



BLEED GUIDELINE

PLEASE SUPPLY ARTWORK WITH THE RELEVANT BLEED

The amount of bleed required is dependent upon the product being purchased. Choose the product you'd like on our website and you'll be able to find the bleed size in the 'Artwork Guidelines and Checklist' tab for that product.

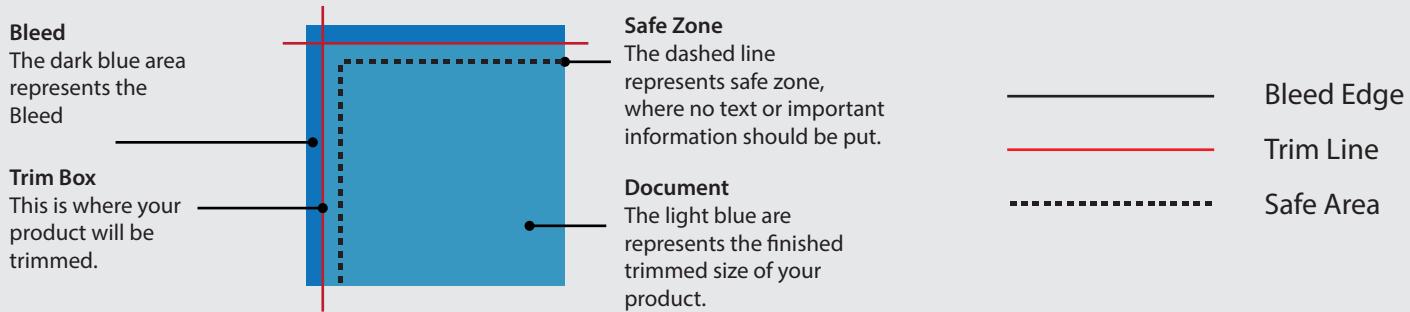
BLEED

When it comes to printing, bleed is your best friend. Bleed ensures that we can trim your job neatly and perfectly, leaving a pristine end results. Many people don't know how to use bleed or why it's important. In fact, as a print specialist, artwork being supplied without bleed is by far the most common issue we face an often the reason why a job is delayed.

SO, WHAT IS BLEED?

It is very difficult to print exactly to the edge of a material, so, to achieve this, it is necessary to print a slightly larger area than is needed and then trim the material down to the required finished size.

Bleed is thus considered the area that extends beyond the trimmed edge of the material before trimming (see figure 1). In other words, the bleed is the area to be trimmed off.



WHY DO I NEED TO SUPPLY BLEED?

Trimming isn't exact – no guillotine or cutting machine can trim exactly along the cutting edge – thus a small amount of leeway is always required. We as printers need bleed as a buffer zone to account for any movement of paper during trimming. The bleed area on your artwork helps to make sure there are no unwanted white borders left over after trimming.

If you want your artwork to extend to the edge of the page when trimmed, you will need to extend your design past the trimmed size to fill the bleed area (see figure 2). We recommend you use the background image of colour. This area will be trimmed from your final document to eliminate any unwanted white borders (see figure 3).

Figure 2
With Bleed:

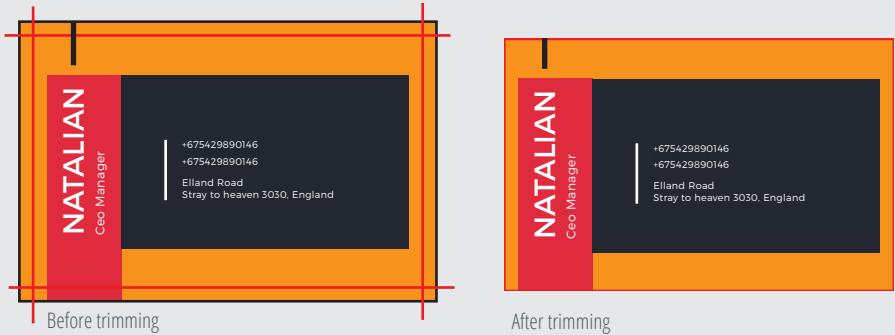


Figure 3
Without Bleed:

