

## BLEED AND CROP MARKS // THE KEYS TO CLEAN MOCK-UPS



### Crop Marks: What are they for?

Crop marks not only identify the edges of the page, but they serve as the guides to trim the piece when being mocked up or in the final printing.

### Bleed: What is it for?

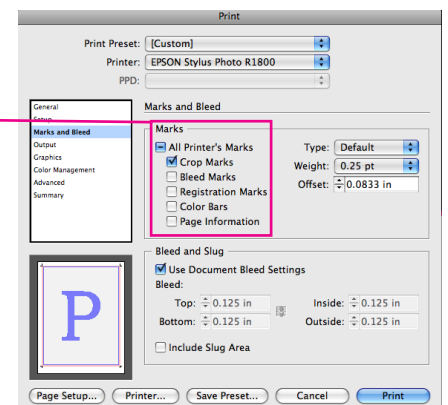
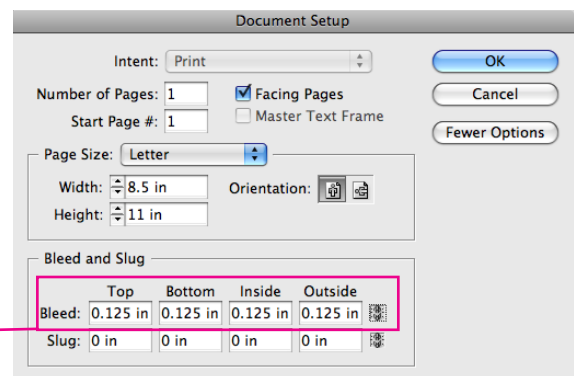
When you trim, you need a little bit of margin of error in case you don't trim straight. This also goes for the trimming done with machines (guillotines). They need generally 1/8 inch of leeway for trimming (can vary, so check with your printer to find out what dimension of bleed they prefer).

### How do I make a bleed?

This is usually something you can adjust in 'document settings' for any Adobe program. File>Document Setup>Add at least 1/8" bleed to all dimensions of your file.

### How do I make set crop marks?

When you go to print or make a PDF, this is a setting offered in the dialogue box. It's usually referred to as 'Marks and Bleed' in Adobe programs. In the preview box (bottom left corner) you will be able to see the crop marks as well as a pink outline, which indicates the bleed.



## TRIMMING // HOW THE BLEED WORKS IN TRIMMING

**Printed with bleed, and crop marks.** Please note that the margin would not print, but I've left it here to show how it contains the body type.



Morbi ac mauris et turpis hendrerit aliquet in vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi non eros at enim aliquam condimentum. Suspendisse consectetur iaculis rutrum. Fusce massa elit, ultricies quis elementum ut, aliquam sit amet massa. Proin iaculis iaculis rutrum. Sed est erat, pellentesque nec varius ac, blandit sed nisi.

**Trimmed.** The giant word 'Type' now bleeds off the page and the body type is safe and sound inside the margin.



Morbi ac mauris et turpis hendrerit aliquet in vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi non eros at enim aliquam condimentum. Suspendisse consectetur iaculis rutrum. Fusce massa elit, ultricies quis elementum ut, aliquam sit amet massa. Proin iaculis iaculis rutrum. Sed est erat, pellentesque nec varius ac, blandit sed nisi.

**Margin:** Keep all text that needs to read clearly within this area. If using Illustrator, you'll need to pull guides out to use as margins. This will keep type safe from getting trimmed or looking like it's falling off the page.