instantprint.

Folding Guide

Understanding Folded Products

Designing folded products can be tricky, as you need to make sure you're working on the right canvas size for the finished product, and that your artwork is set up correctly for print. This includes things such as avoiding text on or near a crease and making sure you have the right bleed area and safety zone before sending to print.

There are five types of fold: half fold (4 pages*), C-fold (6 pages), Z-fold (6 pages), roll fold (8 pages) and cross fold (8 pages).

*In the print industry, the panels created by the folds on your leaflets are known as printed pages, despite them all being on the same piece of paper!

Folded Leaflet Sizes

When ordering your product, you order the finished, folded size. For example, a 140 x 297mm C-Fold leaflet will be an A3 size sheet folded twice equally to create three sections on each side of the sheet.

You can find all of our artwork dimensions under the 'Artwork Help' tab when you're ordering your leaflets.
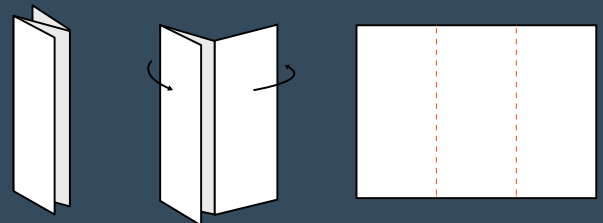
Artwork Submission Guidelines

- Always submit your artwork with equal size panels*

- Set up your pages as spreads (one page in a single document) wherever possible

- Make sure to check your online proof by zooming in to 300% to accurately reflect the image resolution of the printed product

*Due to the way some of our leaflets are folded, we'll slightly adjust your panel sizes before sending your artwork down to print for a perfect finish
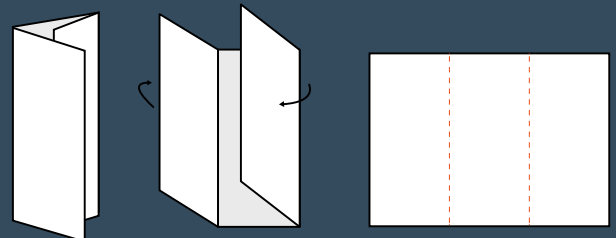
Half Fold

Z-Fold

C-Fold

Cross Fold