IMPORTANT: ENVELOPE ARTWORK GUIDELINES

It is required that there be 1/16” overbleed and color wrap onto the back of the envelope to allow for movement throughout the bindery process.

It is normal for the artwork on the finished envelopes to vary slightly from one piece to another because of movement during the run and could vary up to 1/8”. As a result of the intensive bindery processes, die cutting, scoring, folding and gluing (ie. converting), the color wrap and overbleed may not be even on all sides.

4OVER SMART CERTIFIED TEMPLATES

To produce envelopes at the highest quality possible, artwork that has bleed on the face or print on any flap is required to be placed on a 4over Certified Smart Envelope Template. This will ensure that the artwork layout is aligned the way it is intended to print and be converted.
1/16" of the Face will wrap to the back even if it is white

Normal Overbleed / Color Wrap

Ideas for designers to avoid the appearance of Overbleed / Color Wrap

- Extend the flap color intentionally onto the envelope face.
- Use a gradient to have softer color transitions.
- Use a solid, fully colored envelope to eliminate overbleed.

Images like this WILL print on the bottom and side flaps

Images like this will look like this on the bottom and side flaps