

What is bleed?

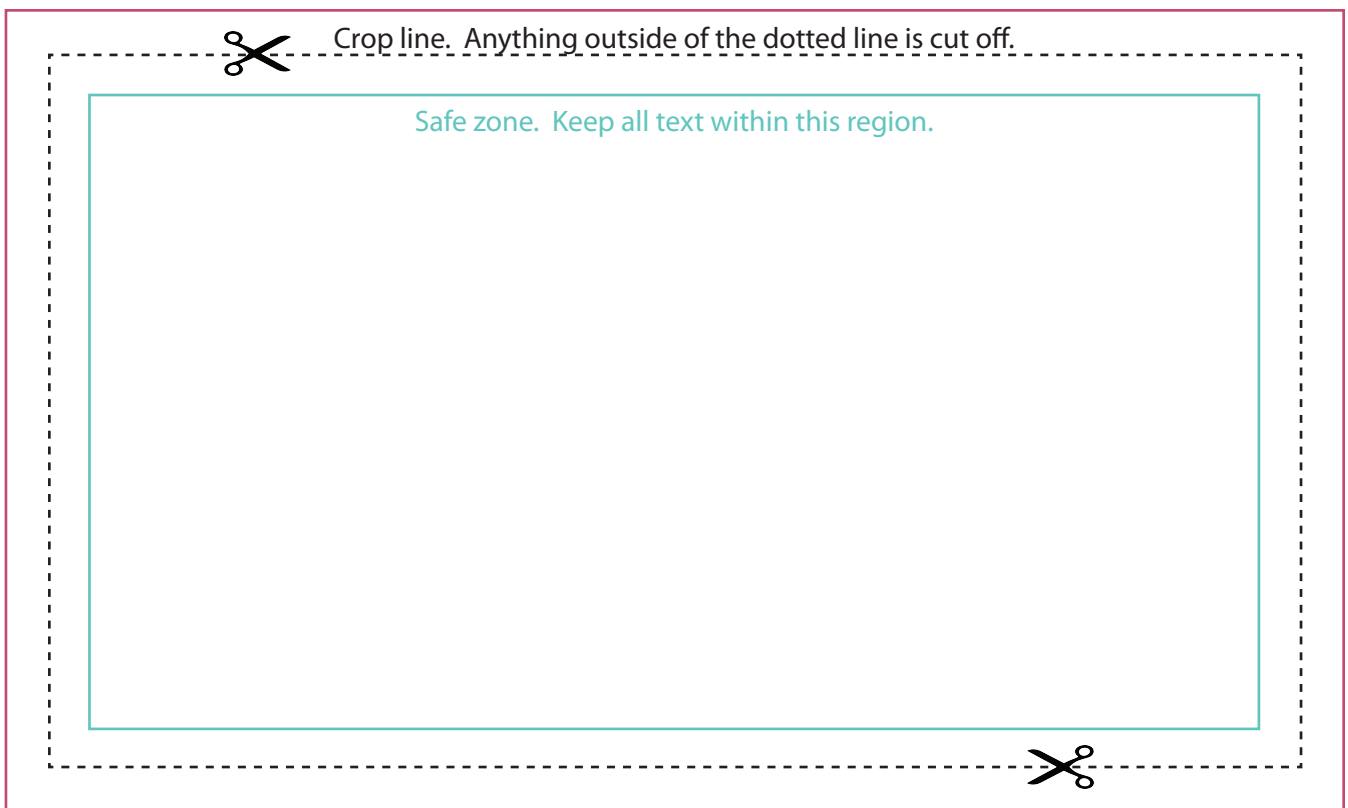
Bleed is an extra trim on the outside of your finished art file. By adding a bleed, we can cut off part of the graphic to allow your art to run to the edges of your finished piece. Otherwise, you'll have an unprinted edge around your finished piece (a white border).

In the graphic below, the finished, delivered product would display everything inside of the dotted line (the crop lines). Anything outside of that is the bleed, and gets cut out during production. The safe zone is the region that's recommended for your product's text or other content, ensuring it isn't cut too close to the edge, or worse, cut off entirely.

A typical bleed is 1/8 of an inch, or 0.125 inches. For a standard business card of 3.5 x 2 inches, if you needed a bleed, the finished art file would be 3.75 x 2.25 inches.

Regarding resolution, all art files should be at **300dpi**. Anything under that will *NOT* be print quality.

PDF border. This should be your full PDF size.



3.5 inches (finished product)

0.125 inch bleed

0.125 inch bleed

3.75 inches (art file)