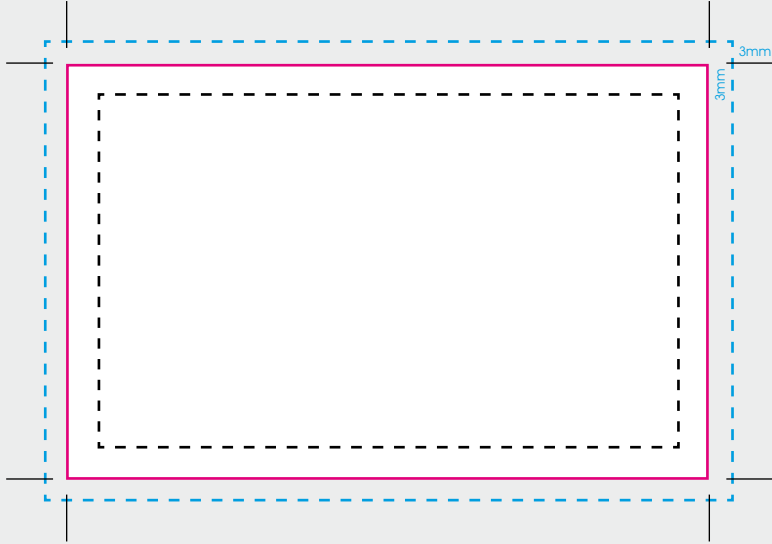




SUPPLYING ARTWORK WITH BLEED


What is bleed?

Bleed is essential for when printed parts of the document are required to go right to the edge of the printed literature. We require 3mm bleed on all sides to allow for any slight movement when the literature is cropped to size. Without bleed you could be left with a slight white trim in places which just doesn't look good as it's the small details that make all the difference.



 Final document when cropped to size

 3mm bleed on all sides

 Try to keep text within 3-4mm from the page edge

Supplying PDF artwork in the correct format

All PDF files have to be supplied as press-resolution. A PDF file is the industry standard format. All fonts should be embedded or changed into outlines. The PDF must be supplied as CMYK and not RGB. If you have worked in RGB and then convert to CMYK as the colours may change a great deal so it is essential to work in CMYK from the start. All Pantone colours must be converted to CMYK process. 2 pages must be included if it is double sided. Any errors in supplying the PDF in the correct format will result in a delay for the flyer to go to print until it is resolved. The design studio you have used will be able to supply the PDF quickly and easily though. If you decide to use **WEPRINTITUK** to produce your artwork then the PDF will of course be 100% compatible and ready to print without and delays. All crop marks and registration must be in place.



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