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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).

Understanding Sizes

When ordering your product, you order the FINISHED size – so remember to account for this when creating your artwork! For example, a C-Fold 3 panel will be an A4 size sheet folded twice equally to create three panels.
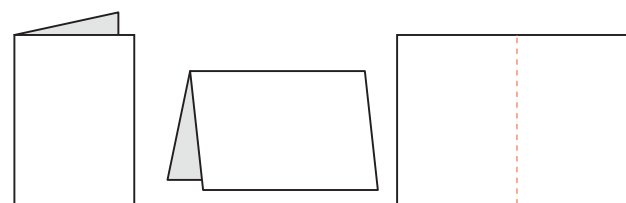
Page Layout

It can be confusing to lay out pages for folded products – but it's essential you have your artwork pages in the right order so that we can print your leaflet exactly how you want it. The diagrams on the next page will help you to visualise the order of pages you need for each type of fold.
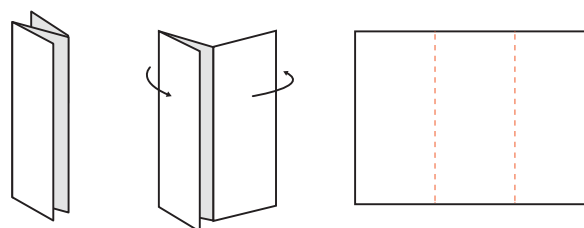
Artwork Submission Guidelines

- Always submit your artwork with equal size panels – even if you're ordering a c-fold document. We adjust these sizes for you.

- Set up your pages as spreads wherever possible, too. A spread is a page of your design joined together.

- Make sure to check your online proof by zooming in by 300% to accurately reflect image resolution of the printed product.
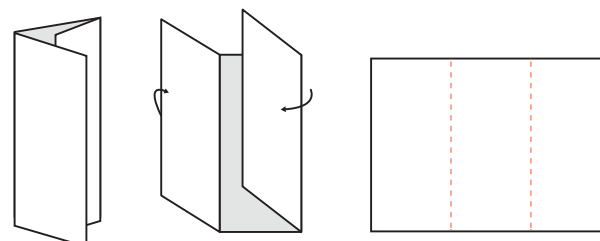
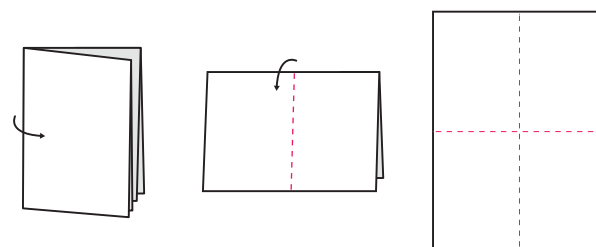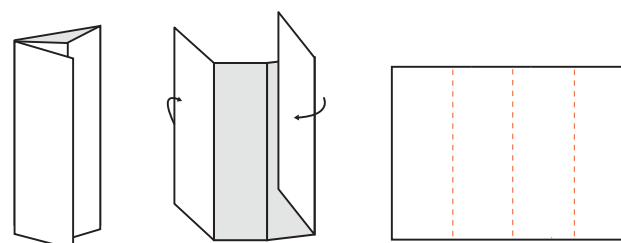## How Do Folded Leaflets Fold?
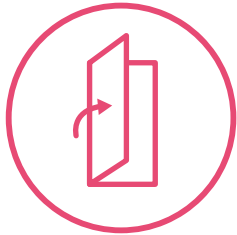
Half Fold
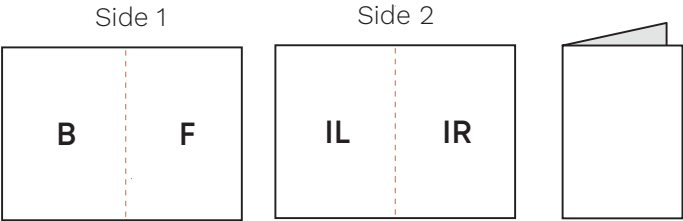

Z-Fold

C-Fold
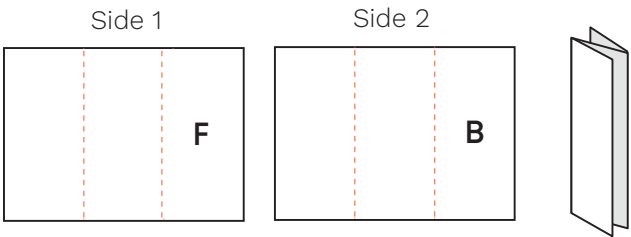

Cross Fold

Roll Fold

![instantprint.]

How to Submit Your Artwork

You should submit your artwork using our online proofing tool after you've added your order to the basket.

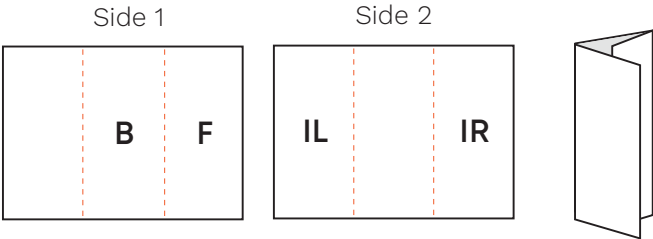Here's how to lay out your folded leaflets for printing:

Half Fold

Side 1

| B | F |

Side 2

| IL | IR |

Z-Fold

Side 1

F

Side 2

B

C-Fold

Side 1

| B | F |

Side 2

| IL | IR |

F - Front

B - Back

IL - Inside Left

IR - Inside Right

Cross Fold

For our cross fold leaflets, you will need to submit turn your inside left and inside right panel artwork upside down. This means when they are folded they will show the correct way.

Side 1

| ᴚI | ᴵL |
| B | F |

Side 2

CENTRE

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