

-----bleed zone

-----non essential zone

-----main design area

General Size Guidelines

The red area represents the bleed area on the finished page. This area extends 1/8" around the final page size of 8.5"x 11". By extending any graphics that are meant to print right up to the edge of the finished page into the bleed area, any variations in production will avoid producing an unintended white line on the edge of the page. The page can bleed on any or all sides; e.g. the page may have a solid colored box with type in it that is positioned on the bottom center of the finished page where the colored box prints right to the edge of the finished page, in which case only the bottom would require bleed. Be sure to extend any items in the bleed area out as fully as possible to the outer edges of the bleed box. See the bottom of the page for this example.

The yellow area represents the 1/8" area near the edge of the final page size. It is recommended that any information that is considered essential, such as a logo, company information, or product information be kept out of this area as production variations may clip or make difficult to read information in this area.

The green area represents the bulk of the design area for the finished page size of 8.5" x 11".

When saving the document, be sure to include the bleed information even if no bleed exists on the designed page. This is generally done via a checkbox in the options area of most programs. When saved or exported with bleed, the document size should read 8.75" x 11.75".

Other Design Guidelines:

For the cleanest (sharpest) reproduction, graphics (pictures) should be a minimum of 300 dpi, line art should be a minimum of 1200 dpi.

If delivering file as an eps, tiff or jpeg, convert all text to outlines.

Preferred file format is PDF with fonts embedded.

Example of a box that bleeds off the bottom of the finished page.