

# SVP'S GUIDE TO BLEED

PREPARING YOUR ARTWORK FOR PRINT



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# SVP'S GUIDE TO BLEED

Have you ever created a brilliant design, only to have it printed and find that part of your artwork has been cut off?

This is the result of forgetting to add printing bleed. This tutorial will cover the basics: how to add bleed to your artwork and why it's important.

## What is bleed?

During any printing process, there is always a small degree of movement on the press. To account for this, you extend the printed items 3mm beyond the edge of your artwork. This is known as the bleed and is cut off during printing.

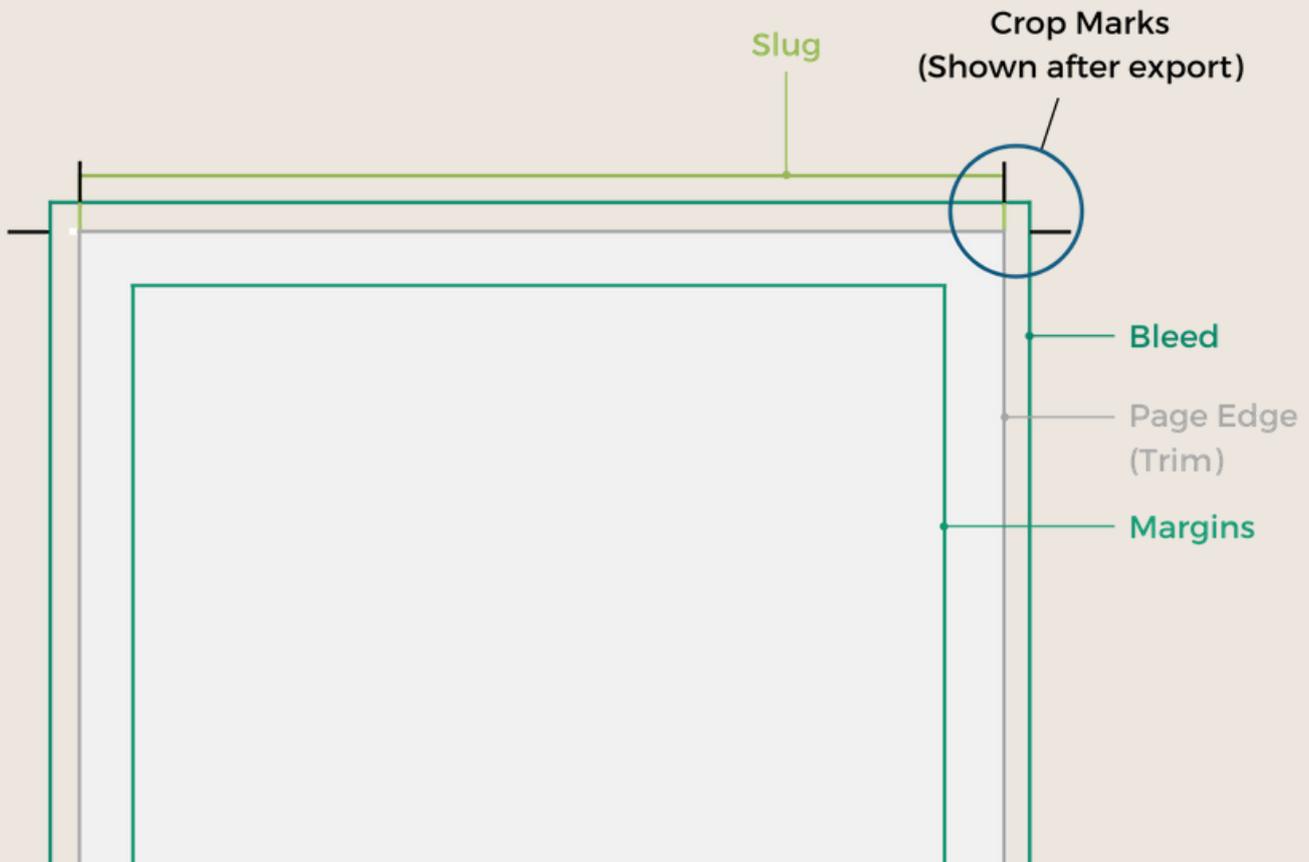
## How do I add bleed?

Print bleed can be added when you set up your file for print. This is added in different ways, depending on the software you're using.



