

## Bleed

Extend colors along the outer edge of the template on the left and right sides by 1/16 inch or 0.0625".



## Safe Area

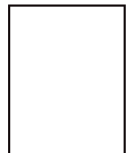
Keep the key elements of your design, including text, logos, and iconography within this area to insure important design elements do not get cut off.

## DO

- Use graphics that spread across all strips horizontally
- Use Stock Photography: Adobe Stock, iStockphoto, GettyImages, etc
- Use Vector graphics
- Use 300DPI Resolution
- Convert all text into Graphic Form/Outlines  
Illustrator: Type>Create Outlines

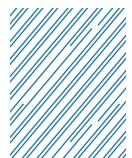
## Strip Edge

This is the edge of the binding strip. Your background needs to reach to the edges of the bleed area.



## Repeat Zone

This zone must be a solid color or use a repeated background so our production equipment can cut the strip within range. This area **MUST BE THE SAME ALONG THE TOP AND BOTTOM OF THE STRIP.**



## DON'T

- Ignore the Repeat Zone
- Use graphics taken from websites (we recommend Stock Photography websites)
- Add print or crop marks to your files