Press Printed Cards

Sizing and Bleed

All of our Press Printed Products are printed as "full bleed" products. This means that final trimmed product can have printing all the way to the edges with no margins. In order to do this, we print on sheets that are larger than the actual size of the finished piece and trim down to the final size. All files must have an ⅛" bleed all the way around. This means a 5x7 flat card file should be designed as 5.25 x 7.25. This extra ⅛" all around is called "bleed" and insures no white lines are visible in the final product. Additionally, you should design with an ⅛" safe zone inside the bleed area. If you have important design elements within ⅛" of the bleed, they may be trimmed off.

FREE Press Printed Product Sizing Templates

Go to http://www.whcc.com/resources/downloads to download our FREE Press Printed Product Sizing Templates. Download these templates to your computer. These sizing templates are designed to be used with Photoshop. Be sure your Ruler Guides are turned on in Photoshop (View>Rulers).

When a sizing template is opened in Photoshop, it will be a white document with blue ruler guides located ¼" in from the edge of the file. These ruler guides are your Safe Line. Keep all important elements within the blue ruler guides.
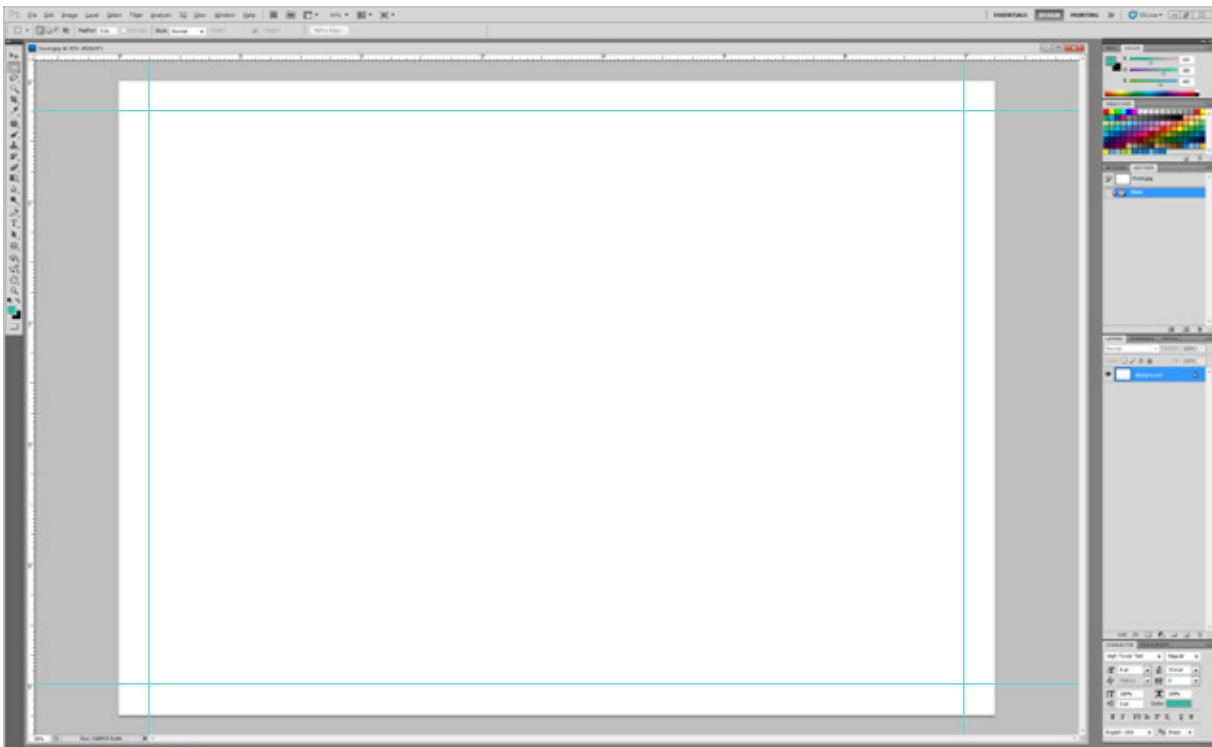
Key Points

Sizing and Bleed

- Sizing of files for Press Printed Products is crucial prior to uploading into ROES to place an order.

