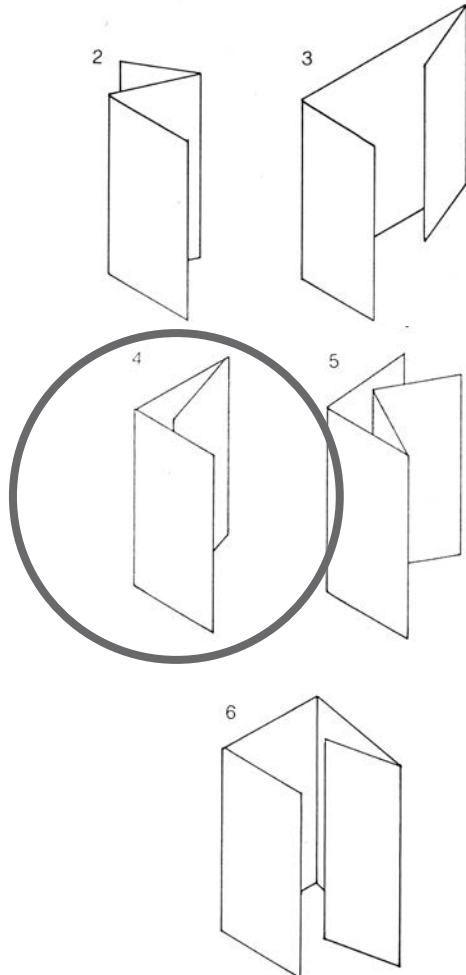


DESIGNING FOLDED BROCHURES



Multipage folded documents that require consistency AND flexibility in content, presentation, and organization.

- Have some repeating page design or format
- Many different sizes and formats proportions
- Many different folding options



