



Tips for Designing a Folded Brochure

Folded brochures can make your design more engaging – both visually and physically. They offer depth and dimension that flat brochures simply can't. Follow these steps to make the most of your brochure design:

1. Choose the Right Fold

Explore different types of brochure folds (like single-fold, tri-fold, or z-fold).

2. Plan Ahead While Designing

Designers often work with flat layouts on screens. This can lead to tight margins near folds and cuts. To avoid this, always create a paper dummy (a mock-up of the folded brochure) before finalizing your design.

3. Understand the Key Terms

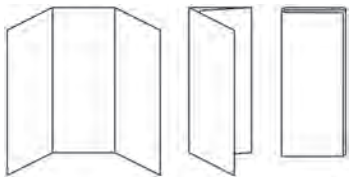
Panel: The area from the edge of the page to a fold or between two folds.

Column: A smaller section inside a panel where content is placed.

Gutter: The space between columns.

Margin: The space between the page's outer edge and the content (usually on the left and right sides).

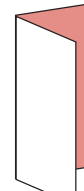
Trifold/Letterfold



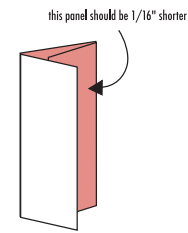
A common layout is the three-panel tri-fold brochure on letter-size paper that folds down to #10 envelope size.

It's easy to plan the layout of this kind of brochure so when folded all three panels are the same width and the folds don't crease blocks of text.

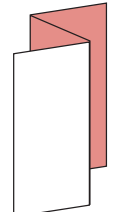
Common Brochure Folds



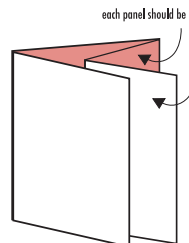
Single Fold
no allowance necessary



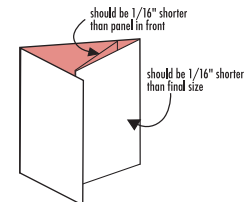
Letter Fold
front and back panel same width
inside panel 1/16" shorter



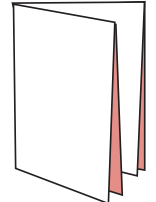
Accordion or Z Fold
no allowance necessary



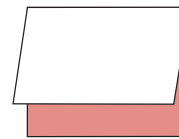
Double Parallel Fold
front and back panel same width
both inside panels 1/16" shorter



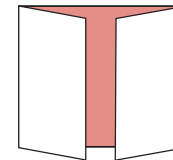
Barrel or Roll Fold
front and back panel same width.
each successive panel should be 1/16" shorter than the previous one.



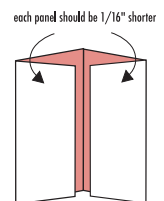
Right Angle or French Fold
no allowance necessary



Short Fold
no allowance necessary



Gate Fold
no allowance necessary



Double Gate Fold
outside back panels - same size
inside panels should be 1/16" shorter

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