

# What are BLEEDS?

It is recommended that you refer to the **SIZE GUIDELINES** information sheet when reviewing this information!

## What are Bleeds?

"Bleed" is the term for printing that goes right to the edge of the paper. Printed pieces that have a white border or white around the edges, **DO NOT** bleed. If you have images or backgrounds that you want to print (bleed) off the edge of the paper, then you must design your job larger than the final CUT SIZE. We create bleeds by actually cutting through the enlarged image/background.



Card that "Bleeds"



Card does not "Bleed"

## How to Create Bleeds

To create bleeds, make your document larger than the final CUT SIZE. We require that you make your document 0.125" larger on all four sides, therefore, the size with bleeds will be 0.25" larger than the final cut size in both dimensions. For example, if you are printing a postcard with a final cut size of 4" x 6", then the size with bleeds (BLEED SIZE) will be 4.25" x 6.25".

The best way to design keeping bleeds in mind is to make use of visual guides found in most graphics programs. Start by making your document size equal to the BLEED SIZE (for a 4" x 6" postcard, make it 4.25" x 6.25"). Now place guides 0.125" in from these edges, all the way around. These guides are where the document/card will be cut (CUT EDGE). Anything you want to bleed off the edge of the card must extend past your guides out to the BLEED EDGE. If photos and backgrounds do not extend past these guides, (if they do not bleed), white may show around the edges when we cut the cards, due to slight movement during the cutting process.



Card being cut creating "Bleeds"

### VERY IMPORTANT:

Even though your print job may not bleed, you are still required to set your document size according to the BLEED SIZE.

Please refer to the following information sheets when preparing files for printing:

- **Size Guidelines**
- **File Setup Guidelines** (specific to each computer application/program)