Creating print adverts: the **dos** and **don'ts** of bleed, trim and type area

Full pages & double page spreads

Scan the QR code and follow our **bleed**, **trim**, and **type area** guidelines to ensure important content isn't lost during printing.

- **Bleed** is the area beyond the page edge that gets trimmed to ensure the design reaches the edge without gaps.

- **Trim** is the final page size—avoid placing important elements between bleed and trim, as they'll be cut off.

- **Type area** is the safe zone for key content like text and logos, protecting them from being lost in the spine or trimmed during printing.

Scan the QR code to view our specs page and advert templates

Before supplying...

1. Check for **3mm bleed**.

2. Ensure key text and logos are within the **type area**.

3. Confirm nothing important risks being trimmed or lost in the spine.

Don't do this...

The logo and badge were cut off for being outside the **type area** and too close to the trim; the body text risks being lost in the spine, and no **bleed** was added.

This works much better...

All key elements are safely within the **type area**, and correct **bleed** ensures no white edges appear after trimming.