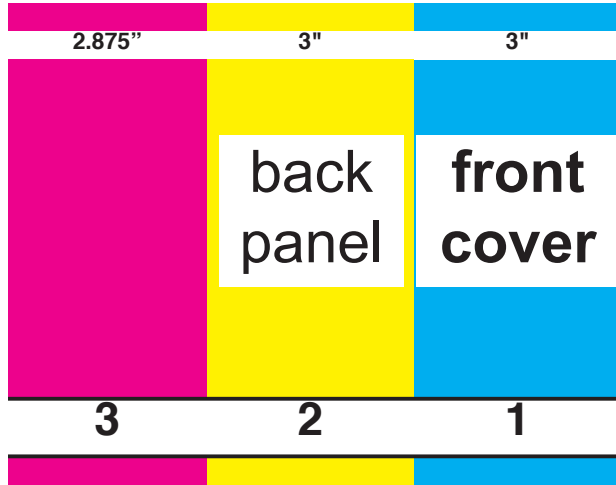
2 acordian fold

3 gate fold

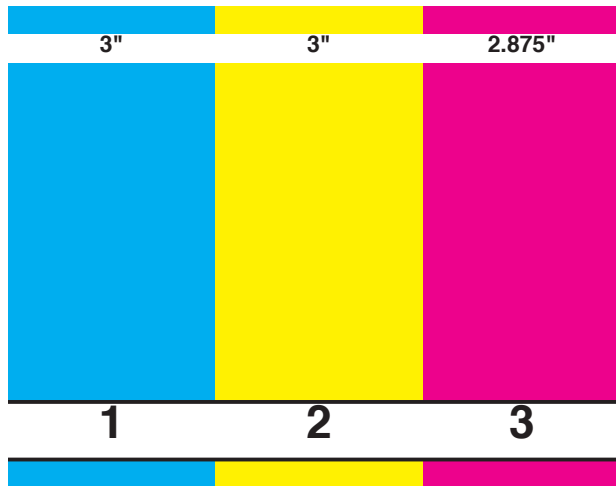
4 letter (tri) fold

5 digest fold

6 tumble fold



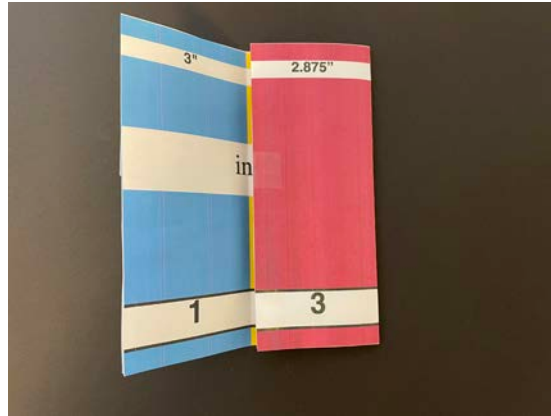
OUTSIDE



INSIDE - opened



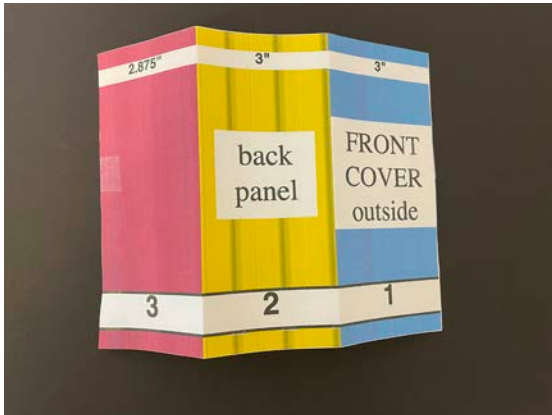
front cover



front cover opened



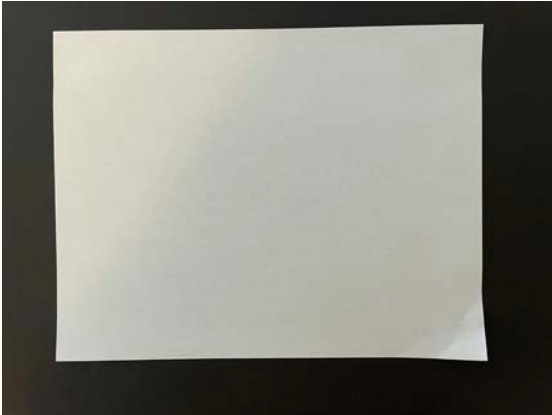
inside opened



brochure flipped over *opened*



brochure flipped over *closed*



flat piece of paper *inside*



fold one-third from the right



fold one-third from the left cover

DESIGNING FOLDED BROCHURES

SKETCH PAPER — TRI FOLD



front cover



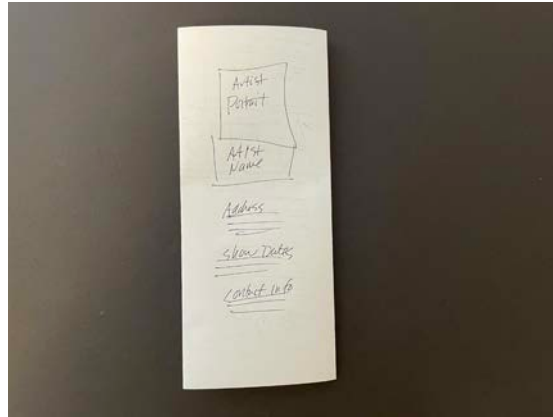
front cover opened



inside opened



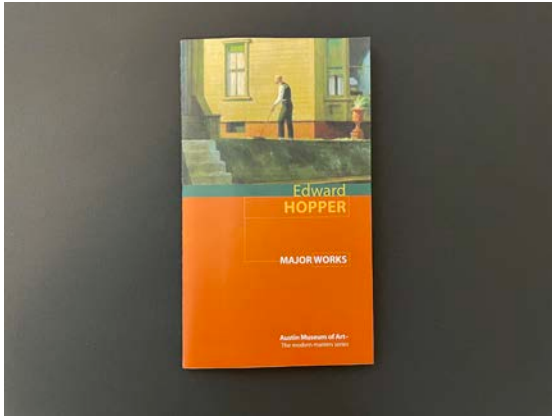
brochure flipped over opened



brochure flipped over closed

DESIGNING FOLDED BROCHURES

EXAMPLE — TRI FOLD



front cover



front cover opened



inside opened



brochure flipped over *opened*



brochure flipped over *closed*