# TO BLEED OR NOT TO BLEED

A file that doesn't bleed looks like this.

The art does not go beyond the crop marks.

At times, people mistake that this bleeds because of the crop marks. The image is intended to bleed, but not set up correctly.

Files like this run the chance of leaving white around the edges and uneven coverage when getting cut down becasue of the slight movement that can occur in production.
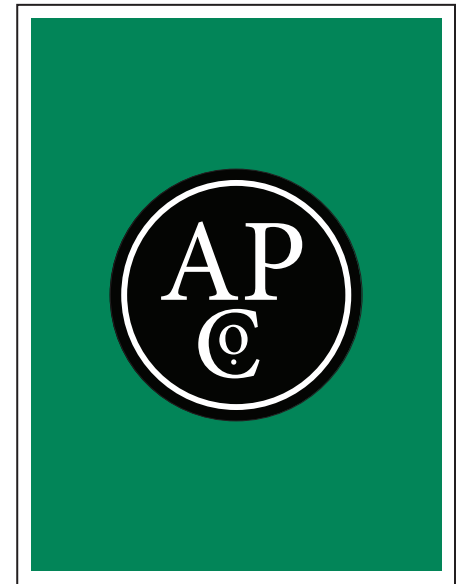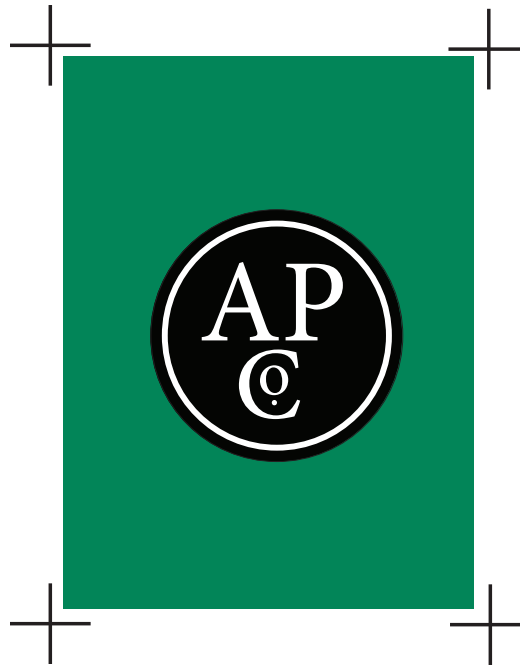
Edge of paper

Edge of paper

AP Co.

