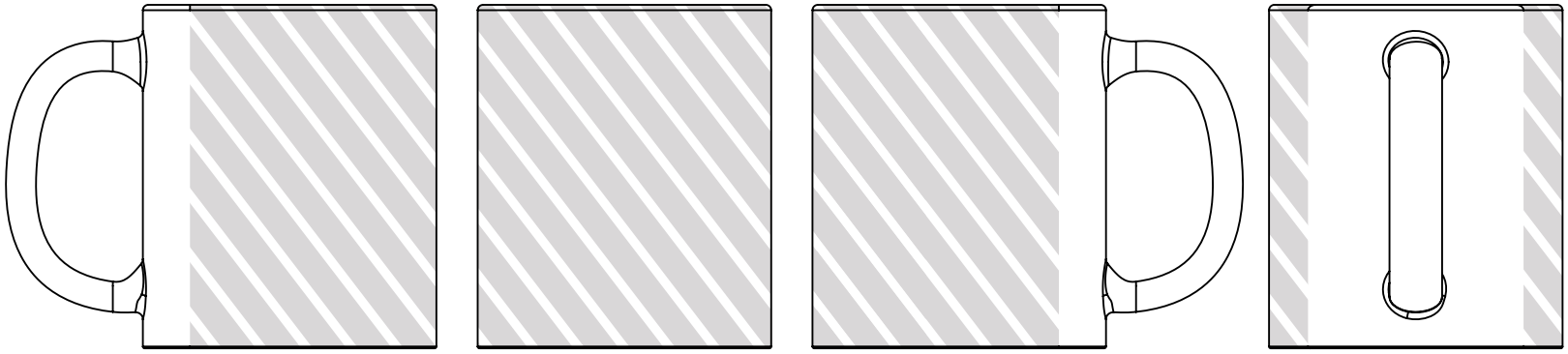
Eterna | Print Guidelines

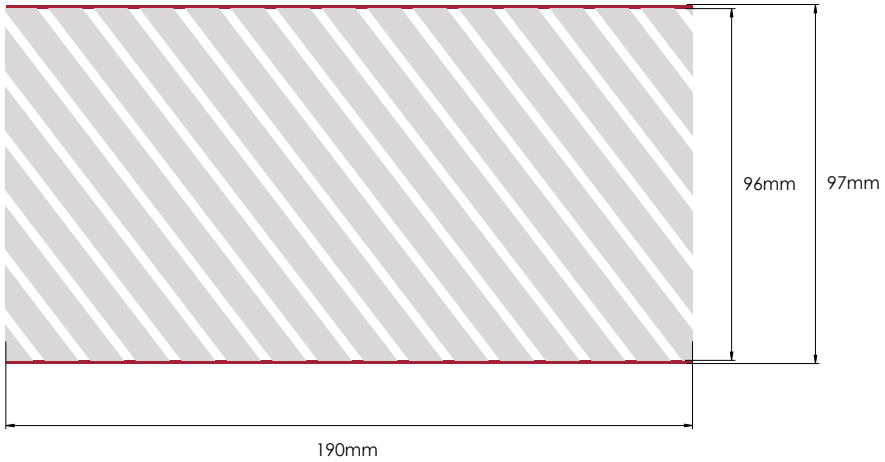
The following print guide has been prepared for your graphic designer, however should you not have a graphic designer, Flashbay is happy to lay out your artwork and/or text which you can email to your Flashbay account manager. Having submitted your artwork to Flashbay, you will receive a virtual PDF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

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.

Photo Printing





Bleed Area

Branding Area designated by

Printing specification:

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