- Download our FREE Press Printed Product Sizing Templates to ensure all of your files are sized correctly. Our Press Printed Product Sizing Templates should be used with Photoshop.

Download Free Sizing Templates

- If you're not using our FREE sizing templates, be sure to size your files an ⅛" larger on all trimmed sides. We recommend keeping all important information ¼" in from the edge of the file.
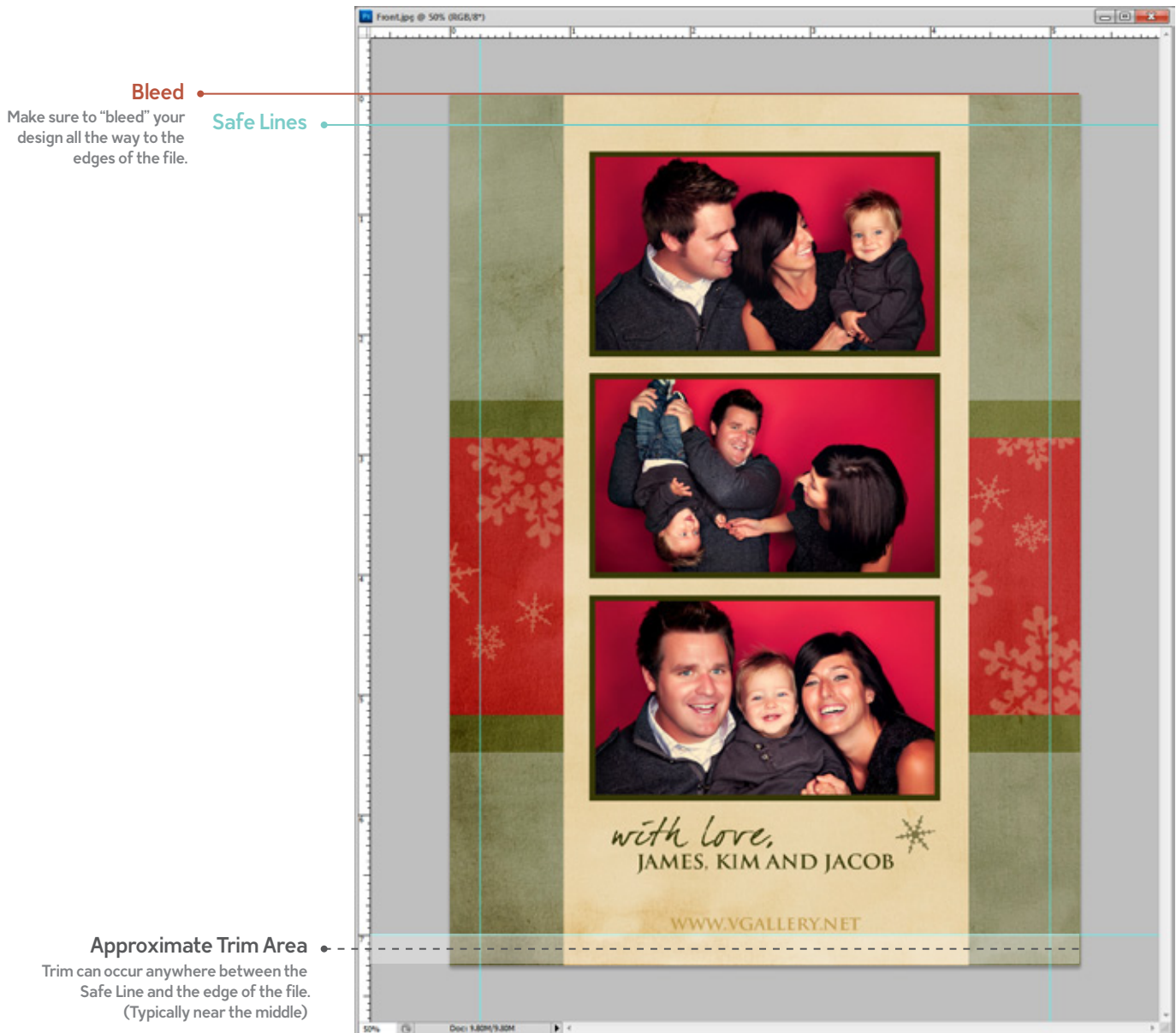

Example: Press Printed Product Sizing Template opened in Photoshop

Safe Lines + Trim Lines

In Photoshop the Safe Lines are represented with a blue ruler guide. In ROES you will see the Safe Line represented by a black line or box. Anything inside the Safe Line will be on your final printed product.

