

Bleed & Sizing Your Document

An image that "bleeds" is one that covers the entire printed sheet, to the edge of the paper. Because cards may shift slightly during the cutting process, we recommend that you set your file up to be 1/4" wider than the final cut size. If your document bleeds, you should oversize the artwork to avoid having the edge of the image show on the final cut card. Also, we recommend that you keep all important text and visual elements at least 1/8" from the cut edge. This will ensure that these elements are not cut off by the final edge.



A card that does not bleed.



A full-bleed card.



The artwork should be sized 1/4" larger than the final cut size.



Important elements should be kept inside a safe zone, 1/8" from the cut edges.

Bleed & Sizing Your Document Cont.

Setup guidelines for some common card sizes are shown below.

Final Cut Size	Document Size Including Bleed	Centre "Safe Zone"
3.5" x 2" Business Card	3.75" x 2.25"	3.25" x 1.75"
4" x 6" Postcard	4.25" x 6.25"	3.75" x 5.75"
2" x 7" Bookmark	2.25" x 7.25"	1.75" x 6.75"
4.75" x 4.75" CD Insert	5" x 5"	4.5" x 4.5"
5" x 8" Half Page	5.25" x 8.25"	4.75" x 7.75"

We recommend that when you are designing your artwork that you create guidelines in whatever program you are using as a mental note of these areas. Instructions for doing this can be found in the file setup guidelines for the respective programs.

If you have any questions feel free to contact us.

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