Edge of paper

Edge of paper

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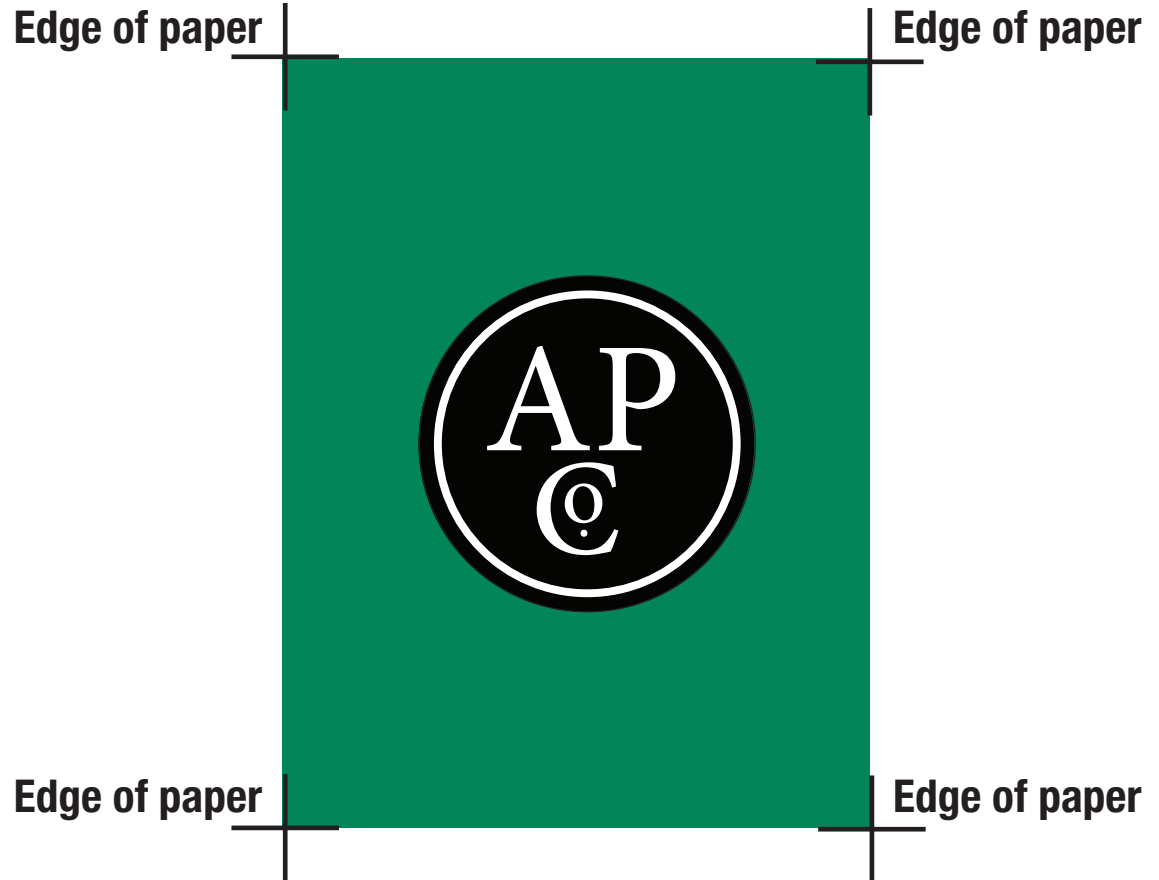
This image does not bleed either.

The art does not go to the edge of the paper.

Once cut down, It will be printed with a white border as shown on the right.

Depending on what you are designing, and cost of the project, you can choose to design with bleed or without.
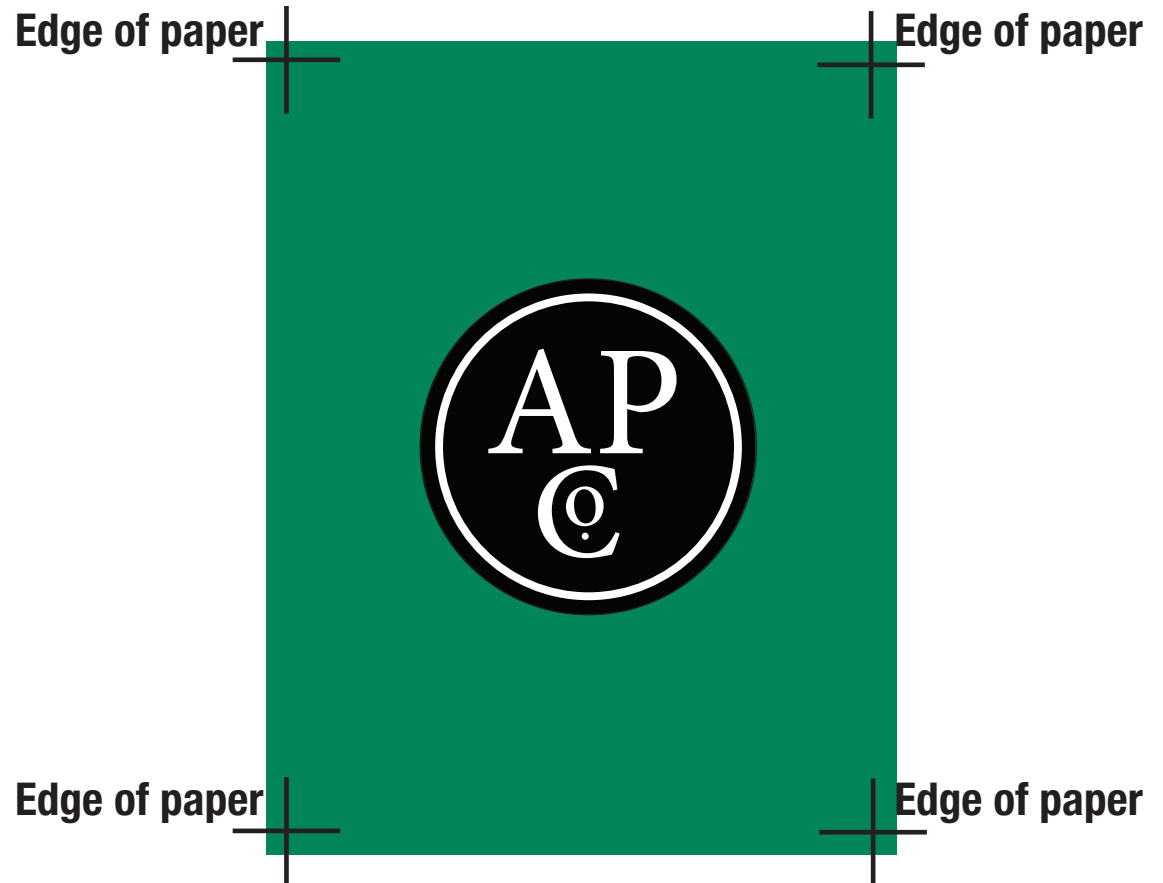
This image bleeds.

