

# 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.



## BROCHURE

420x297mm

### GENERIC FACTS:

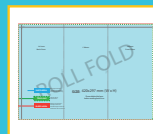
- Convert all text to outlines
- 2mm bleed requirement
- File provided in CMYK only
- Our recommended rich black break down in 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

### IMPORTANT DESIGN NOTES:

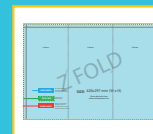
- As per industry standard colours may vary up to 5%
- For the best colour accuracy please refer to a Pantone colour guide and not your screen.

### PRODUCT SPECIFICS:

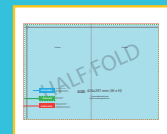
- Artwork size: 420mm x 297mm (WxH)
- Total size with bleed: 424mm x 301mm (WxH)
- Use of vector image recommended
- 2mm bleed requirement



Roll Fold  
page 2 & 3



Z Fold  
page 4 & 5



Half Fold  
page 6

420mm  
297mm

138mm

141mm  
Back Cover

141mm  
Front Cover

**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: 420x297 mm (W x H)**

Please delete this layer before sending back to us.

ROLL FOLD

This is a fold

This is a fold

2mm

2mm

2mm

420mm  
297mm

141mm  
Inside Front Cover

141mm  
Inside Back Cover

138mm

**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: 420x297 mm (W x H)**

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ROLL FOLD

This is a fold

This is a fold

2mm

2mm

2mm

420mm  
297mm

140mm

140mm

140mm

Z FOLD

This is a fold

This is a 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: 420x297 mm (W x H)**

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420mm  
297mm

140mm

140mm

140mm

Z FOLD

This is a fold

This is a fold

**SAFE AREA**

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

**TRIM LINE**

Artwork will be trimmed here.

**BLEED AREA**

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**SIZE: 420x297 mm (W x H)**

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420mm

297mm

210mm

210mm

**SAFE AREA**

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

**TRIM LINE**

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**BLEED AREA**

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

**SIZE: 420x297 mm (W x H)**

Please delete this layer before sending back to us.

HALF FOLD

This is a fold