DIELINES: Bleeds and Safe Print Zones

When setting up art files for your labels it is imperative that dielines, safe print areas, and bleed areas are observed.

The **dieline** is where the actual cut is made. It is the real edge of your label.
The **clear space area** is 1/16" within the dieline.
All important design elements MUST be within this area or they could get cut off in the trimming process.
The **bleed line** is 1/16" outside the dieline.
All background artwork must extend (at least) to this line or white edges
may show after the trimming process.

TOP IMAGE (INCORRECT)

1. The tip of the butterfly wing extends beyond the safe print area. Result: wing could get clipped.

2. The artwork does not extend completely to the bleed line. Result: some prints will have a white edge along the left side where the trim was made.

3. The name of the product extends to dieline. Result: "s" will be cut off along the right side.

4. The artwork ends at the dieline. Result: prints will have a white edge along the right side.

5. Barcode problems:
a. numbers at bottom are not within safe print area. Result: on some prints they will get cut off.
b. black bars get cut off at edge. Result: barcode may not scan well or even at all.

BOTTOM IMAGE (CORRECTED)

This graphic shows how each of the problems listed above is fixed to spec.

Notice how all important design elements are within the safe print area and how all the background art continues all the way to the bleed line.

Final Note: it is always ok to have more bleed but is never ok if the bleed area is too small.