

About Folds & Folding



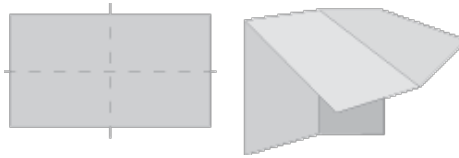
Print jobs that require one or more folds present particular issues which need to be considered carefully during design and production. Taking into account paper thickness, layout, and ink coverage can help you achieve a successful folded print job.

Types of Folds

Half Fold: A single fold, vertical or horizontal, along the center of the printed piece, such as a greeting card, creating two panels per side.



Crossfold: Two (or more) folds which are perpendicular, such as a Double Right-Angle Fold, which is folded in half, then in half again at a right angle to the first fold, creating four panels per side. An example of a common Crossfold is an 11 x 17" brochure, folded down to a 5.5 x 8.5" mailer.

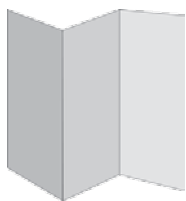


Parallel Folds: Two or more folds running in the same direction, so that each panel sits parallel to the next panel. There are three common types of parallel folds: the Accordion Fold, the Double Parallel Fold and the Barrel Fold.

Accordion Fold (also known as a Z-Fold): Contains two or more parallel folds, each folding in opposite directions, like an accordion. For example, an 8.5 X 11" brochure can Accordion-fold into three equal 3.6 X 8.5" panels.

Double Parallel Fold: A printed piece that contains a Double Parallel Fold is folded in half and then folded in half again with the second fold parallel to the first fold, creating four panels on each side. For example, an 8.5 x 14" brochure can Double-Parallel Fold into four equal panels of 8.5 x 3.5".

Roll Fold (also known as Letter Fold, Tri-Fold, or Barrel Fold): Consists of two or more parallel folds, each folding in the same direction, with the panels nesting into each other. The most common example of a Barrel Fold is an 8.5 x 11" letter, folded into a mailing envelope.



Accordion/Z-Fold



Double Parallel Fold



Letter or Tri-Fold



Roll or Barrel Fold

General Design Tips for Jobs with Folds

- + Panel widths for projects with more than one fold need to be adjusted for the panel(s) that fold in. A good rule of thumb is that panels that fold in should be at least 1/16" narrower than the previous panel. See our Folding Templates under Helps & Resources.
- + The spacing of graphic elements within each panel is a critical consideration when producing a print job that will fold. Since designing is done in the context of the flat page on the screen, it is easy to overlook the spacing considerations (centering) of the graphic elements within the panels. Allow a minimum of 1/8" clear margin on either side of a column of type within each panel.
- + Print out a copy of the project and make a folded dummy of your artwork to verify the layout is correct.
- + To prevent cracking, avoid printing heavy solids on the folds. Depending on the weight of the stock you are using, scoring can minimize the cracking.

Feel free to contact your QSL Rep if you have any other folding questions.