

Folded formats Artwork Guide

To smoothly transition from the design stage to printing, we have a simple guideline to help you!

How is it folded?

What's the best for your design? **Note that templates consist of 2 pages.** First page corresponds to the outside of the leaflet and the second page to the inside. Please make sure the folding lines are correctly placed in your digital proof.

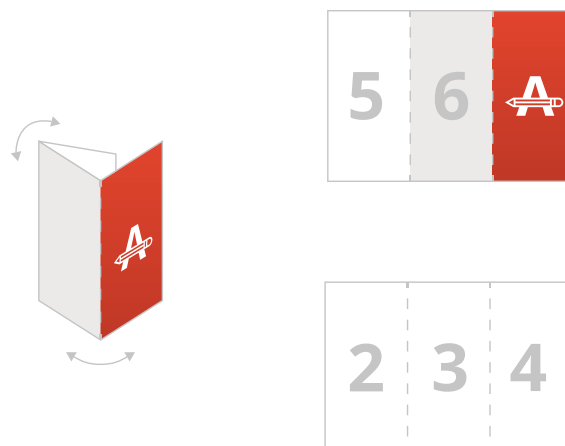
Half Fold

Folded once (lengthwise or widthwise) and is therefore divided equally.



Tri Fold

Folded twice in the same direction. One part of the leaflet is folded inside the other two parts.



Want to know more?

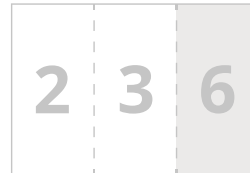
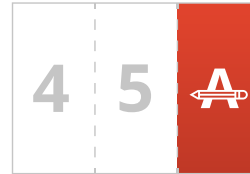
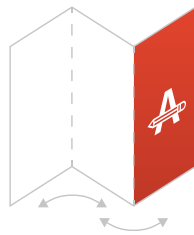
Visit our [helpcenter](#) or [contact](#) our experts for personal advice.

In case not all specs are matched, we will always manually process, adapt and fix your artwork. You will be able to revise your digital proof before sending it to production.

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Z Fold

Folded twice in the opposite direction forming an accordion shape.



Roll Fold

Folded twice in the same direction. One part of the leaflet is folded inside the other two parts.



Want to know more?

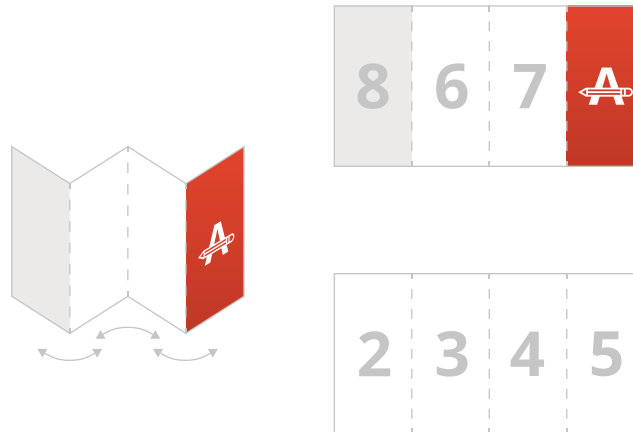
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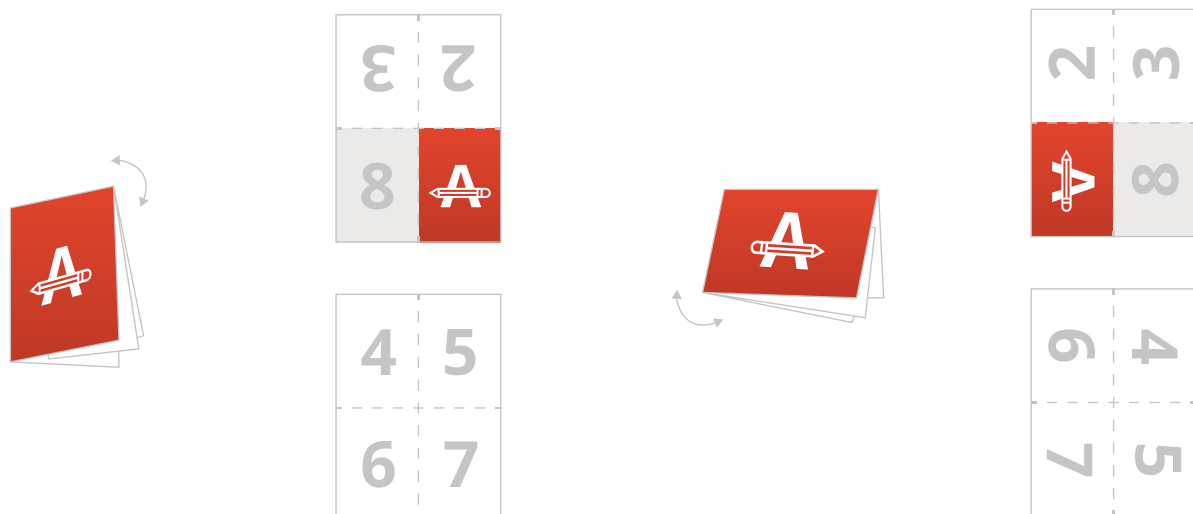
W Fold

Folded three times in the opposite direction forming an accordion shape.



Cross Fold

Folded twice, the second fold is perpendicular, so crosswise, on the first fold.



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