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In this edition...

Copy It! is now The Copy Store!

Printing Tip of the Month:

How to create a bleed.

Quote of the Month:

**"You can't cross the sea
merely by staring at the
water."**

--Rabindranath Tagore

Formerly Copy It! The Copy Store

Presents

Impressions Newsletter

May 18, 2009

Copy It! is now The Copy Store!

A lot has changed over the years. Analog copiers that used to provide what would technically be considered a copy are now digital and can provide crisp halftones and text that rival the quality of offset presses. Color copiers that used to be unaffordable and of low quality have been replaced with affordable equipment that rivals the quality of the best color presses. What used to take us an entire day to produce, now takes an hour.

As time progresses, we too have changed. We are no longer just a small copy center where you "Copy It", but ***your*** complete print provider. Whether you need a copy of your taxes, or printing 1000 manuals to ship to your client in California, our knowledgeable staff averages over 10 years of experience and can assist with all your printing. Although the name has changed, the co-workers, service and ownership have remained the same.

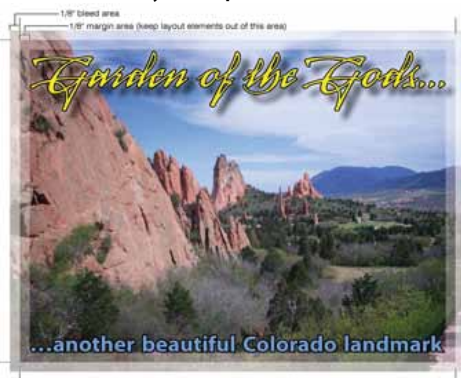
We offer more than you may know about. The Copy Store now offers in-house perfect binding so you can self publish anything from software manuals to your family's genealogy. By the end of this month, we will start offering **free** software that will allow you to create and personalize your own hard cover photo books, business cards, postcards, calendars, and greeting cards at The Copy Store!

We thank you for your continued business and would like to welcome you to The Copy Store.

How to create a bleed.

A bleed is when you have any portion of your document go all the way to the edge of the page. Bleeds are most effective when you want a uniform, sharp look and the standard "border" around the edge takes away from the overall design of your document.

To achieve a bleed, simply add an extra amount of graphics or color around the edge of the document. The typical amount is usually 1/8". This is called a bleed edge or gutter. For example, if you want to produce a postcard with a final size of 5.5" x 4.25" with a bleed, you would set the document up to be 5.75" x 4.5", thus allowing the 1/8" bleed edge for cutting. Keep in mind that most printers also have a minimum tolerance for cutting as well... also approximately 1/8". This means that if you want a 5.5" x 4.25" postcard with a bleed, you would set up the document for 5.75" x 4.5" to achieve the bleed; however, you would also need to make sure that your text and graphics are no closer than 1/8" away from the final cutting area. Essentially, setup all of the information within a 5.25" x 4" area. See our illustration below for more clarification:



Final Product