

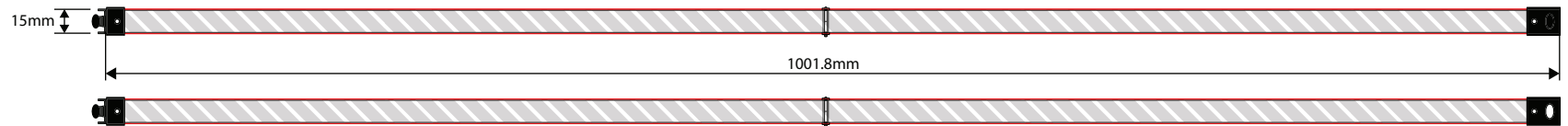
The following print guide has been prepared for your graphic designer, however should you not have a graphic designer, Flashbay is happy to lay out your artwork and/or text which you can email to your Flashbay account manager. Having submitted your artwork to Flashbay, you will receive a virtual PDF for your review. We can make modifications thereafter as requested.

Photo Printing

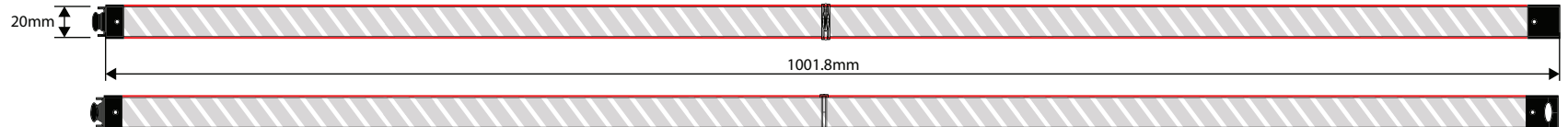
Why do we need bleeds?

Bleed refers to printing that goes beyond the edge of the sheet after trimming. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Bleed ensures that no unprinted edges occur in the final trimmed document.

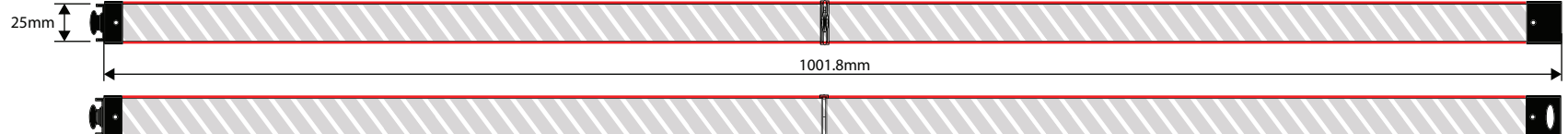
15mm



20mm



25mm



Bleed Area



Branding Area designated by



Printing
specification:

- ▶ CMYK colour mode
- ▶ Vector files preferably
- ▶ 300dpi for rasters