Our sizing templates (excluding our Boutique Card Template) do not show a Trim Line. The Trim can occur anywhere between the Safe Line and the edge of the file. Typically, the Trim occurs near the middle of the Safe Line and the edge of the card at ⅛" in from the edge.

Because the Trim Line is not exact, it is important that all design elements "bleed" all the way to the edge of the card. Remember that the elements of the card that go past the Safe Line may or may not show in the final card.

Bleed
Make sure to "bleed" your design all the way to the edges of the file.

Safe Lines

with love,
JAMES, KIM AND JACOB

WWW.VGALLERY.NET

Approximate Trim Area
Trim can occur anywhere between the Safe Line and the edge of the file. (Typically near the middle)

Example: Proper bleed and important design elements are contained within the Safe Line. Note important design elements and text are within the blue Safe Lines but the design elements bleed past the Safe Lines to the edges of the file.

Adding an Outside Border

Outside borders should be at least ⅜" thick on the outside of a card. This means in the final cut card, the outside border will be approximately ¼" thick.

For a Folded Card, add at least a ⅜" border to all sides except the side that is on the crease of the card because we do not trim this side. The border of the creased side should be ⅛" less than the border placed on the other three cut sides.

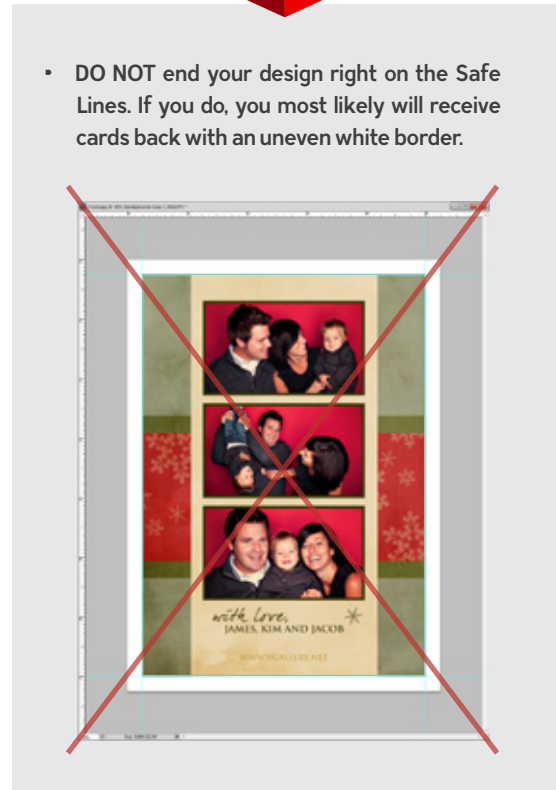**Example:** Flat Press Printed Card

Final Card

Example: Folded Press Printed Card

Example: Remember to Bleed your design past the Safe Lines all the way to the edge of the file. Do not stop at the Safe Line or you'll receive uneven white borders

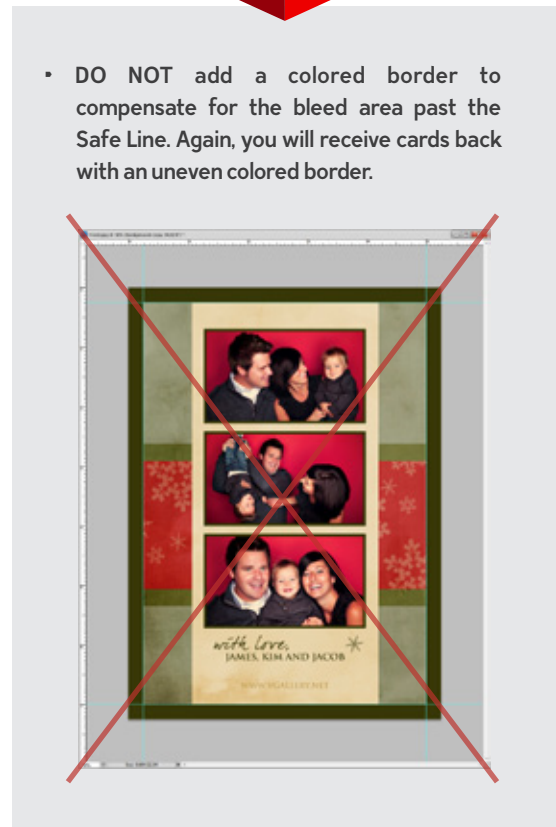- DO NOT end your design right on the Safe Lines. If you do, you most likely will receive cards back with an uneven white border.

