Brochure Common Fold Types

Single Fold

Double Parallel Fold

Gate Fold

Letter Fold

Barrel or Roll Fold

Closed Gate Fold

Accordian or Z-Fold

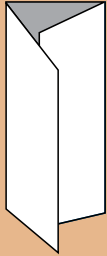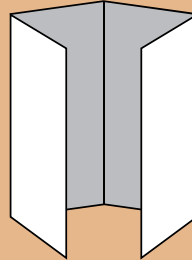10 Page Parallel Fold

Map Fold

Brochure Common Fold Types

Letter fold, 3-Panel fold, or #10 Fold

Notes: Often mistakenly referred to as a tri-fold brochure.

Standard Sizes: Called a #10 fold, as an 8.5"x11" (letter size) or 9"x12" page will fold in thirds into a #10 envelope. An 8.5"x14" (legal size) page folds to 4.67"x8.5" and would need to be a self-mailer.
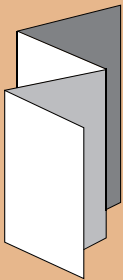
Gate fold

Notes: Two end panels fold inward and then folds again down center of page. This is a difficult fold to design for, as the end panels must be narrower than the two interior panels. There will be a gap of about .25" where the folded panels meet.

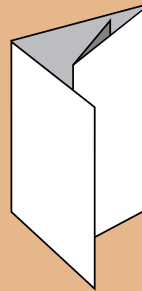**Standard Sizes:** Legal and 16"x9" sizes fold to fit into a #10 envelope.

Accordian Fold

Notes: Panels fold on top of each other like an accordian. Resulting brochure, when unfolded, can lay flat and be read from side to side. When using this fold, keep in mind that it cannot be machine-inserted into envelopes.

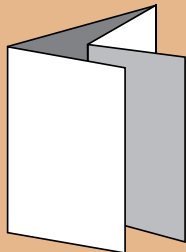**Standard Sizes:** Legal and 16"x9" sheets fold to fit a #10 envelope.

Barrel fold or Roll fold

Notes: Panels fold in on each other. Due to thickness of the paper, each panel, from the outside in must be successively smaller (generally by about $\frac{1}{16}$")

Standard Sizes: Legal and 16"x9" sizes are common to mail in a #10 envelope.
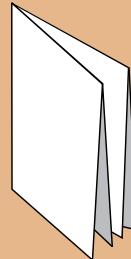
Parallel fold or Half-and-Half fold

Notes: This type of fold requires the finished piece to be folded in half, then in half again – final, folded size is one quarter the original width by the same height.

Standard Sizes: 16"x9" folds down to 4"x9" (fits in a #10 envelope); legal size folds down to 3.5"x8.5" (fits in a #10.)

French fold or Right-Angle fold

Notes: Fold page in half horizontally, then in half again vertically. Commonly used for greeting cards in computer software; often only has printing on one side of page.

Standard Sizes: Letter-size page folds down to 4.25"x5.5" to fit an A2 envelope.