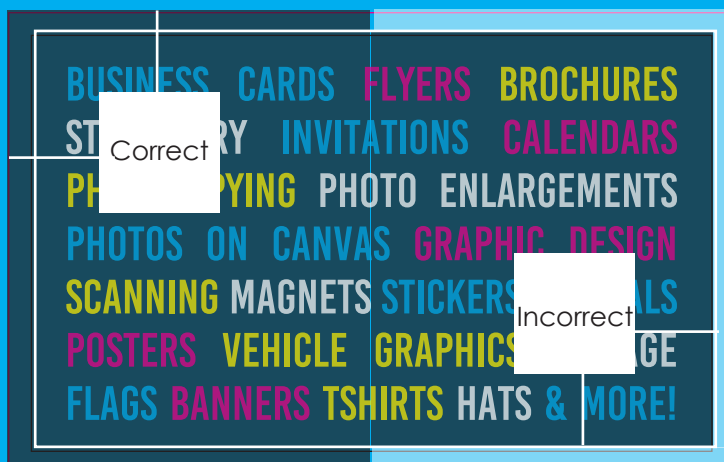


# Product Setup Help Sheet

**Graphic  
Design Service  
Available**

## About Bleed

When designing artwork for print, it can be difficult to trim the paper stock right on the edge of the print. It is important to extend the artwork to beyond the trim marks for easy cutting to size. The artwork beyond the trim marks is called "The Bleed" and helps achieve the best finishing result.



## Bookmark

250mm x 55mm

### General Rules

- Convert text to outlines
- 3mm Bleed Required
- File provided in cmyk only
- Recommended breakdown for rich black as below

Cyan : 20%  
Magenta: 20%  
Yellow: 20%  
Black: 100%

- Supplied Press Ready PDF

### Special Notes

- Colour may vary slightly each print run.
- Print samples can be provided for colour matching on request. This may incur an additional charge

### Product Details

- Artwork Size 250mm x 55mm
- Total size with bleed 256mm x 61mm
- 3mm Bleed Required
- Vector image recommended
- Supplied PDF

Extend artwork to red area.  
Text and images in this area  
will be trimmed

**Bleed Area  
3mm**

Artwork is trimmed here

**Trim Line**

Please make sure all important  
text is within the blue box  
2mm from trim line

**Safe Area**

**Size: 250mm x 55mm**

**Please delete this layer before  
returning to us**