.625" BLEED ALL AROUND BACK COVER BOARD FRONT COVER BOARD The printed portion of your cover will be wrapped around the hardboards to create a Case Bound 8.5" x 11" BOOK book. "Bleed" is excess background that allows HARD COVER your background to extend around the boards. **CASE BOUND** If bleed were not present, the white paper that Book Spine Holds the cover is printed on would be visible after more than 100 pages the book is bound. & less than 175 pages (based on 70 lb. Matt text) PURPLE FRAME Safty Area - Live area Critical graphic/text elements be sure 8.57" to center them inside the Safety guides. This applies to the spine area as well. **LEGEND EDGE OF BOARD** There should not be any text in the gutter area. Since the gutter of a Case Bound book acts as the folding mechanism and tends to "bunch up" **BLEED PERIMETER** you would not want to center the cover elements between the spine fold and edge of board. Instead, you will want to center all cover elements in the "Safety Area" However, background graphics or solid colors used, should extend to the spine fold .625" BLEED ALL AROUND