



## A4 (Portrait)



### Bleed Margin: 214 x 301 mm

Extend your background to fill the full 'bleed area' – it'll make sure you don't end up with white edges when your item is trimmed.



### Trim: 210 x 297 mm

This is where we aim to cut your item.



### Safe Area: 206 x 293 mm

Keep all the important bits of your design – text, logo, icons – inside this area. (Not your background – that still needs to run to the edges of bleed.)

### Do

- Edit and save your file in **CMYK**. We use ICC profile: **coated FOGRA39**.
- **Outline your text** before saving (select all of the layers, click "type" in the menu, select "create outlines").
- Text and images? Save your file as a **PDF/x-1a**.
- Just a photograph? Save as a high resolution JPEG (only if there's no text at all).
- **Delete the artwork guideline group layer before saving.**

### Don't

- Flatten your layers or image before saving – it'll reduce your print quality.
- Add additional bleed or print/crop marks to your files – just save your file to the size of this template.
- Save as a multiple page PDF – each design will need to be uploaded individually to **moo.com**