Example: Remember to increase your border to fall within the Safe Line. Do not stop at the Safe Line or you'll receive uneven colored borders

- DO NOT add a colored border to compensate for the bleed area past the Safe Line. Again, you will receive cards back with an uneven colored border.

Flat Boutique Cards

Boutique Card Templates

Download Boutique Press Printed Card Sizing Templates separately from traditional Press Printed Card, Product, Book and Album Templates. Boutique Card Sizing Templates are also located at http://www.whcc.com/resources/downloads

Boutique Card Templates contain multiple Photoshop layers so you are able to see the shape of the card as you design. It is critical that you delete the extra layers included in the sizing template once you are done with your design and are ready to flatten the layers to save as a Jpeg. If these layers are not deleted, your card will print with the words and outline of the shape over your design. These layers are labeled "DELETE THIS LAYER".

It is important to also bleed the design of the Boutique Cards all the way to the edge. The Boutique Card Sizing Templates show the Trim Line as well as a dotted Safe Line. Follow the Instructions to design your Boutique Card.
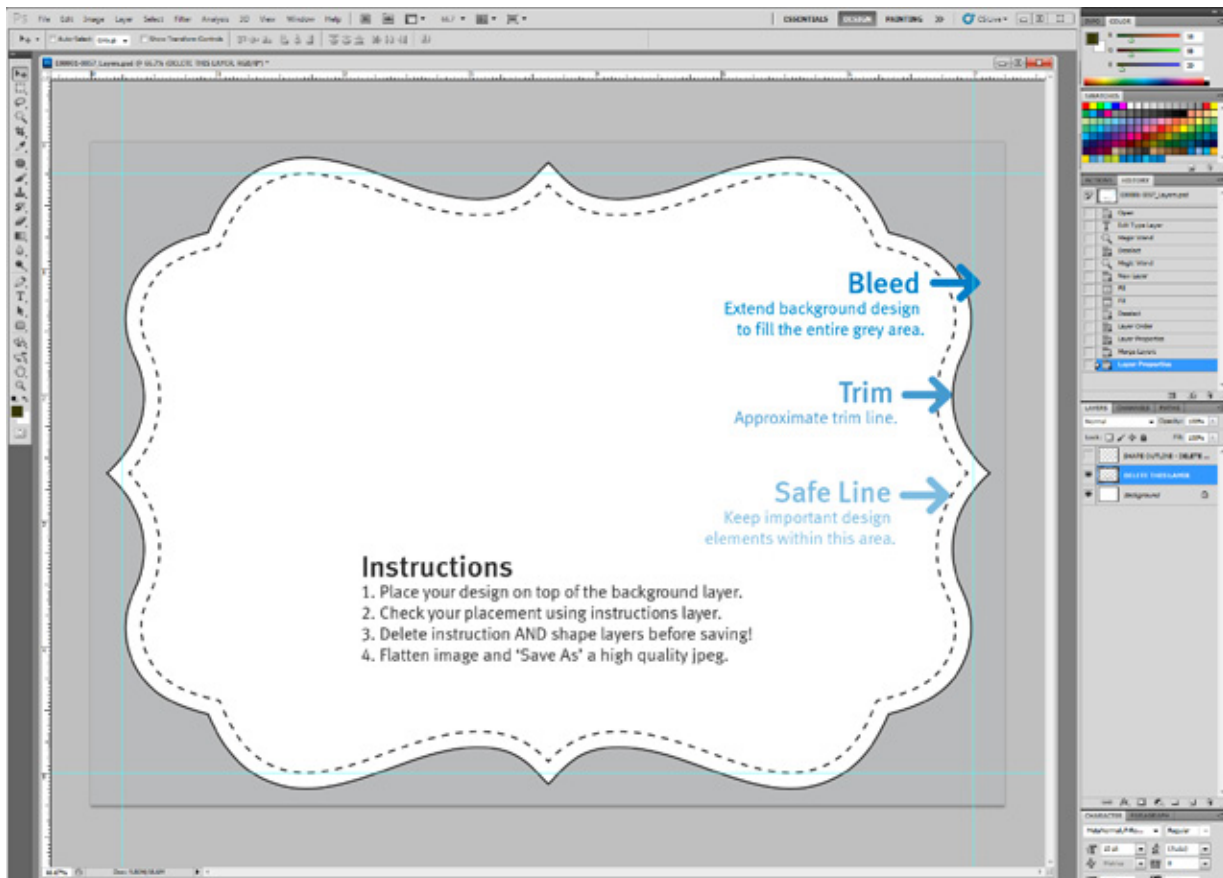
Key Points

