

Guidelines for an 8.5 x 11 folded booklet with bleed

The **bleed** is the art that is extending outside of the trim area and ensures no white edges are showing on your final piece. Any images/color intended to go to the edge of your piece need to be extended to the bleed. **NOTE: The Augustana Copy Center cannot print with bleed, so do not add crop marks or bleed.**

The **trim size** is the final size you want your printed piece to be. Your file should be that size in InDesign or another page layout program. In this example, the trim is shown as a dark blue line. Note that the image above extends to the bleed line but you wouldn't want the subject (Old Main in this case) past the trim line or safe area.

Margins and **Safety Areas** are included in most pieces as an area with no elements that will be printed (or no important elements) so that the print vendor can safely trim a piece without accidentally cutting off an important part. If you place text or images too close to the margins, they will be cut off or lost in the fold of a booklet.

The **gutter** refers to the margins on each page along the center fold of a booklet. They are usually half the size of the outer margins.

Crop and bleed marks are the marks you see on the outer edges of the example, which guide your printer on where to trim the project after printing. These are generated automatically when you export your file and select crop and bleed marks.

Bleed area: 1/8" around all sides

Extend background (images/color) to fill the full 'bleed area'. This will ensure that you will not end up with white edges on your flyer.

Trim: 11"x17" (flat size)

This is the final size of the piece, folded to 8.5" x 11"

Safety Area:

1/4" minimum ideally 3/8 inch

It is important to keep your text, graphics, etc. inside the "safe area". Your background will go past the "safe area" to the "bleed area".

Margins:

At least 1" (solid black line), sometimes 1 1/2 inches (solid gray line), from the trim line on the left and right of the page/spread.



Center fold

Gutter:

1" outer margin = 1/2" center margin on each page = 1" gutter

1 1/2" outer margin = 3/4" center margin on each page = 1 1/2" gutter

It is important to keep your text, graphics, etc. inside the "safe area". Your background will go past the "safe area" to the "bleed area".

1" gutter

1 1/2" gutter