If you are looking to have any images or background colors on your artwork/logo run all the way to the edge of the imprint, your artwork/logo must include bleed.


$$
\begin{array}{ll}
\text { Bleed: } & 2.524 " \times 1.274 " \\
\text { Trim: } & 2.274 " \times 1.024 ",+/-.031 \\
\text { Live Area: } & 2.062 " \times \text { 0.812" }
\end{array}
$$