- Download our FREE Press Printed Product Sizing Templates to ensure all of your files are sized correctly. Our Press Printed Product Sizing Templates should be used with Photoshop.

  Download Free Sizing Templates

- It is critical that you delete the extra instruction and shape layers before saving your document as a Jpeg. These layers are labeled "DELETE THIS LAYER".

Example: Use the Instruction layer as a guide for designing. Keep all important elements within the dashed Safe Line and make sure to bleed your design all the way to the edges of the document filling the entire gray area.

Example: Remember to turn off the Instruction AND Shape layers in Photoshop before saving your Boutique Card file. When you submit your order in ROES, your Boutique Card should look like a full card with bleed all the way to the edges.

NO

- DO NOT order your Boutique Card with the Instructions layer visible. Use it as a guide while designing only.
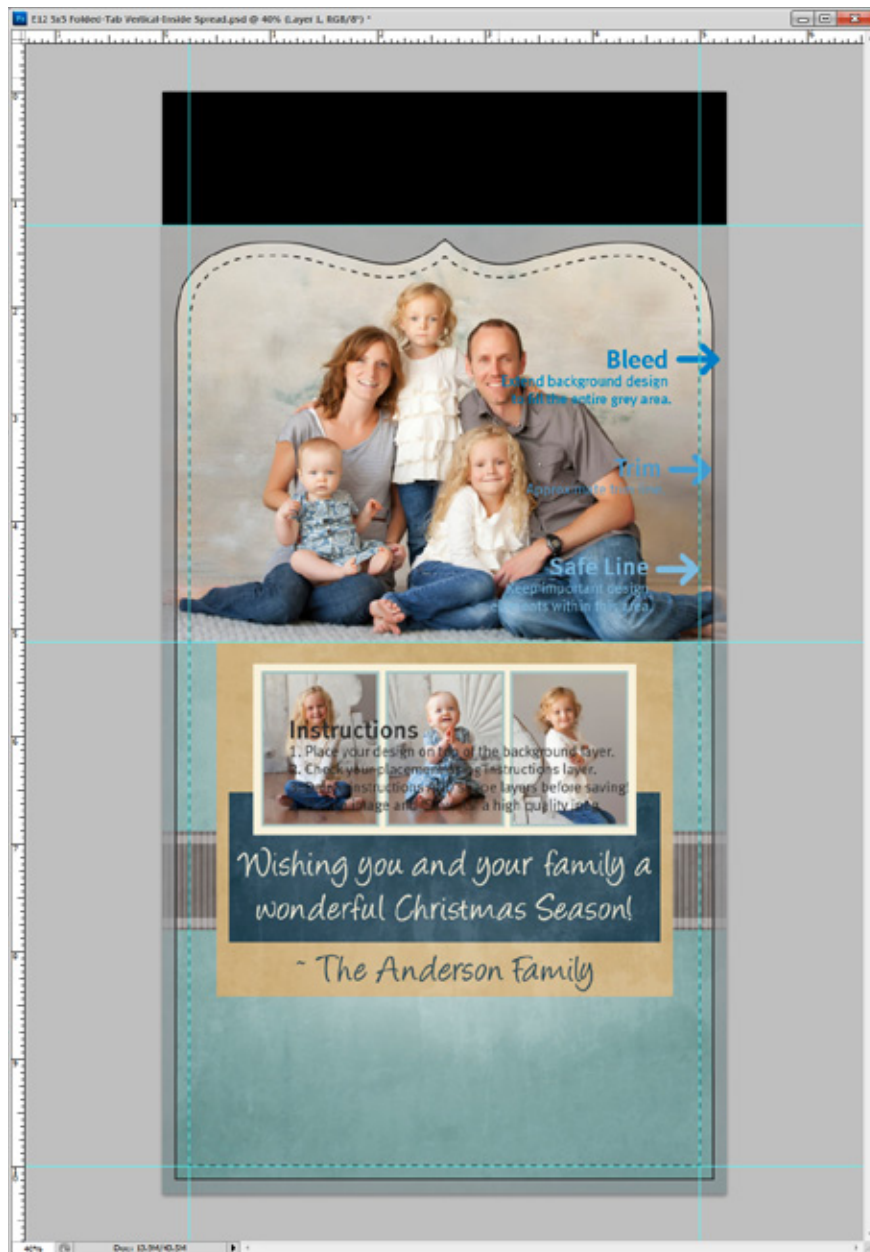