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# SLUG, CROP MARKS, & BLEED



**Slug** - The name used to describe the area outside the printing and bleed areas of the document.

**Crop Marks** - Lines printed in the corners of your artwork to show the printer where to trim the paper.

**Bleed** - The area that is cut off during printing.

**Page Edge** - The edge of your print after it has been trimmed.

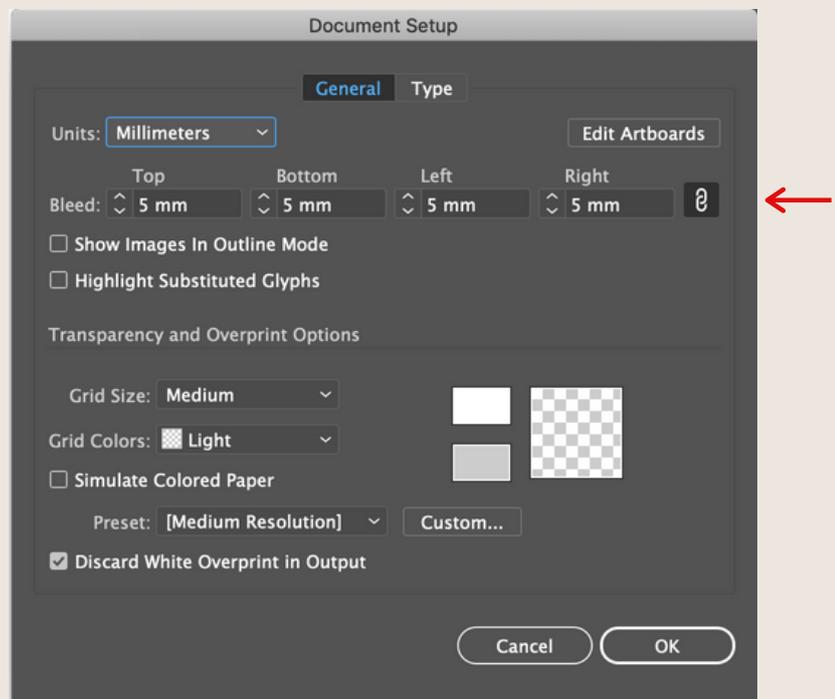
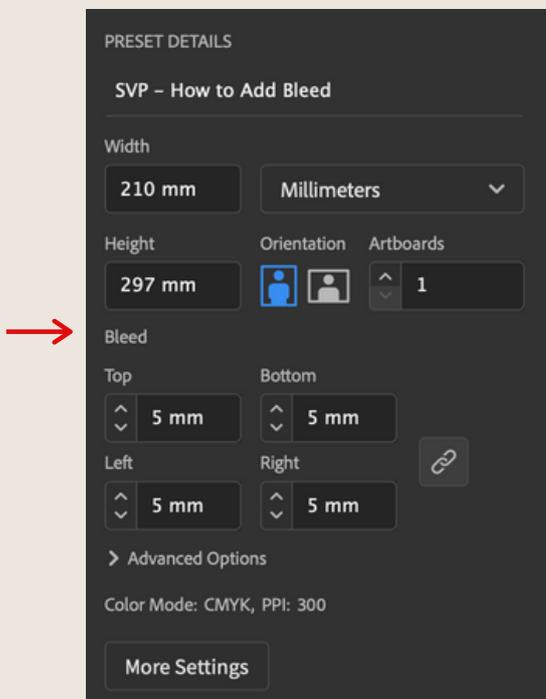
# ADOBE ILLUSTRATOR

## How do I add bleed in Adobe Illustrator?

When you create a new Illustrator document, the section for bleed will be just under your page size.

If you're editing an existing document, go to 'File' and then open 'Document Set up' and enter 3mm bleed there.

If you're printing a larger product, such as a banner, a 5 mm bleed is recommended. Save your document as a PDF, and it's ready to print!



# ADOBE INDESIGN

## How do I add bleed to a new document?

When creating a new document, select the print tab at the top. Scroll to the bottom, select the bleed and snug panel and add your bleed measurement (usually 3mm) to each of the sides.

## How do I add bleed to an existing document?

To add bleed to a document that has already been created, select 'File', 'Document Settings', expand 'Bleed and Snug' and then enter your values.

You will see the bleed guidelines on your artwork. So, if you want your artwork to run to the side of the page, take it up to the bleed line.

When exporting your artwork, as a PDF, ensure you select the 'Marks and Bleeds' option and click the check box for 'Use document bleed settings.'



