DESIGN + PRINT
Soar Valley Press

SVP'S GUIDE TO BLEED

PREPARING YOUR ARTWORK FOR PRINT

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SVP'S GUIDE TO BLEED

Have you ever created a brilliant design, only to have it printed and find that part of your artwork has been cut off?
This is the result of forgetting to add printing bleed.
This tutorial will cover the basics: how to add bleed to your artwork and why it's important.

What is bleed?

During any printing process, there is always a small degree of movement on the press. To account for this, you extend the printed items 3mm beyond the edge of your artwork. This is known as the bleed and is cut off during printing.

How do I add bleed?

Print bleed can be added when you set up your file for print. This is added in different ways, depending on the software you're using.

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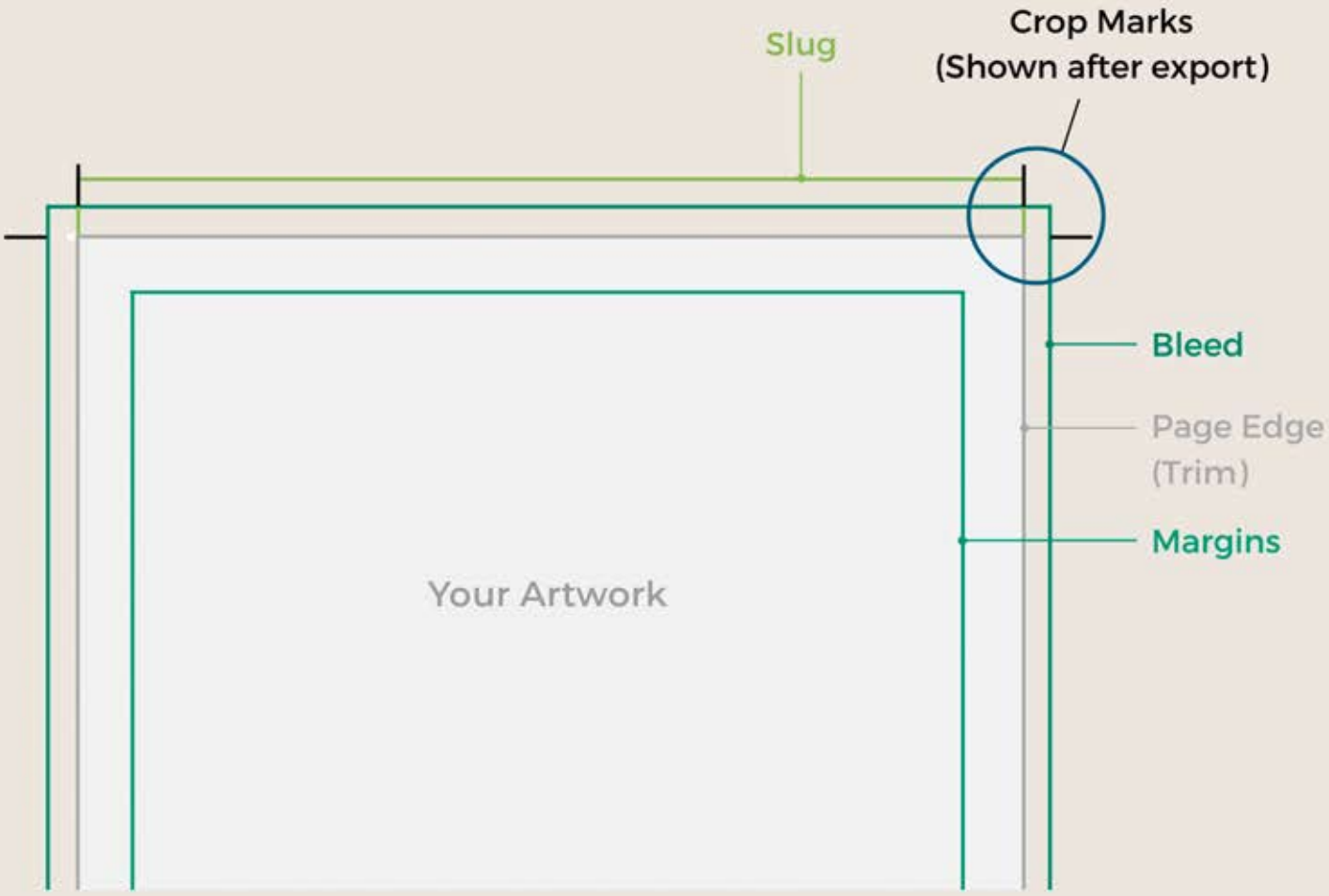
SLUG, CROP MARKS & BLEED



Slug - the name used to describe the area outside the printing and bleed areas of a document.
Crop Marks - lines printed in the corners of your artwork to show the printer where to trim the paper.
Bleed - The area that is cut off during printing.
Page Edge - The edge of your artwork after it has been trimmed.

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ADOBE ILLUSTRATOR

How do I add bleed?

When you create a new illustrator document, the section for bleed will be just under your page size.

If your editing an existing document, go to ‘File’ and then open ‘Document Setup’ and enter 3mm bleed there. If your printing a larger product, such as a banner, a 5mm bleed is recommended.

Save your document as a PDF, and it’s ready to print!

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ADOBE INDESIGN

How do I add bleed to a new document?

To add bleed in Adobe InDesign, when you create a new document select the print tab at the top. Scroll to the bottom, select the Bleed and Slug panel and add your bleed measurement (usually 3mm) to each of the sides.

How do I add bleed to an existing document?

To add bleed to a document that has already been created, select 'File', 'Document Settings', expand 'Bleed and Slug' and then enter your values.

You will see the bleed guides on your artwork, so if you want your artwork to run to the side of the printed page, take it up to the bleed line.

When exporting your artwork, as a PDF, ensure you select the 'Marks and Bleeds' option and click the checkbox for 'Use document bleed settings'.

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ADOBE PHOTOSHOP

How do I add bleed?

Unfortunately, Photoshop doesn't allow you to add bleed automatically when you create a document.

To add bleed in Photoshop, simply add 6mm to both you desired height and width for the document. This will give you a 3mm bleed around your document.

Adding bleed is a vital step for ensuring your collateral looks excellent when printed. Don't forget to add bleed to your print-ready artwork, next time your ordering your marketing collateral.

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