

# PRODUCT SETUP FACT SHEET



## WHAT IS BLEED?

When designing for print it is important to remember that it can be difficult to trim a job right on the edge of a design. In order to achieve the best result possible, you will need to extend your design past the trim lines, so the design can easily be cut down to size. The area that extends past your trim lines is called 'bleed'. In order to get the best results when designing for print, it's important to ensure your artwork always extends past the trim lines.



## FLYER

A4 - 297x210

## GENERIC FACTS:

- Convert all text to outlines
- 2mm bleed requirement
- File provided in CMYK only
- Our recommended rich black break down in 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

## IMPORTANT DESIGN NOTES:

- As per industry standard colours may vary up to 5%
- For the best colour accuracy please refer to a Pantone colour guide and not your screen.

## PRODUCT SPECIFICS:

- Artwork size: 297mm x 210mm (WxH)
- Total size with bleed: 301mm x 214mm (WxH)
- Use of vector image recommended
- 2mm bleed requirement

297mm

210mm

**SIZE: 297x210 mm (W x H)**

Please delete this layer  
before sending back to us.

**SAFE AREA**

Place important text  
or image inside this blue  
area to prevent trimming.

**TRIM LINE**

Artwork will be  
trimmed here.

**BLEED AREA**

Extend your artwork to  
the edge of this area.  
Text and Images on this red  
shaded area will be trimmed