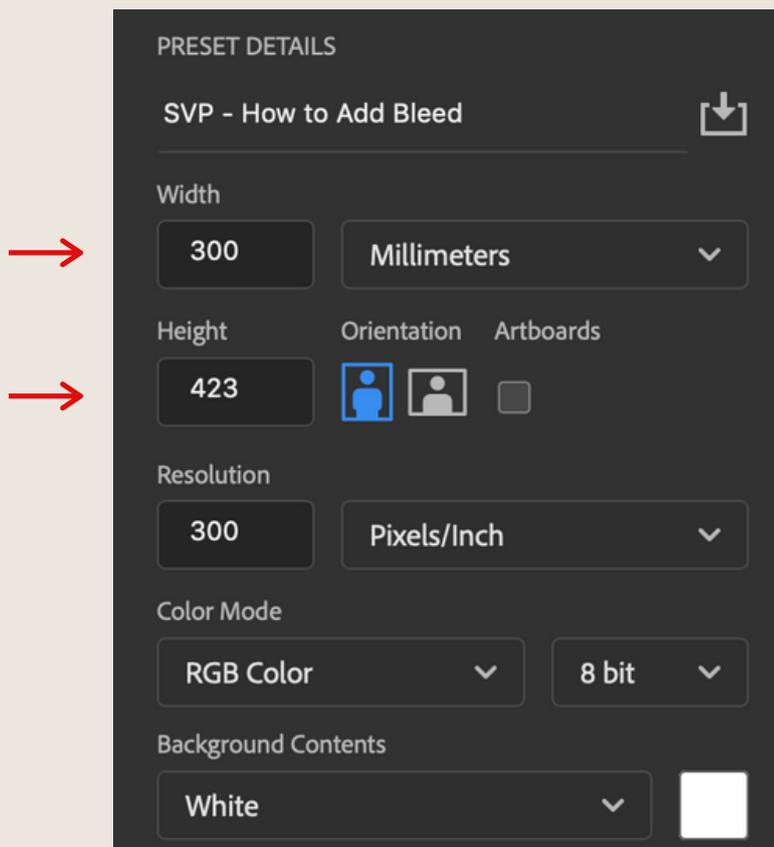
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# ADOBE PHOTOSHOP

## How do I add bleed?

Unfortunately, Photoshop doesn't allow you to add bleed automatically when you create a document.

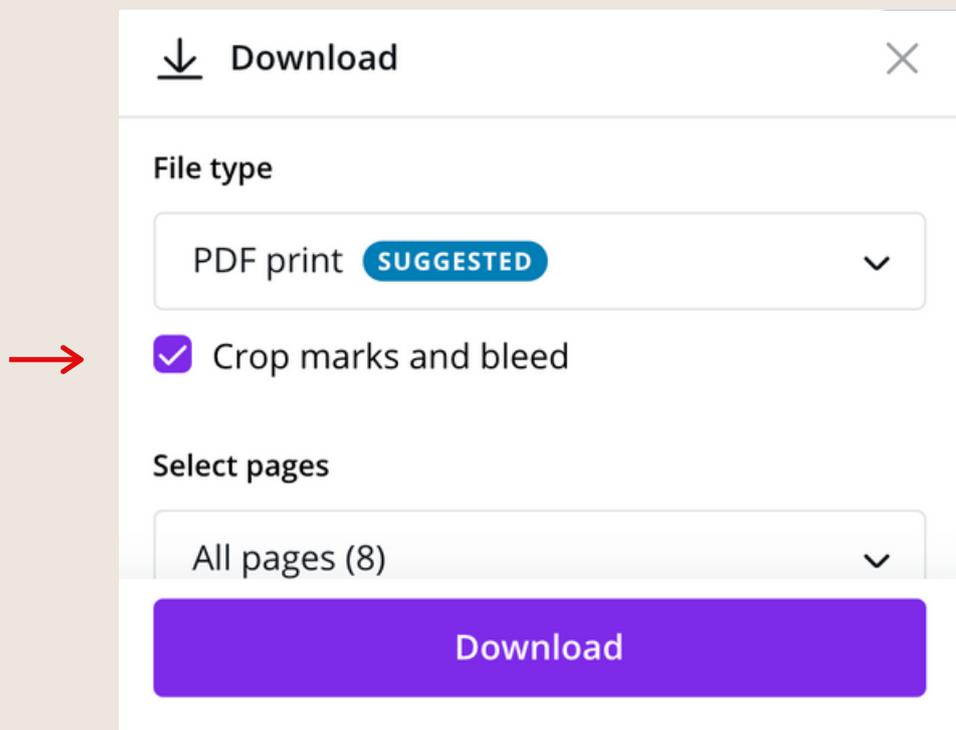
To add bleed in Photoshop, simply add 6mm to your document's desired height and width. This will give you a 3mm bleed around your document.



# CANVA

## How do I add bleed?

Adding bleed to your document in Canva is simple. Simply click the download button, ensure the file type 'PDF Print' is selected and then tick the 'Crop marks and bleed' box.



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# HOW SOAR VALLEY PRESS CAN HELP YOU

Do you need more help adding bleed to your artwork?

You can contact us by calling **0116 259 9955** or emailing [orders@soarvalleypress.co.uk](mailto:orders@soarvalleypress.co.uk). Our friendly team will be happy to help you.

Looking for more useful information and resources? Visit our website [soarvalleypress.co.uk](http://soarvalleypress.co.uk)

Do you want to discuss your print marketing strategy further? Talk to a member of our friendly team today and they will make the process of designing and printing your marketing collateral simple and straightforward.

## OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



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