

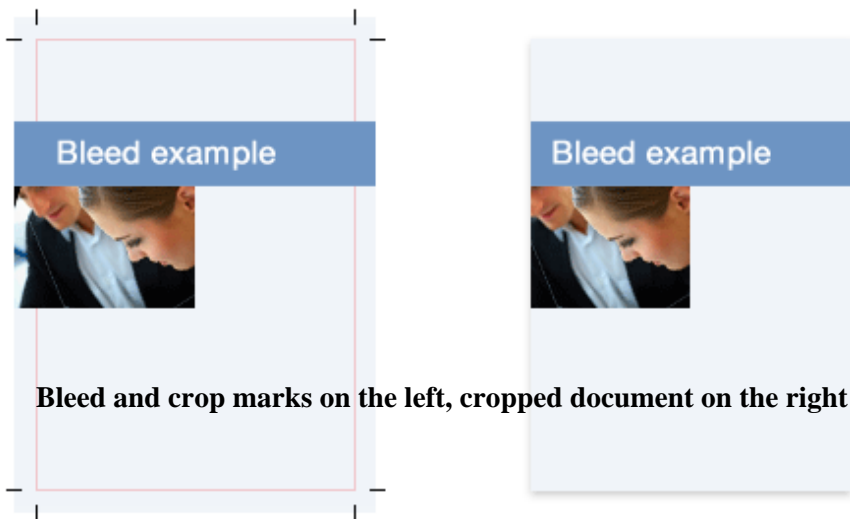
Because you did not design with a sufficient bleed, we could not cut your project to “bleed”

What is a “bleed”?

If any element on your document layout makes contact with the document border you will have to use bleed. The trick is to place the element so that it goes over border where the document will be cropped after printing.

The term **bleed** is used for all objects overlapping the border of your document. Let's say your working on a brochure with images against the sides of your pages. You'll supply the printer with a document somewhat larger than the final document will be.

After the brochure is printed it will be cropped to its correct size. The bleed in your document gives the cropping some room for error. The paper itself can expand or contract, the cropping machine could setup wrong or the person working on the brochure could make a mistake. There are a lot of factors that could go wrong with the cropping, if you wouldn't be using bleed the images wouldn't be neatly aligned with the side of your printed document.



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Two kinds of bleed

A bleed can be a **full bleed** or **partial bleed**. With a full bleed you have objects running of your document on all sides. With a partial bleed you'll have a couple of elements running if the document.

Crop marks

For every job you sent to the printer you need to place cropmarks on your document. Every industry-standard program on the market will do this automatically (although there will be a few exceptions when you'll have to make them by hand). How far the crop marks should be from the document border is something you should discuss with your printer. For most jobs 3 to 6 mm is fine.

In normal usage you won't see the cropmarks until you open the exported file, pdf for example.

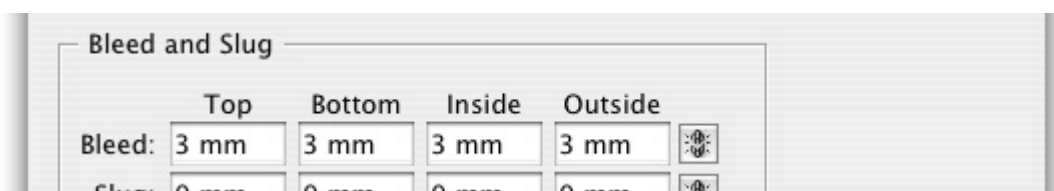


Detail of crop marks in a PDF export

Setting your bleed in Adobe InDesign

Standard measurements for the bleed is 3mm in Europe and Japan and 1/8" in the states. Sizes may differ per printer, if your not sure about your printer just ask them.

The settings in InDesign are right there in the new file dialog... but hidden! You need to hit the 'more options' button before they become visible. If you already have a document open you can find them in the file > document setup dialog.



Bleed settings in Adobe InDesign