



A diagram showing a rectangular object divided into two equal halves by a vertical dashed line. The entire object is enclosed in a double-line border, with the inner line being magenta and the outer line being light blue. The text "FRONT(outside)" is centered in each half.

FRONT(outside)

FRONT(outside)

A diagram showing a rectangular box with a blue border. Inside the box, a vertical dashed red line divides the space into two equal halves. The text "BACK(inside)" is centered in each half. The entire box is surrounded by a green border.

BACK(inside)

BACK(inside)

PINK LINE = BLEED GUIDE

BLUE LINE = FINAL TRIMMED SIZE GUIDE: 9cm x18 cm (9cmx9cm folded)

GREEN LINE = MARGIN GUIDE

Bleed = When the artwork is meant to touch the edge of the trimmed final size bleed is required. Elements such as textures, photos, graphics are common items that use bleed.

Final trimmed size = This is the final size that the product will be.

Margin = The space between the trim edge required to make sure that important information is not lost in the trimming process. Anything that is important such as text needs to be within this margin.