3/8”
These red areas are “bleed allowance.” They work just like bleed on business cards or posters where they will fill in the gaps if anything shifts too far during printing. Don’t expect these areas to print.
1/8”
These orange areas are “waver allowance.” Think of them like page margins. They will print, but don’t put anything here that you don’t want to risk being cut off.
This width includes bleed allowance.
This is the webbing width. It represents the full area that will print.
This white area is the “safe zone.”
This area is guaranteed to print. Make sure all critical parts of your artwork stay within this area.
Set up raster (as opposed to vector) artwork at 300ppi or greater.
Both ends of the artwork/template need to match up to form a seamless repeat!
1/8”
3/8”