

# Designing for print - setting up bleed

## Bleed

Bleed is the extended area past the 'Crop Marks' on the paper that will be trimmed off after the job is printed. It extends beyond the document's dimensions and overlaps the border of your artwork. When printed, this additional bleed will be cropped so that the finished product is the correct size.

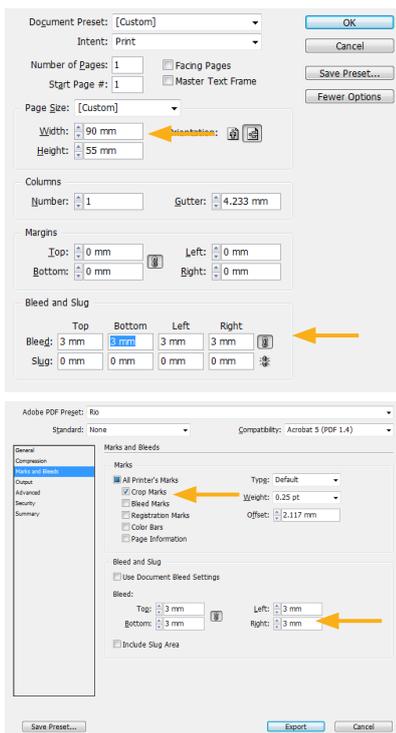
We ask clients to supply **3mm** of extra 'bleed' on top of their artwork size to avoid strips of white paper on the edges that can result in the manufacturing process if there is movement with the document.

Bleed is required for any objects within your artwork that extend to the edges of the document - such as a background colour or image.

In addition, to avoid any text or images being cut off, make sure all important information is at least 3mm clear from the edge of the document.

Bleed can be set up when creating your document;

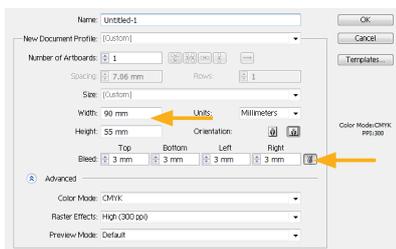
- To set up bleed in **Indesign**



When creating a new document, put the actual size of your artwork into the size area. Then in the 'Bleed and Slug' section change Bleed to 3mm. This will create a document which shows your document size with a rectangle and a red rectangle 3mm bigger on each side represents the bleed area. Make sure that any items that you want to bleed off the page extend to this red line.

**Note:** Make sure when creating a PDF from Indesign utilising the Adobe PDF Presets, that under the 'Marks and Bleed' tab you have 3mm bleed, otherwise your bleed will not be included within your PDF.

- To set up bleed in **Illustrator**



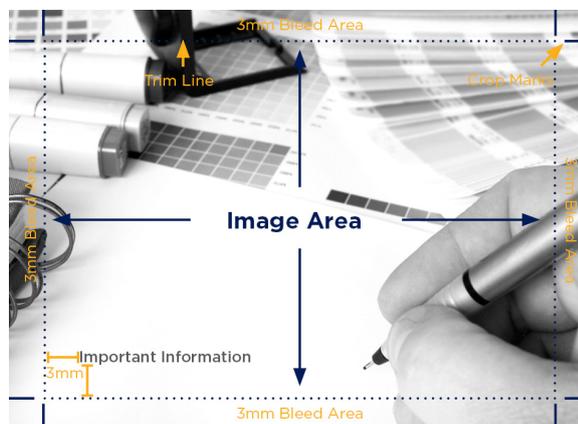
Set up your document to the correct finished size and, as above, put additional allowance under 'Bleed' of 3mm on each side. When your document opens there will again be two rectangles, a red one 3mm larger on each edge where all artwork bleeding off the page should extend to.

## Designing for print - setting up crop marks and creating a PDF

### Crop Marks

Crop Marks work with bleed to indicate the exact position where the paper will be trimmed. You will notice on the example that the image extends beyond the crop marks allowing for any movement and ensuring that the finished product has the image to the edge of the page.

Crop Marks can be added to a document when creating the PDF by selecting 'Marks and Bleed' under Adobe PDF settings and checking the 'Crop Marks' box.



### Creating a PDF

The best way to supply your artwork is to create a high resolution PDF with images at 300dpi and all fonts embedded.

It depends what program you use to produce your artwork as to how to create a PDF;

- If you are creating your document in **Indesign** - Select 'File' → 'Adobe PDF Presets' → 'High Quality Print' → Select the tab on the left hand side 'Marks and Bleeds' → Check the 'Crop Marks' box and Change the Top, Middle, Left and Right Bleed settings to 3mm under 'Bleed and Slug' → 'Export'
- If you are creating your document in **Illustrator** - Select 'File' → 'Save as' → 'Save as type' → Select PDF → 'Save' → Select the tab on the left hand side 'Marks and Bleeds' → Check the 'Trim Marks' box and Change the Top, Middle, Left and Right Bleed settings to 3mm under 'Bleed' (you may find that this area is inactive and you cannot change the Bleed settings, make sure that 'Use Document Bleed Settings' is unchecked → 'Save as PDF')
- If you are creating your document in a Microsoft **Office** document - Select 'File' → 'Save as' → 'Save as type' → Select PDF → 'Save'.

Note that you cannot put Bleed and Crop marks on this type of document, so Microsoft Office is not the preference for creating artwork. There is a possibility if you have artwork going to the edges that it may be chopped off or you may have white lines around the edges of your document.

When supplying your PDF;

- If your document has multiple pages, please make sure that the PDF supplied is as single pages (not spreads).
- If your project is to be printed in CMYK please make sure that you do not supply your file with PMS or RGB colours.
- Please convert your text to outlines where possible.
- Ensure that if your project is CMYK (not a PMS colour) that all colours are created as CMYK in the native document (Indesign/Illustrator etc) prior to creating a PDF.