed?

And why is it so Important to Us?

If you'd like any/all of your image(s) to run completely to the edges of your final printed piece, you'll have to include what's referred to as bleed on all edges of your documents. The bleed area is simply excess image that won't end up in your final piece, but will run on press and will later be trimmed off. Because paper is likely to shift slightly while running through the press, leaving excess image area is crucial.

To avoid this problem, we ask that a 1/8" bleed be included. Make sure to design your documents to spec from onset, knowing the excess portion of your piece will eventually be cut off.

Failing to add bleed to your file when it is requested will require us to manipulate your file and adjust the layout accordingly before we are able to print.

Remember the Margin too!

Once you have set your bleed area and you are starting the design process, it is also worth including a margin. This margin area should be consistent throughout your design and while there is no exact measurement for margin, we recommended a minimum of 1/8". Any items on your layout that do not bleed, particularly text, should be within your margins. Again, because paper is likely to shift slightly while running through the press, having adequate margins is crucial.

Below is our standard business card template (shown actual size).

The dotted pink line represents the margin. The red line represents the cut line. The black line represents the bleed.

You may visit our website to download this, and other templates.

If you'd like the artwork to bleed off the edge it must go to this line.
Cut line
Text or images beyond this line may be cut off
File with bleed should be 3.75" x 2.25"