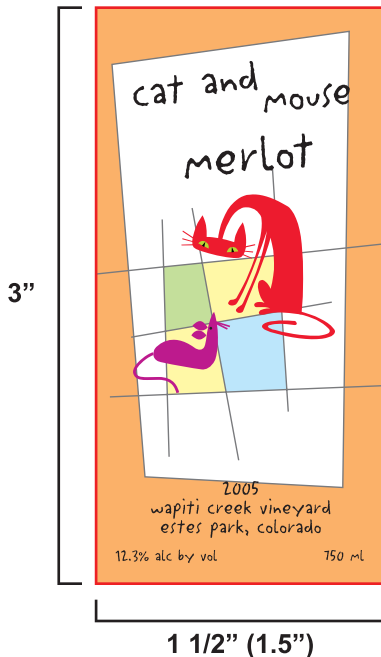




Common Art Problem: Bleeds Not Present

What is a "Bleed"? A bleed occurs anytime that your art is designed with a background color or pattern (i.e. anything other than a plain white background) that extends all the way to the edge of your label. In this case you should create your art so that the background actually extends BEYOND the constraints of the label you want to print - so that the design isn't inadvertently cut off during the die-cutting process. At Lightning Labels we require 1/16" (0.063") of bleed on all sides to avoid this happening.

INCORRECT



EXAMPLE 1

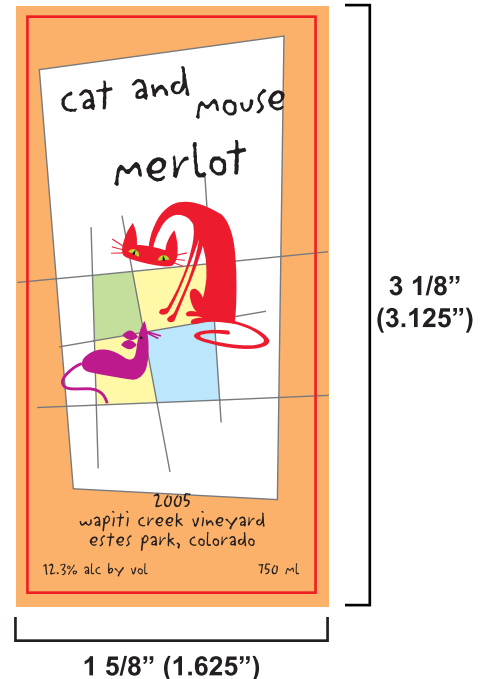
This label example is to be a finished label of 1.5" x 3".

The artwork on the left shows an image created without the requisite bleeds.

The artwork on the right shows an image created with proper bleeds.

Remember: Bleeds need to be 1/16" (.063") beyond the finished size on ALL sides, so it is a total of 1/8" (.125" overall). The artwork on the right is actually created with a total size of 1.625" x 3.125"

CORRECT



EXAMPLE 2

INCORRECT



The label in this example is to be a circle with a finished size of 2".

Again, the image on the left is created improperly, without bleeds.

The image on the right is set up with the proper amount of bleed.

When dealing with circles, Ovals and Unique Shapes it is important that you remember to size your art 1/8" larger overall to cover the requisite 1/16" bleed. For example, this circular label to be finished at 2" needs to be sized during creation at 2 1/8" (2.125").

CORRECT



Red Line = Die line (Finished Label)