

Bleed & Safe-Zone, what is it?

Bleed is a continuation of an image or color past where your final artwork will be trimmed. Conversely, a Safe-Zone is keeping critical design elements away from the final trim so they are not inadvertently cut off. This gives your artwork a built-in flexibility to shift during high speed processing and folding but still be finished in a correct state.

If you look at your artwork and notice images or design elements that are being printed running to the edge of your page you will need to extend or retract these elements. This distance is usually an additional 1/8 of an inch. There are circumstances where more Bleed or Safe-Zone may be required for best results e.g. 2 Sided Large Format printing requires a bit more leeway and 1/4 of an inch yields much better results.

Also note that the major apps for print production usually have a setting in the document setup that displays where your images or art needs to extend to as a guide while working on your design. The following are two examples of incorrect and correct designs. Remember that if you have any questions feel free to give us a call for guidance.

Safe-Zone

Final Trim

Bleed Area



INCORRECT

There is no time like spring in the Appalachians

Note the two examples on the left.

The image and copy laying on the final trim.



CORRECT

There is no time like spring in the Appalachians

The bottom image and copy are adjusted so the image continues past the trim 1/8 of an inch and the copy has been inset 1/8 of an inch.

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