

## 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 3mm ‘bleed’.

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

If there is no ‘bleed’ allowance, you could end up with an unsightly thin white line right near the edge of your page where an image or the colour is supposed to touch the edge of the page.

1. Setup your page size. The blue area represents the page size allowing for bleed.  
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 card will be cut off to 90x55mm.
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, and match to the edge of the blue area (see the white box below).
4. Place all text, logos, pictures or designs that you don't want cut off from your card inside the yellow line area.

**Black line:** paper / page size setup.

**Red line:** any image or colour outside the red line will be cut off

**Yellow line:** text area

