

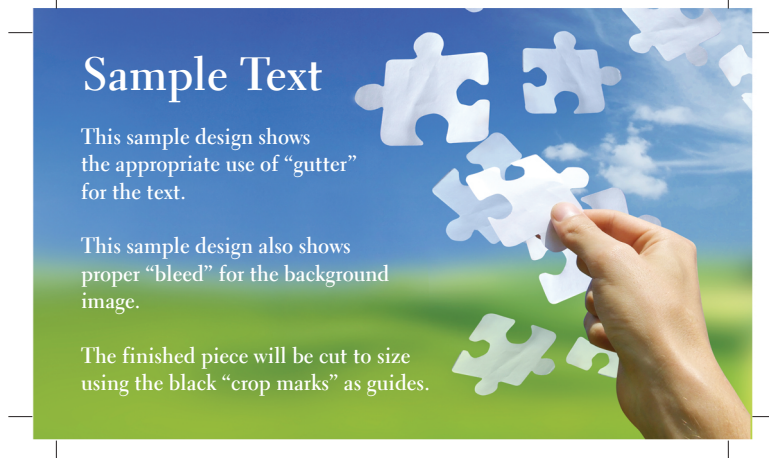
Explanation of “CROP MARKS”

The solid **black** lines in each corner are called “crop marks”. We use the crop marks as guides when cutting the product down to its finished size.

It's important that you **DO NOT** alter or move the crop marks.



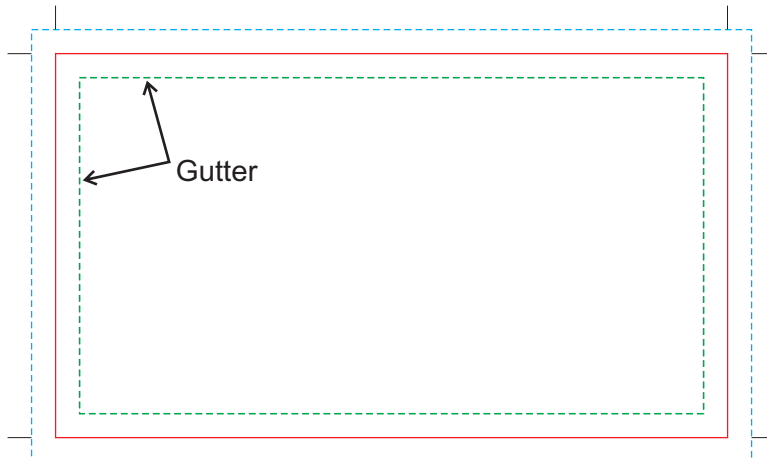
After you have finished your design and you have created your .PDF proof, only your design and the crop marks should be visible. If you're happy with your proof then this is how you would supply your design to us for printing.



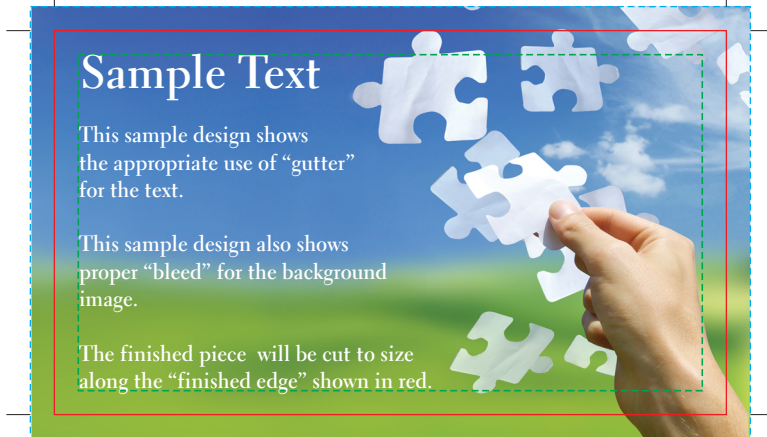
Example of “GUTTER”

The dotted **green** line represents “gutter”. This is a visual reference to stop you from crowding the “finished edge” (the solid red line) with text and any graphics that don’t require *bleed.

