



# ARTWORK GUIDE

Thank you for choosing The Ink Spot for your printing and design needs! In this guide, we explain what bleed is, how to add bleed to your design, and how we lay out products on 12" x 18" sheets of paper for printing. Hopefully this helps you understand our process. Follow this guide to make sure your print job comes out the way you envisioned.

## WHAT IS BLEED?

In printing, "bleed" describes the artwork that runs off the edge of the page.

## WHY SHOULD I BLEED MY ARTWORK?

When graphics continue to the edge of the paper, bleed is required. This is because commercial printing presses cannot print on the edge of the paper. Artwork is usually printed on large paper (normally 12" x 18"), then trimmed down to the final size. Without bleed, misalignments or small technical errors in trimming can cause your artwork to not extend to the edge of the paper or leave a small hairline white edge.

## HOW MUCH BLEED DO I NEED?

Standard bleed is 1/8 inch (.125") on all sides.

For example, the dimensions of a standard Letter sheet with bleed would be 8.75 in. x 11.25 in. Then, it will be cut to its finished size of 8.5 in. x 11 in.

## WHAT IS A DESIGN SAFE ZONE?

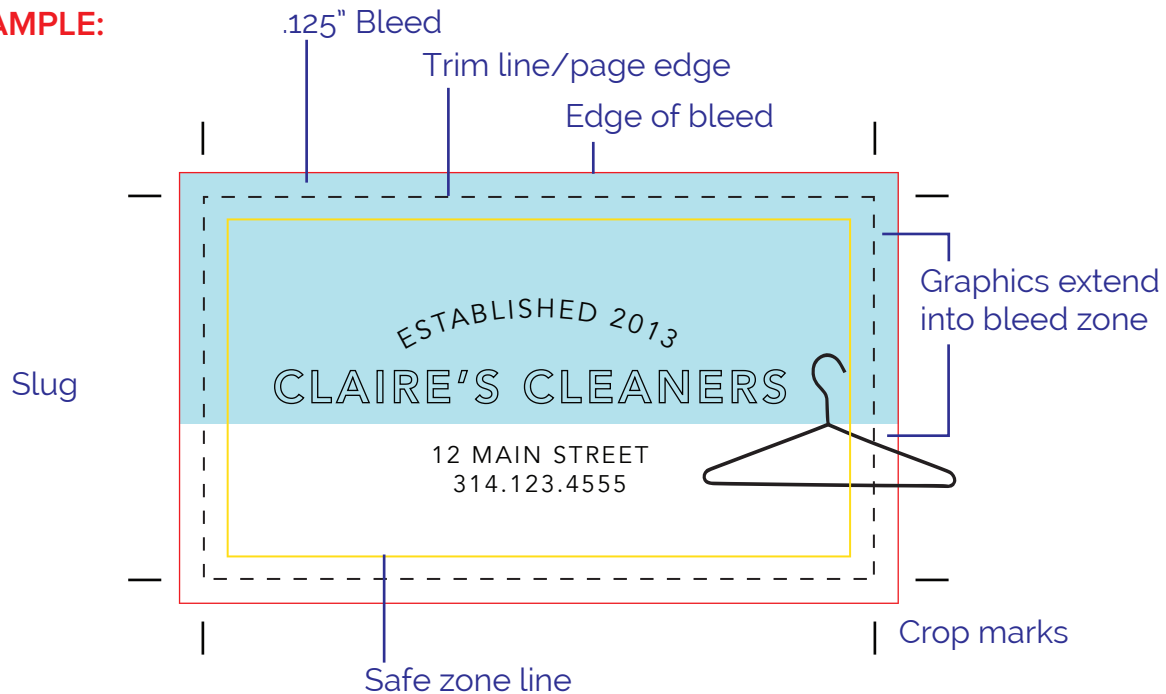
The safe zone is the area within 1/8" from the trim line (where the paper will be cut). This is where you should keep any important artwork to ensure that it will not be clipped when the paper is trimmed to final size.

## FOR EXAMPLE:

If you designed a 3.5" x 2" business card with an blue background, make sure to bleed the blue background 1/8" (.125 inches) on all sides. So the size you would send to the printer is 3.75" x 2.25".

