

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

297x210mm

GENERIC FACTS:

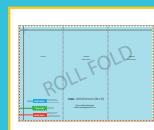
- Convert all text to outlines
- 2mm bleed requirement
- File provided in CMYK only
- Our recommended rich black break down in 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

IMPORTANT DESIGN NOTES:

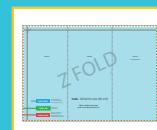
- As per industry standard colours may vary up to 5%
- For the best colour accuracy please refer to a Pantone colour guide and not your screen.

PRODUCT SPECIFICS:

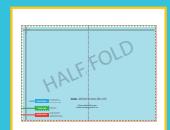
- Artwork size: 297mm x 210mm (WxH)
- Total size with bleed: 301mm x 214mm (WxH)
- Use of vector image recommended
- 2mm bleed requirement



Roll Fold
page 2 & 3



Z Fold
page 4 & 5



Half Fold
page 6

297mm

nm

97mm

100mm
Back Cover

100mm
Front Cover

This diagram illustrates a roll fold brochure layout. The overall width is 97mm, indicated by a horizontal dashed line with a vertical tick mark at the top left. The layout is divided into three vertical sections by two dashed lines. The left section, labeled 'ROLL', has a width of 100mm and is designated as the 'Back Cover'. The right section, labeled 'FOLD', also has a width of 100mm and is designated as the 'Front Cover'. The central fold line is labeled 'This is a fold' with a small arrow pointing to the fold line.

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

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

100mm
Inside Front Cover

100mm

97mm

ROLL FOLD

SIZE: 297x210 mm (W x H)

Please delete this layer
before sending back to us.

SAFE AREA

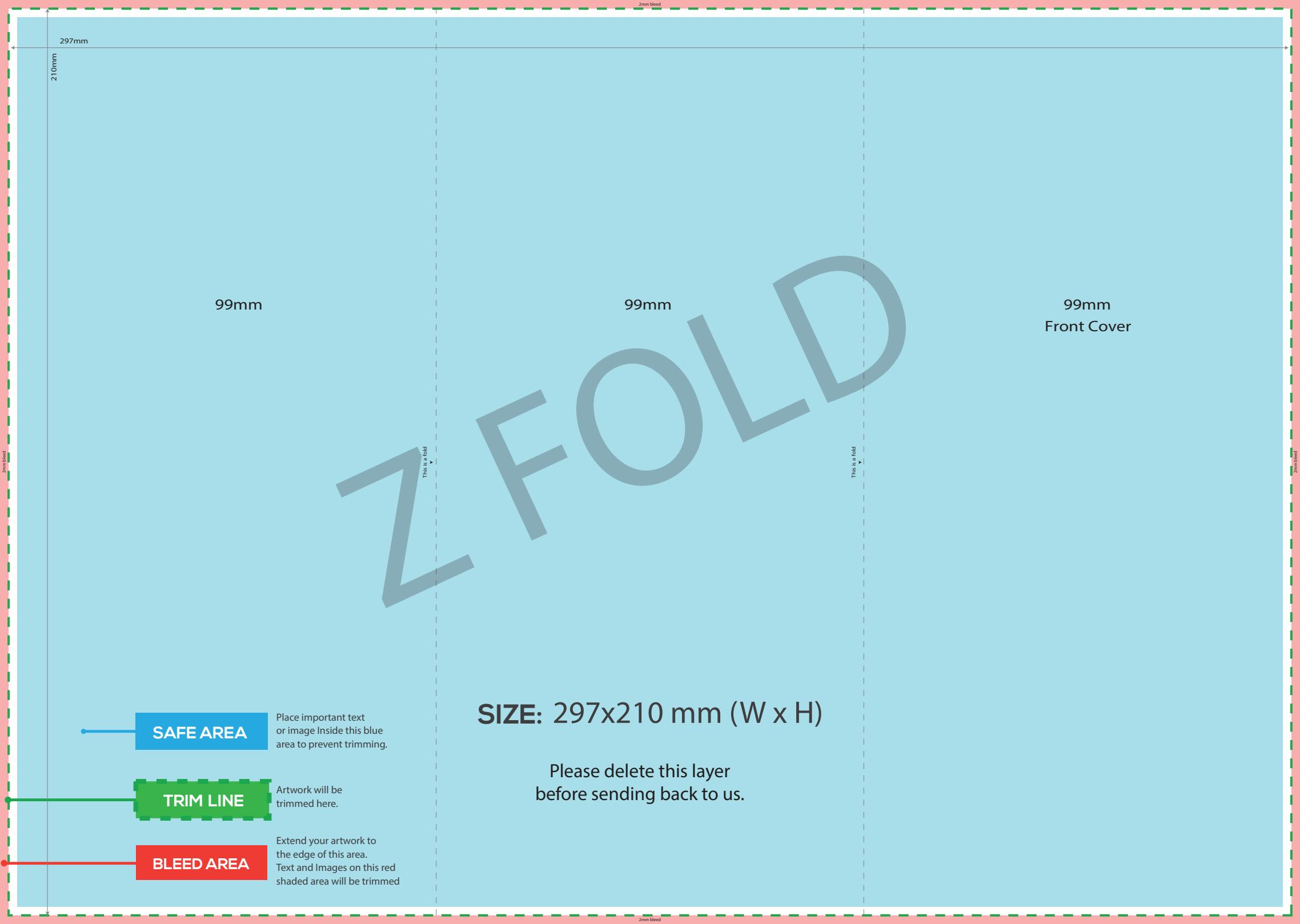
Place important text
or image Inside this blue
area to prevent trimming.