NO

- DO NOT order your card with the Shape layer visible. Use the Shape layer as a guide or to show clients a digital proof only.
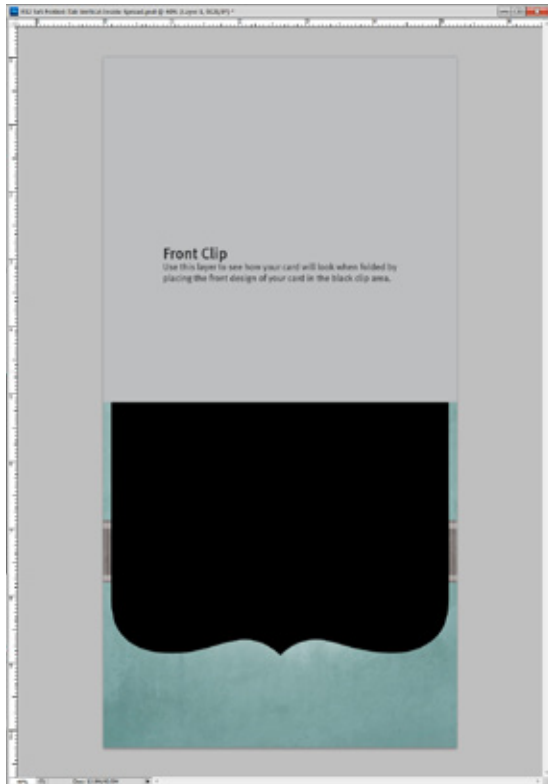
Folded Boutique Cards

Folded Boutique Card templates work the same way as Flat Boutique Card templates. Use the Instruction and Shape layers as a guide while designing your card. Remember to turn off the Instruction AND Shape layers in Photoshop before saving your Boutique Card file.

Example: Inside spread of a 5x5 Vertical Boutique Card. Please note all important elements are within the dashed Safe Line and the bleed of the design is extended to the edges of the document filling the entire gray area.

Folded Boutique Cards - Front Clip Layer

Folded Boutique Card templates also have a layer named "Front Clip". You can use this layer as a final check to see if your designed files need any final adjustments.

Example: Inside spread of 5x5 Vertical Boutique Card with the "Front Clip" layer turned on.

To use the Front Clip layer: Open your designed front of the card and drag it into the spread document. Move the front artwork layer to be directly above the Front Clip layer.