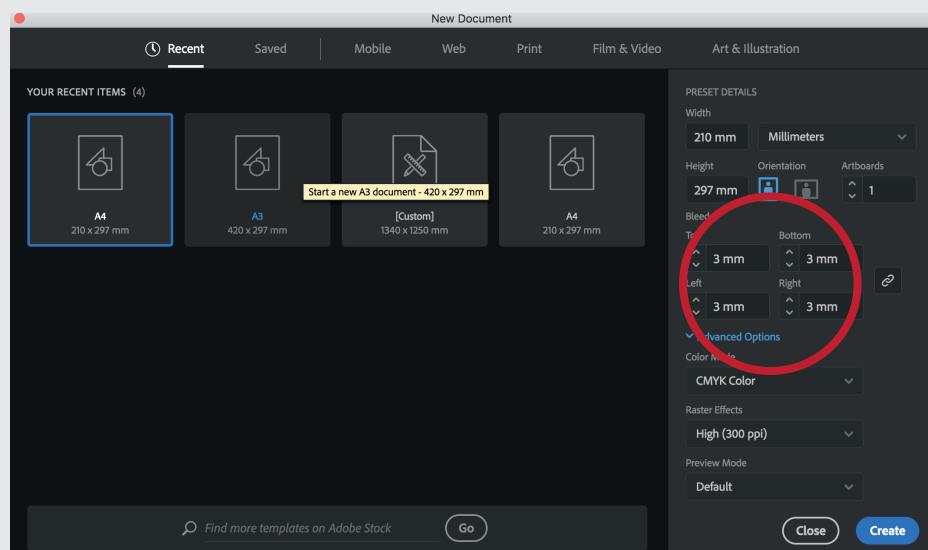


OK. SO HOW DO I SET-UP BLEED ON MY ARTWORK/DOCUMENT?

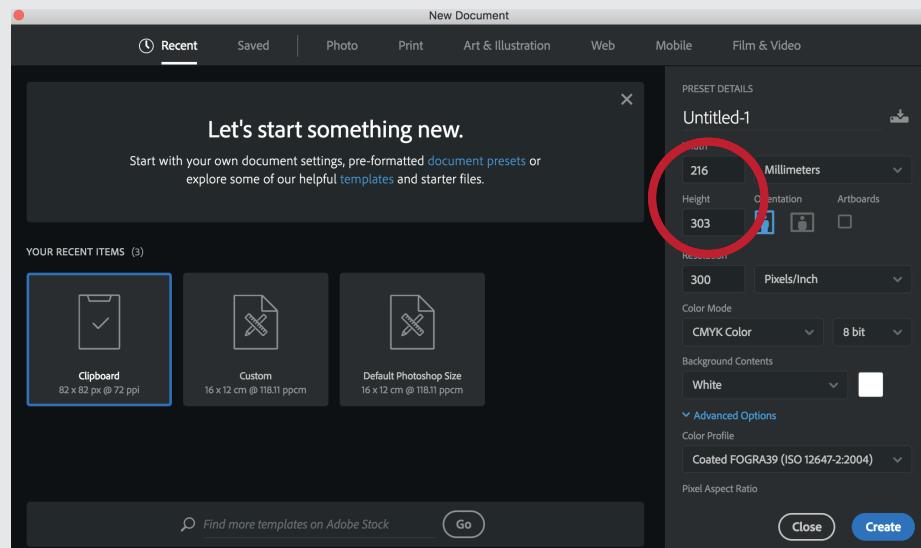
A lot of our products have a blank template with bleed areas already defined – these are free to download and design on to your heart's content. You can find these on the 'Downloads and Templates' tab of whichever product you want to print.

For custom size products and those without templates, please see the guide below on how to set-up bleed on InDesign, Illustrator and Photoshop.

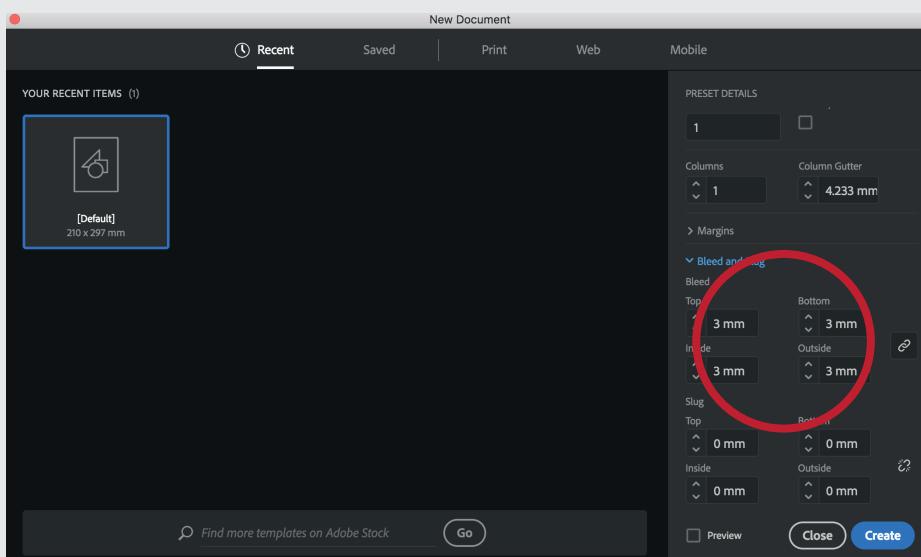
1. Adobe Illustrator



2. Adobe Photoshop



3. Adobe InDesign



If you have any questions about bleed settings for online printing, feel free to email us at artwork@5studio.co.uk and we'll be happy to help