The art goes past the edge of the paper and the crop marks.

Creating the file with bleed is crucial to avoid getting an unwanted white border.

The following will show how to set up a file with bleed built in and creating a print-ready file to send over to the print shop.
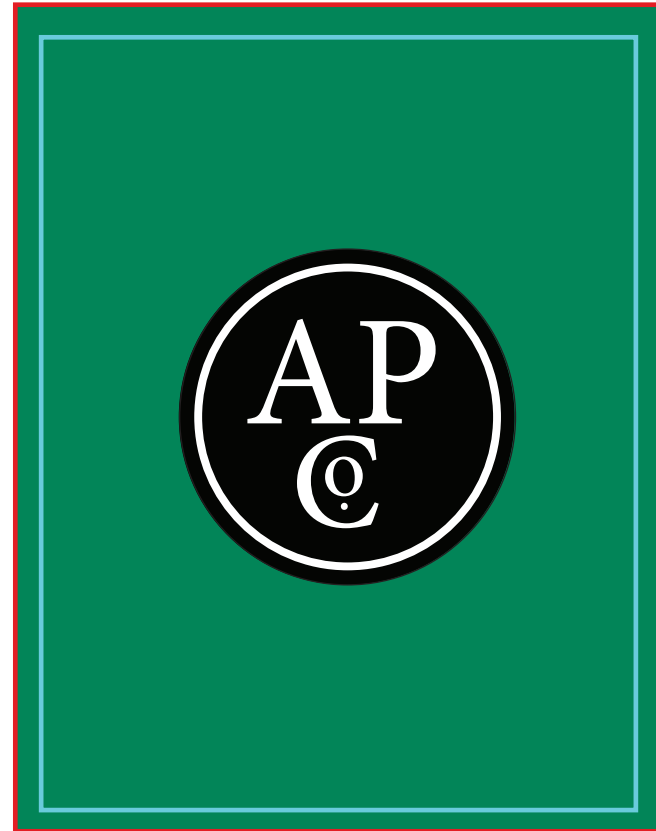
Edge of paper

Edge of paper

AP Co

Edge of paper

Edge of paper

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Edge of paper/Cut Line ———

Bleed line ———

Extend art all the way to bleed line

For example:

This final size for this image will be 8.5 x 11 that will bleed. When setting up the file to design, set the bleeds at .125"

When desiging, if the art or image is intended to go to the edge of the paper, extend the art past the edge of the paper line to the bleed line. (As shown with the green background)

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To set up the file to have the image bleed. It must be created with the bleed built in. This example is setting up in Indesign, Illustrator is similar.

