BLEEDS

A bleed is an area that extends beyond the edge of your design that allows for your design to print to the very edge of the card without gaps.

How Much of Bleed do I Need in My File?

We ask that you please include a 1/8 inch bleed on all sides.

For example, if you need a finished card size of 3 x 5, please submit a file that is 3 1/4 x 5 1/4.

Right, an example of InDesign file with an 1/8 inch bleed, resulting in an additional 1/4 inch in width and height.

BORDERS

In digital printing the paper can shift up to 16th of an inch from print to print. There are a few things you can do to minimize the effect this has on your finished piece.

- Keep all important information 1/4" from the edge of the printed card.
- It is important that all printed frames be 1/4" from the edge. This makes any shift less noticeable.
- Solid printed borders must be at least 1/4" thick and bleed off the edge of the card.

COLORS

In digital printing color reproduction can be challenging. Print colors very from printer to printer, and from press run to press run even when the same printer is used. There are many factors that cause this color shift – humidity, paper stock, and equipment wear are just a few.

To keep your colors as consistent as possible always

- Prepare your file using CMYK.
- Always order a printed proof so you can see how your color will reproduce on the specific printing equipment and requested paper stock.
- Be prepared for slight variations in the final printed product.

WHITE PRINTING

All pdf files need to be prepared with all copy and artwork as 100% Black with a white background. White printing works best on smooth paper and card stock. The more texture in the paper the less solid the printing will reproduce.