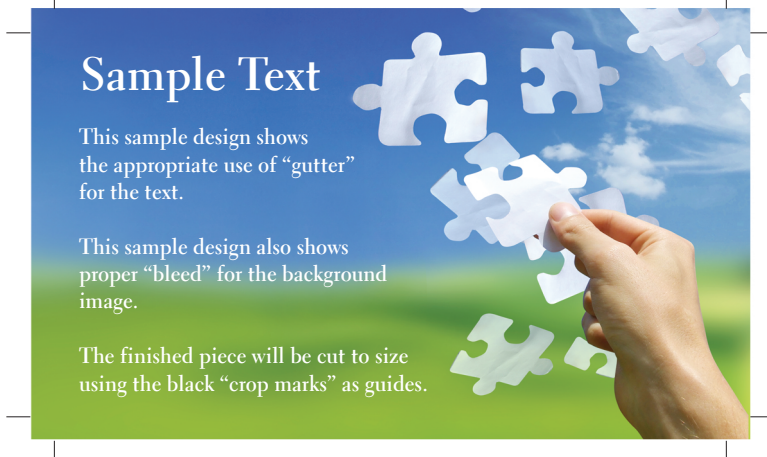
**See page 2 of this document for an explanation of “bleed”.*



The example to the right shows the appropriate use of “gutter” for the text along the top, left and bottom edges of the design.

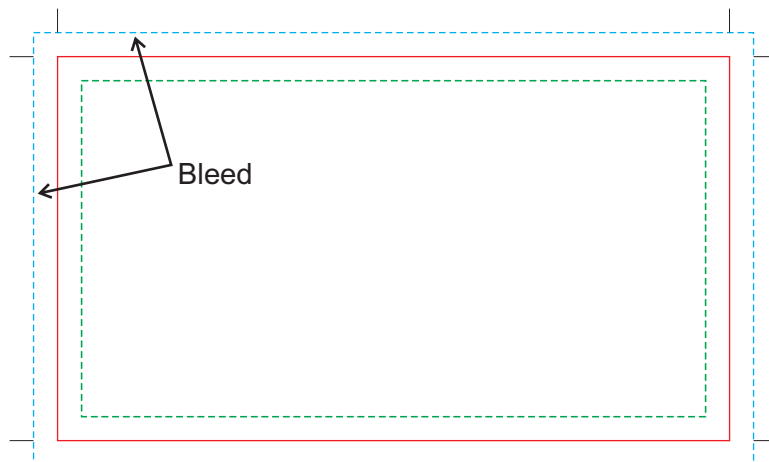


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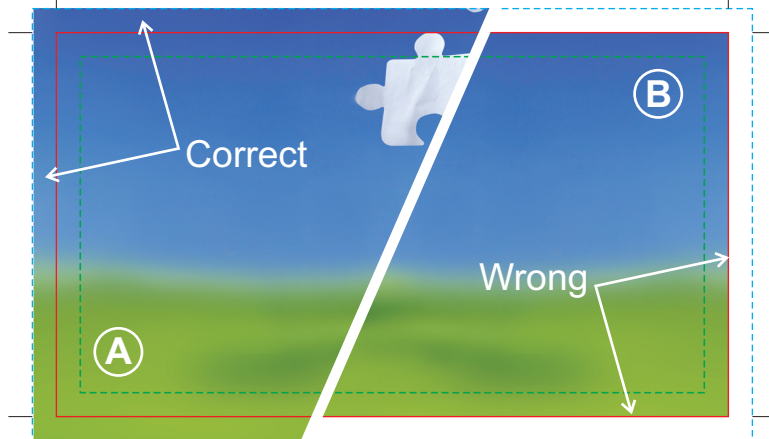


Example of “BLEED”

The dotted **blue** line represents “bleed”. If any part of your design touches the “finished edge” (the solid red line) your design must then extend past the finished edge for 1/8” (3mm).



Example (A) shows the correct use and amount of “bleed”. Example (B) shows incorrect use and amount of “bleed”.



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