.125" is a standard amount of bleed to use in files

When creating the file, set the bleed to .125"

The artboard will now have the bleed built in (red line all around the board)

This is where the artwork or any design elements should be touching to avoid any white border.
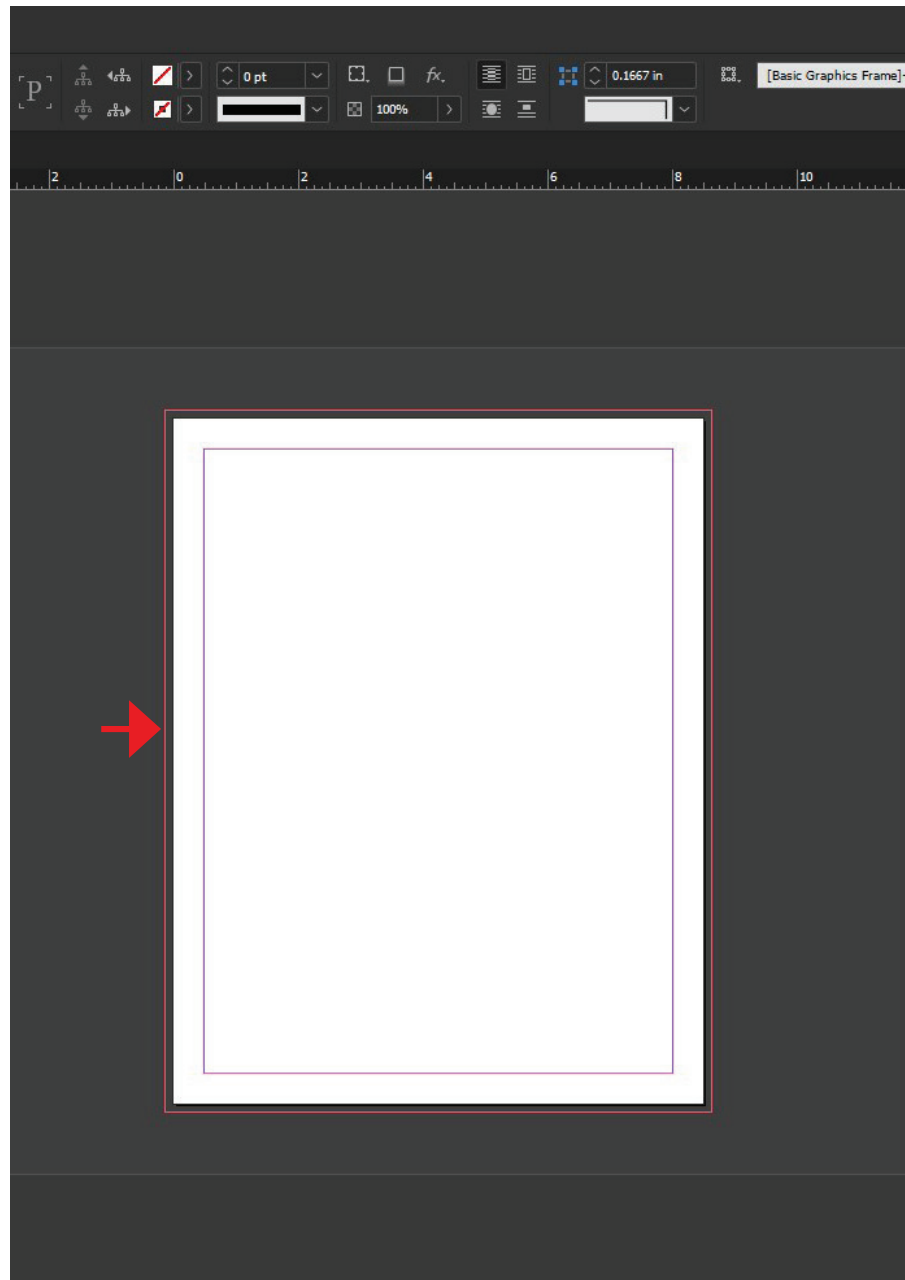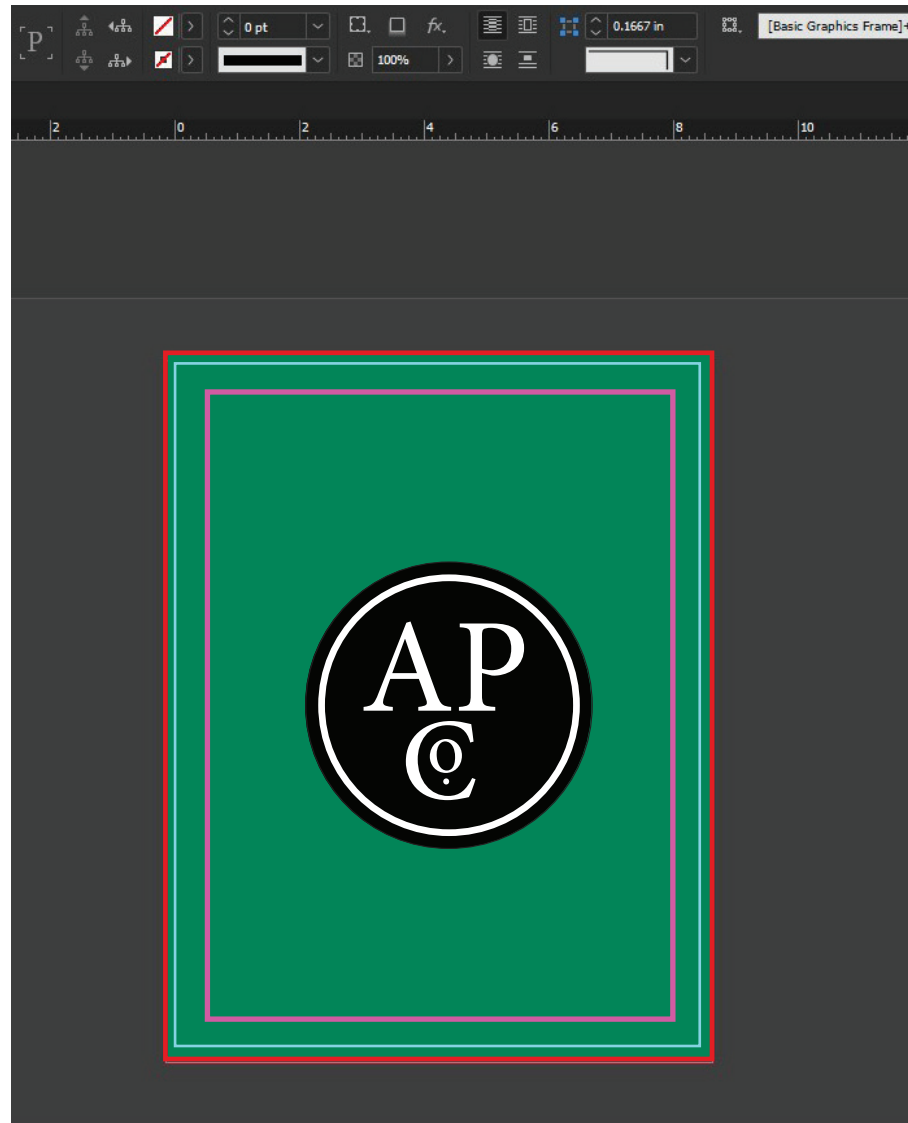
Edge of paper/Cut Line ———