Same goes for graphics. Extend your graphic outside of the desired final size. It will later be trimmed off, so make sure there is no important information or graphics in the outer 1/8" bleed area. To be safe, design your work at least 1/8" inside the trim line.

**EXAMPLE:**



**TRIM LINE:** Determined by crop marks. This is where the artwork will be cut and will be the edge of the page. The area outside of it will not be included in the final product. DO NOT include a trim line to your artwork. Add crop marks instead!

**CROP MARKS:** Show where the image is to be cut. This can and should be included on your document.

**SAFE ZONE:** When designing your artwork, keep any important information within 1/8" inside of the trim line just to be safe!

**SLUG:** Refers to just about everything else: the area outside the printed image and the bleed, which can contain other information and marks for printing purposes.

**READY FOR PRINT**



**FINAL PRODUCT**





## INCORRECT

### Common Mistakes:

- No bleed area or bleed area is white
- The objects touching the edge of the page do not extend into bleed zone
- Not enough bleed
- Important text and objects are too close to the edge of the page and risk being clipped off

## HOW TO ADD BLEED:

**IN ADOBE PHOTOSHOP**, for an existing file, go to [File](#) and [Open](#) your project. Then, click [Image](#) > [Canvas Size](#). Increase the height and width of the canvas to include bleed. Click [OK](#). You will see a border around the edge of your document. For a new project, go to [File](#) > [New](#). Then, edit the dimensions to include the bleed.

**IN ADOBE PHOTOSHOP**, for an existing file, go to [File](#) and [Document Setup](#). Then, simply add the bleed dimensions. For a new project, go to [File](#) > [New](#). Then, edit the bleed dimensions. Click [Create](#).


**IN ADOBE INDESIGN**, for an existing file, go to [File](#) and [Document Setup](#). Then, simply add the bleed dimensions. For a new project, go to [File](#) > [New Document](#). Then, click [Bleed](#) to expand it and enter bleed dimensions in.

**CREATE A PDF TO INCLUDE BLEED** (For Adobe Creative Suite) When it's time to send us your project, save your document as a PDF to make sure the bleeds are saved correctly. Go to [File](#) > [Export](#). Select Format: Adobe PDF (Print) and click [Save](#). A window will pop up. In the Marks and Bleeds section, select [Crop Marks](#) in the Marks section. Select Use [Document Bleed Settings](#) in the Bleed and Slug area. Click [Export](#). Your document is now ready to be handed off to us!

## HOW WE PRINT:

When you hand your project off to us for printing, we lay it out on large sheets of paper, then trim them to their final size. The following pages are examples of how different sizes of artwork would be laid out on a 12" x 18" sheet.





# 8.5 x 11 2-UP LETTER

This is an example of how we would lay out an 8.5" x 11" on  
our 12" x 18" sheet for printing.

# 8.5 x 11 2-UP LETTER

This is an example of how we would lay out an 8.5" x 11" on  
our 12" x 18" sheet for printing.



**5 x 7**  
**4-UP**  
**A7**

This is an example of how we would lay out  
an 5" x 7" on our 12" x 18" sheet for printing.

CLAIRE'S CLEANERS

20%  
YOUR FIRST  
DRY CLEANING  
OFF SERVICE

CLAIRE'S CLEANERS

20%  
YOUR FIRST  
DRY CLEANING  
OFF SERVICE

CLAIRE'S CLEANERS

20%  
YOUR FIRST  
DRY CLEANING  
OFF SERVICE



3.5 x 5  
8-UP  
4-BAR

This is an example of how we would lay out an  
3.5" x 5" on our 12" x 18" sheet for printing.

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

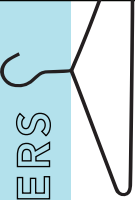
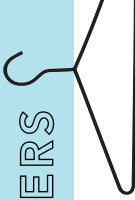
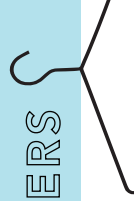
20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

CLAIRE'S CLEANERS

20% YOUR FIRST  
OFF DRY CLEANING  
SERVICE

<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>
<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>
<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>
<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>	<div>ESTABLISHED 2013</div> <div>CLAIRE'S CLEANERS</div> <div>12 MAIN STREET 314.123.4555</div> <div></div>