Next: Create a clipping mask by going to Layer>Create Clipping Mask

Example: Using this layer will provide you with a digital preview of what your card will like when printed and folded.
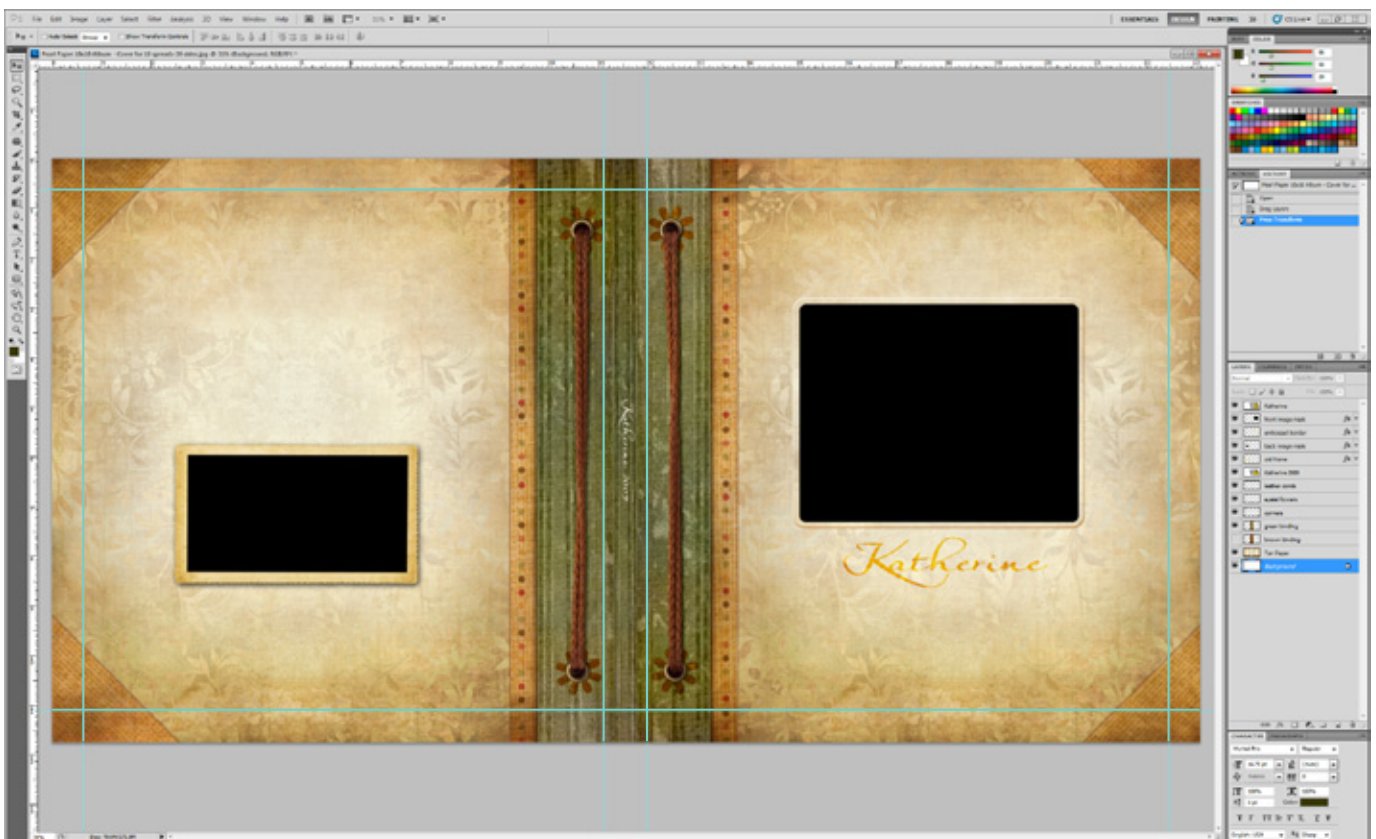
Click here to watch our How-To Video: **Creating Clipping Masks**

Press Printed Books and Albums

Press Printed Book Sizing Templates are for each side as books cannot be ordered as spreads. Press Printed Album Sizing Templates are for spreads. Book and Album Sizing Templates contain blue Photoshop Ruler Guides to indicate the Safe Line.

