

A diagram showing a rectangular sheet divided into two equal halves by a vertical dashed line. The left half is labeled 'FRONT(outside)' and the right half is also labeled 'FRONT(outside)'. The sheet is enclosed in a double-line border, with an inner magenta line and an outer light blue line.

FRONT(outside)

FRONT(outside)

A diagram of a double-sided page. The page is represented by a large white rectangle with a thin blue border. A vertical dashed red line runs down the center, dividing the page into two equal halves. Each half contains the text "BACK(inside)" centered horizontally and vertically. The text is in a black, sans-serif font.

BACK(inside)

BACK(inside)

PINK LINE = BLEED GUIDE

BLUE LINE = FINAL TRIMMED SIZE GUIDE: 6cm x 12 cm (6cm x 6cm 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.