Bleed line ———

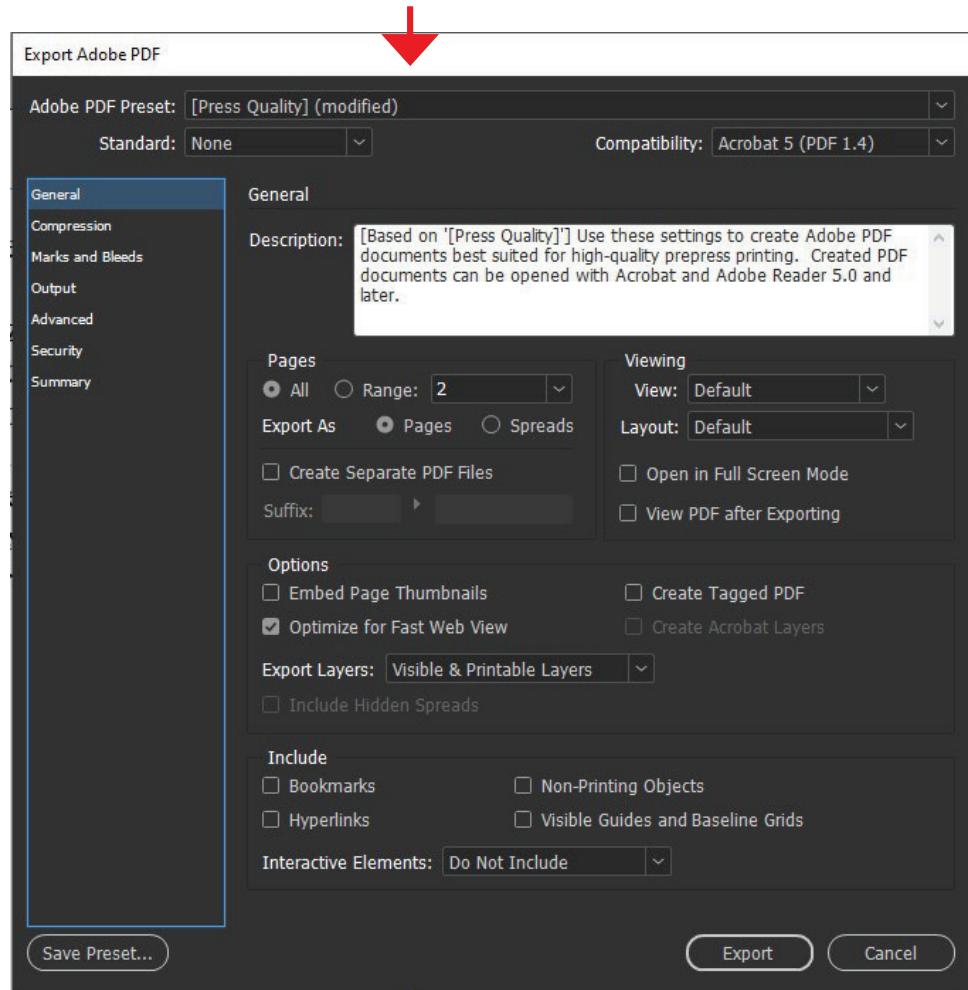**Safe line** ———

Keep any design, graphics, or text within the page and far enough away from the edge of paper/ trim line to avoid any lost elements. A good amount is .25" away from the edge of paper. (As shown by the pink safe line)

To export the file with bleed (InDesign, Illustrator)