When designing Book and Album Custom Photo Covers, be sure to bleed design elements to the edge of the file. Note that the blue Photoshop Ruler Guides indicate where the Custom Photo Cover will wrap around an edge of the cover. We suggest you keep important information away from these lines to make sure it does not wrap around the edge of the cover. Follow these guidelines for CD + DVD Covers, Image Folios, and Image Boxes.
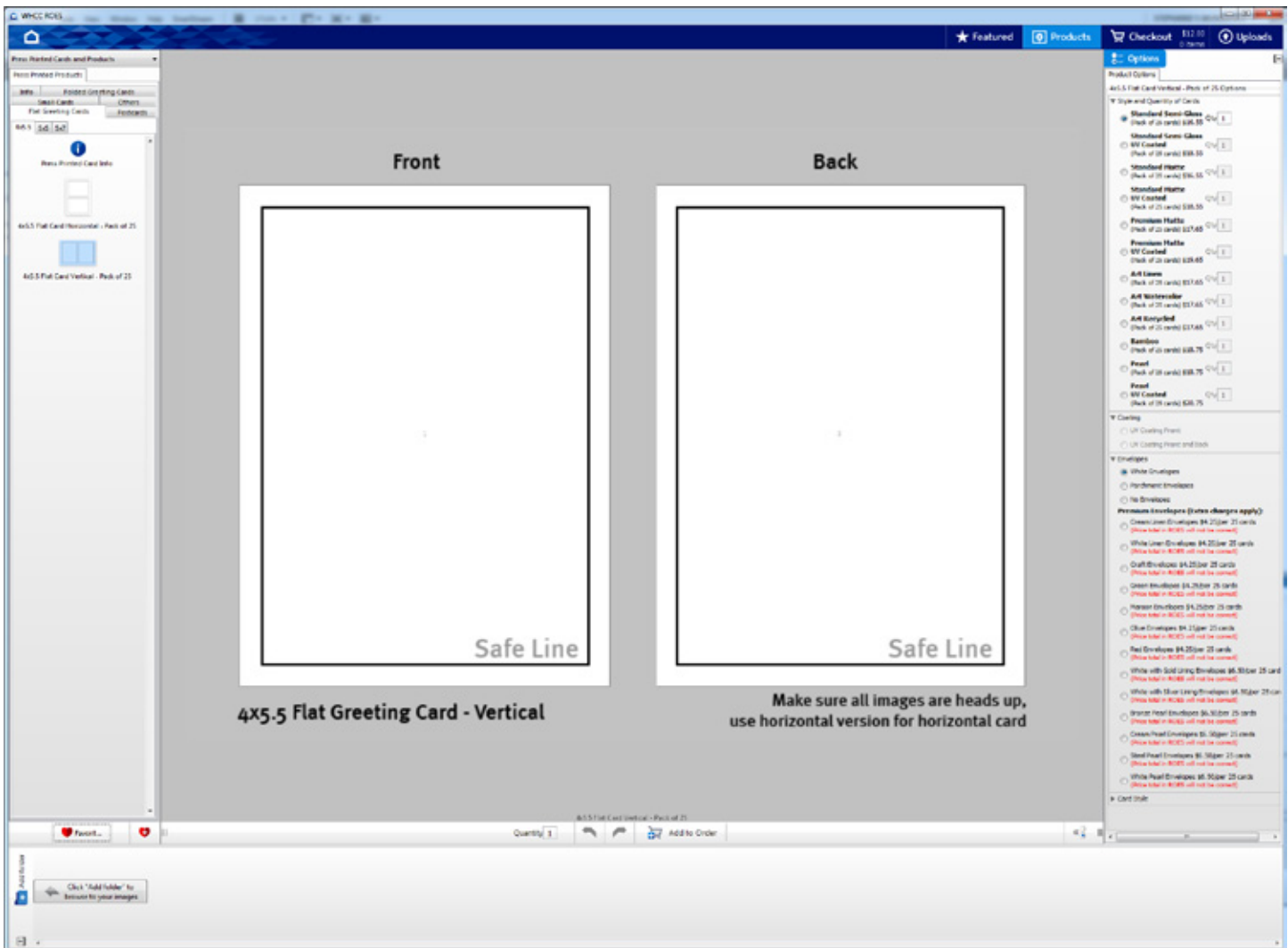

Example: Press Printed Album Cover Template. Make sure to leave enough "bleed" to wrap around the cover.

Final Product

Tips for Ordering Press Printed Cards in ROES

ROES Ordering Tips

- Order the Quantity of Cards where you choose your paper type.

- Remember cards are ordered in packs of 25 so if you order Qty 2, you'll receive 50 cards.

- Only one card design can be ordered at a time. If you add more than one card design to an order, you'll receive an error at the end and you'll have to remove the extra card designs and go through the ordering process for each one again.

- Select the correct orientation of your card design, vertical or horizontal. Rotating the layout will not work. Each file should be "heads up" when placing it into ROES.

- Do not use Crop or Fit in ROES. Properly size all card files using our FREE Press Printed Product Sizing Templates.

- Review your order before submitting. Make sure the correct quantity has been ordered, the correct paper type and card size has been chosen, and the order total looks accurate.