

FLAP

FRONT

- Step 1: Ensure the Layers palette is visible (Window - Layers).
- Step 2: In the Layers Palette click on 'Artwork' layer.
- Step 3: Place your artwork (File - Place).
- Step 4: Make sure your artwork adheres to the bleed and margin guides (see below).

RED LINE = BLEED GUIDE (19.68 X 27.17 cm)

BLACK LINE = FINAL TRIMMED SIZE GUIDE (19.05 X 26.54 cm)

BLUE LINE = MARGIN GUIDE/FRONT OF ENVELOPE (11.68 X 15.87 cm)

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.

