

What are bleed & crop marks and why do we need them?

Bleed and crop marks are printing terms

Essential to setting up your artwork for printing, bleed and crop marks are easy to apply and will help ensure that your artwork will be 'print-ready'... saving time and cost for additional studio services.

WE'RE HERE TO HELP.

A quick lesson on Setting up your artwork for print

Bleed

A bleed is the area of the paper that will be trimmed off after the job is printed. If any element on your layout makes contact with the edge of the page, you will have to use bleed.

The term bleed is used for all objects overlapping the edge of your document. Let's say you're working on a brochure with images that extend to the edges of your page. You'll supply us with a document somewhat larger than the final document will be. Add 3mm on all four sides of your document and check your software settings to ensure that the bleed option is active and set to 3mm.

When you create your artwork, extend any elements that touch the edge of the page by at least **3mm**.

Once your artwork has been printed, these overlapping elements will be trimmed away, leaving a clean, cropped edge. There are a lot of factors that affect the cropping. The paper itself can expand or contract, for example, and if you weren't using bleed the images wouldn't be neatly aligned with the edge of your printed document.

We normally require a 3mm bleed on all edges.

Crop marks

For every job you send for us to print, you will need to place crop marks on your document. Crop marks indicate the exact place where the paper is to be trimmed.

Most industry-standard software will do this automatically, although there may be exceptions when you'll have to draw them by hand.

The crop marks should be 3mm from the document border. In normal usage you won't see the crop marks until you open the exported file (Press Ready PDF for example). Check your software settings to ensure that crop marks will be applied.

We print the job on oversized paper, and we then trim the page down to the final size – and the crop marks tell us where to make the cut.