- **File - Export**

- **Name your file**

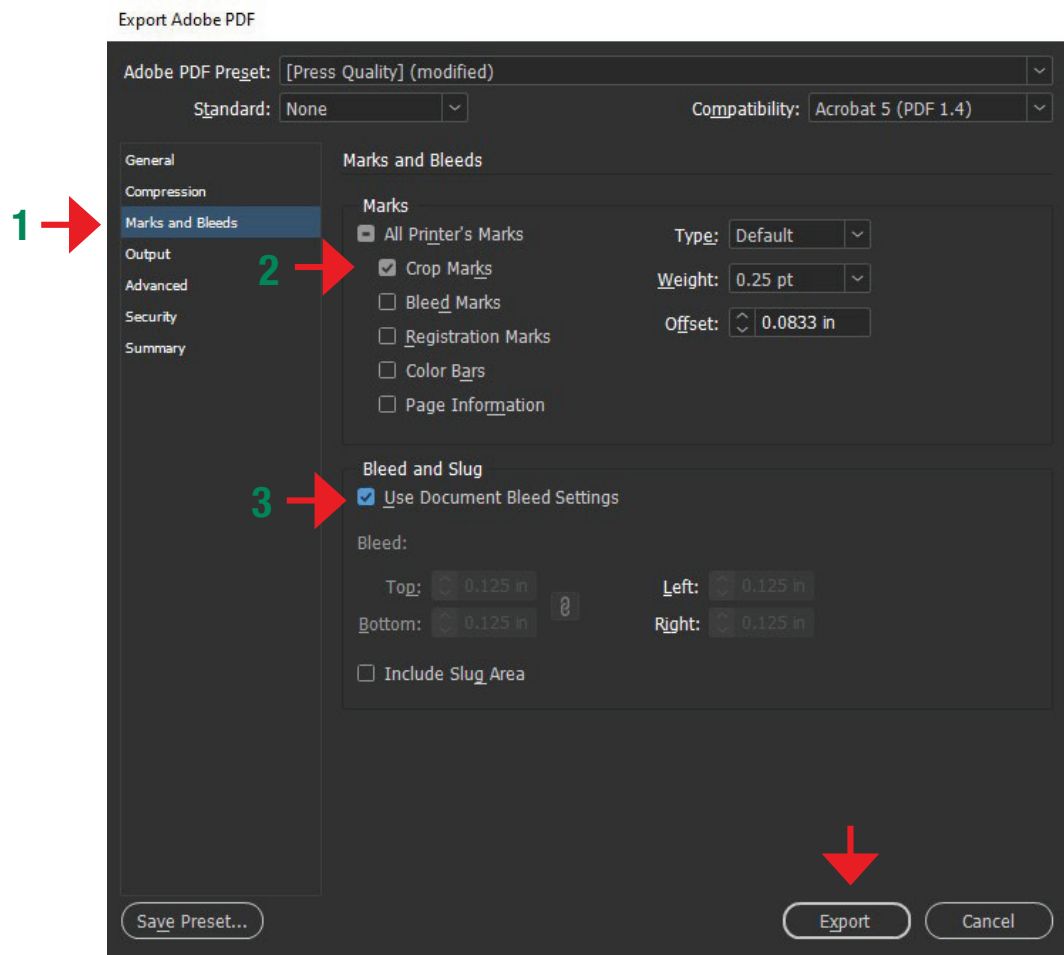- **Select "Press Quality" at Adobe PDF preset at the top**

On the left hand side list,

1. Go to MARKS AND BLEED tab

2. Click on CROP/TRIM MARKS go to MARKS, click CROP MARKS box, and click USE DOCUMENT BLEED SETTINGS box

3. Click EXPORT

Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified)

Standard: None   Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
1 → Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks

☑ All Printer's Marks   Type: Default

2 → ☑ Crop Marks   Weight: 0.25 pt

☐ Bleed Marks   Offset: 0.0833 in

☐ Registration Marks

☐ Color Bars

☐ Page Information

Bleed and Slug

3 → ☑ Use Document Bleed Settings

Bleed:

Top: 0.125 in   Left: 0.125 in

Bottom: 0.125 in   Right: 0.125 in

☐ Include Slug Area

Save Preset...   Export   Cancel

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Your file will look like this when exported. This is the view from Adobe Acrobat, complete with crop marks and bleed.

It is ready to send over to the printer and make the designers very happy :)
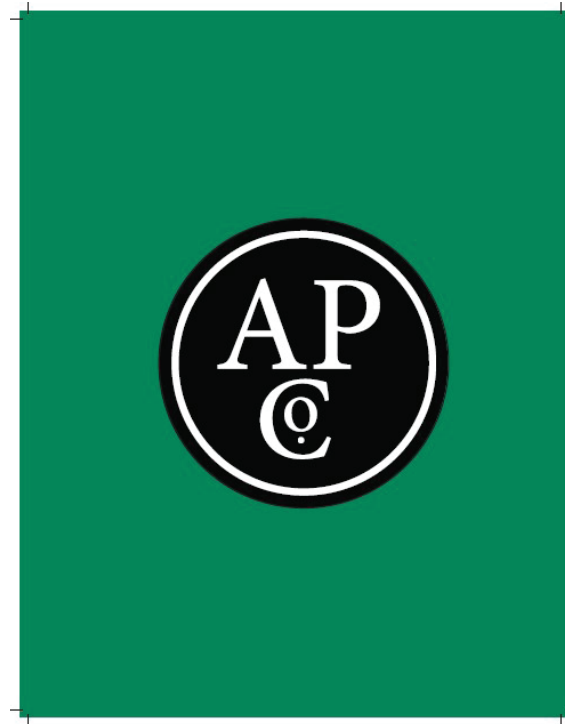
After it is printed, production will cut at the trim marks leaving a nice clean image that bleeds to the edge.