

BLEED GUIDELINES - What bleed is and how to use it properly

Bleed is a printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

The example below shows how a document should be set up with bleed. This is the way you must set up your document if you intend to have graphics that extend all the way to the edges of the cut item.

The example uses a business card, however the same principle and measurements apply to a document of any size. Exception is on a full magazine set up, you should not carry bleed into gutter/binding edge of document, only on top, bottom, outside edges. If submitting a single full page advertisement to be placed within a magazine, bleed should be on all 4 sides so that the page can be placed on left or right side.

This does not only pertain to small printed items such as postcards, but larger documents as well. No printers can print right to the edge of a sheet therefore any standard size prints with bleed must actually be printed on a larger sheet and cut down.

*If using InDesign, please go to this link for explanation:
<https://indesignsecrets.com/indesign-basics-bleeds-in-indesign.php>*

