



# ASPRINT

## What's 'Bleed' ?

"Bleed" is the area outside the actual finished page size. This is usually a 3mm width outside the actual page size. If there are images or colour that you want to go right on the edge of the paper, you have to set up your document to allow for the extra 3mm 'bleed'.

Often printing is done on a slightly larger size paper than the actual finished size, then cut down to the correct size.

If there is no 'bleed' allowance, and there is a slight shift when cutting, your print could end up with an unsightly thin white line right near the edge of your page, where you wanted the image or colour to touch the edge of the page.

The 'bleed' on your artwork is like a 'safety net' to prevent this happening.

1. Setup your page size in the computer program you are using. The blue area below represents the page size - allowing for bleed, it is 3mm BIGGER each side than the real page size.  
Using Photoshop, MS Word or Publisher: Make the page size 3mm bigger on each side than the actual page size you want  
Using Indesign or Illustrator - set bleed to 3mm in your 'document setup'
2. The red line indicates where the document will be cut off to the correct size.
3. Any coloured backgrounds, pictures or designs that you want to go right to the edge of your card must be placed over the red line (your actual document size), and go to the edge of the blue area.
4. Place all text, logos, pictures or designs that you don't want cut off from your card inside the yellow inside margin line.

**Black line:** Your document page size setup in the program you are using.

**Red line:** Your actual 'FINISHED PAGE SIZE' after we have chopped off the 3mm.  
Any image or colour outside the red line will be cut off.

**Yellow line:** Keep text within this area, away from the edge.

### Measurements:

A6 - 148x105mm  
A6 with bleed - 154x111mm

A5 - 210x148mm  
A5 with Bleed - 216x154mm

A4 - 297x210mm  
A4 with bleed - 303x216mm

A3 - 297x420mm  
A3 with bleed - 303x426mm

Business Card - 90x55mm  
Business Card with bleed - 96x61mm

