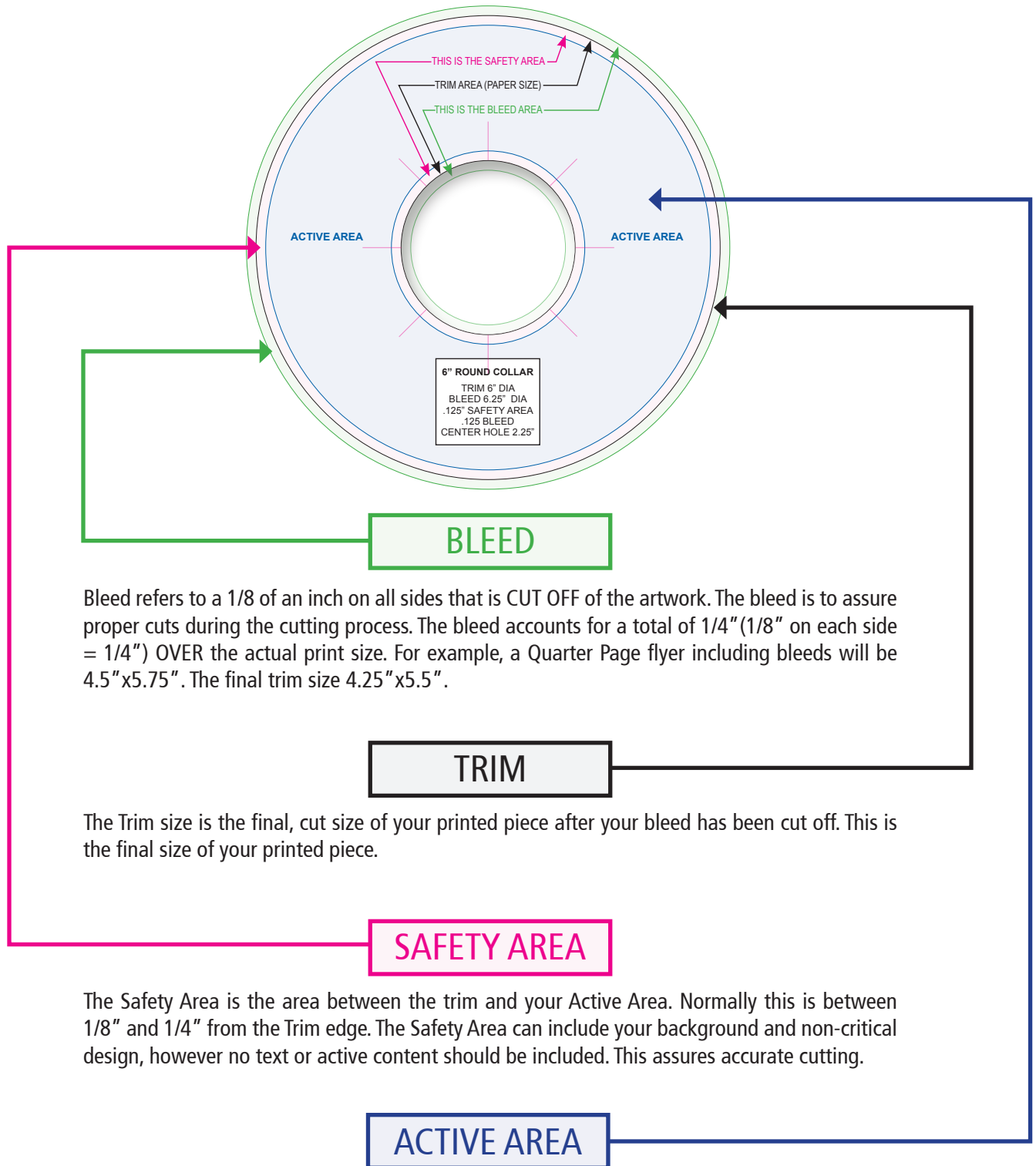


designing with **Bleed, Trim, & Safety** Margins



Bleed refers to a 1/8 of an inch on all sides that is CUT OFF of the artwork. The bleed is to assure proper cuts during the cutting process. The bleed accounts for a total of 1/4" (1/8" on each side = 1/4") OVER the actual print size. For example, a Quarter Page flyer including bleeds will be 4.5"x5.75". The final trim size 4.25"x5.5".

The Trim size is the final, cut size of your printed piece after your bleed has been cut off. This is the final size of your printed piece.

The Safety Area is the area between the trim and your Active Area. Normally this is between 1/8" and 1/4" from the Trim edge. The Safety Area can include your background and non-critical design, however no text or active content should be included. This assures accurate cutting.

The Active Area is anything within the trim area. This is where you can place all of your artwork, images, text, and anything that is being placed on your piece.