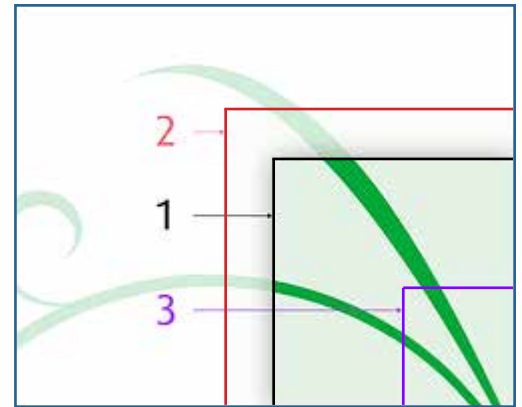


WHAT ARE BLEEDS AND SAFE ZONES?

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors can extend into the bleed area and after trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

1. Cut Line
2. Bleed Line
3. Safe Zone



It is very difficult to print exactly to the edge of a sheet of paper/card, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Here at Columbia Printing and Sign, we ask that you use the industry standard bleed of 1/8" or .125" from where the cut is to be made. A business card with a finished size of 2" x 3.5" would be 2.25" x 3.75" including the bleed on all four sides as in the example below.

The safe zone is where you put all of your important information. On a business card this would be your name, address, phone number, and so on. We use a minimum safe zone of 3/16" or .1875" from the cut line. This insures that your information will not be cut off or jammed up against the edge of your prints. Larger safe zones work as well.