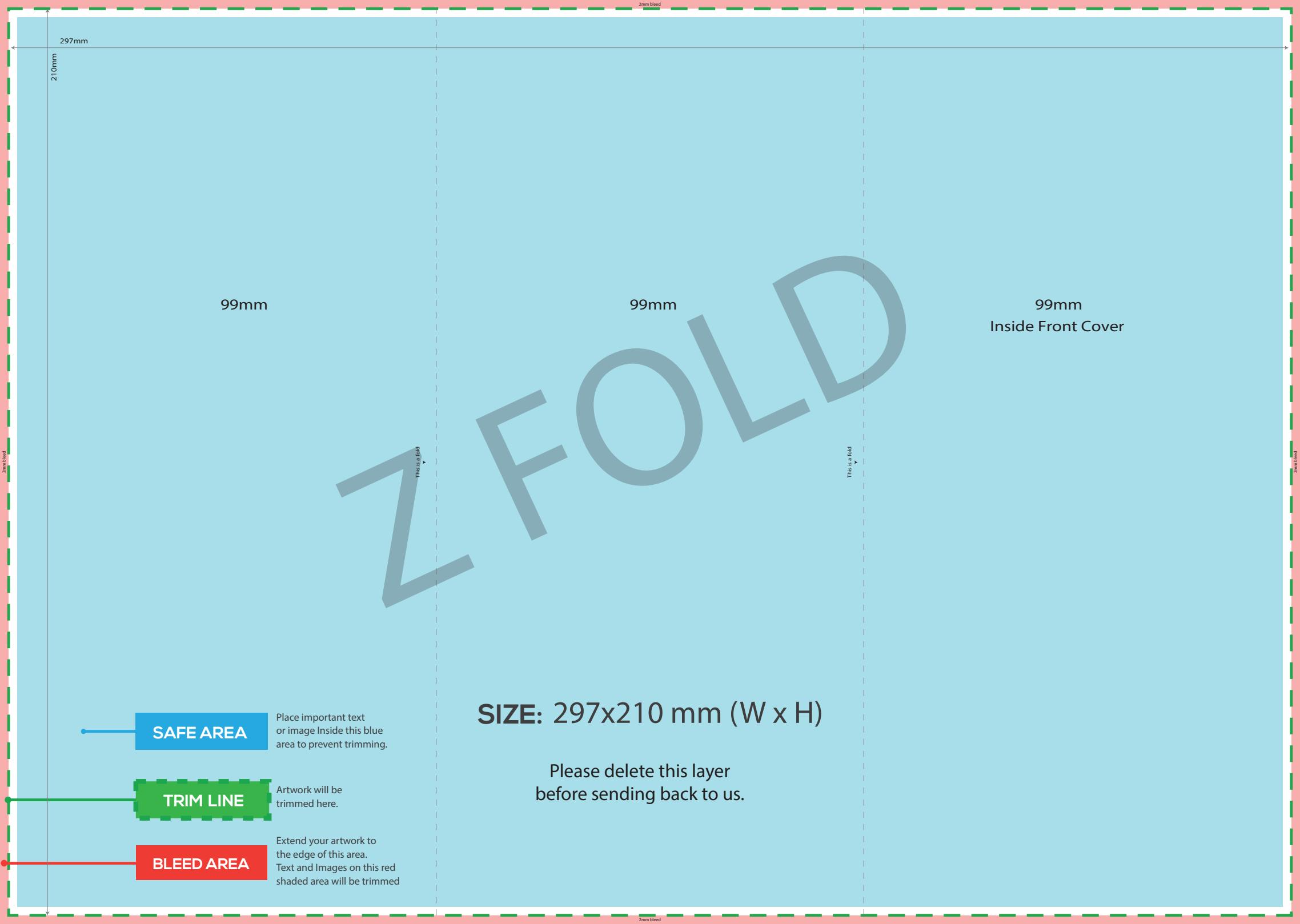
TRIM LINE

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





297mm

210mm

2mm bleed

This is a fold

HALF FOLD

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

SIZE: 297x210 mm (W x H)

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2mm bleed