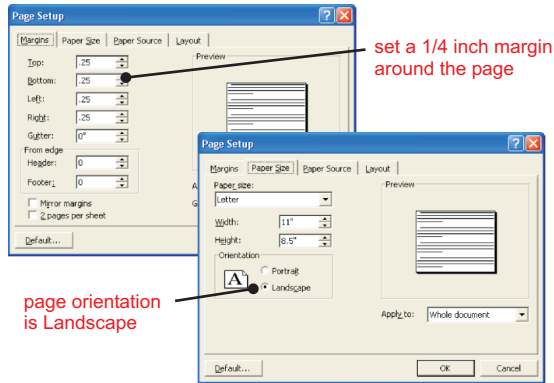
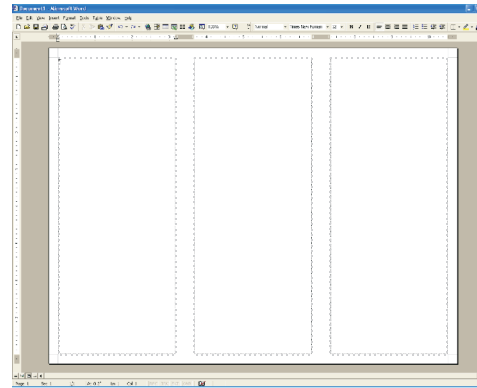


CREATING A SIX-PANEL, LETTER-FOLD BROCHURE



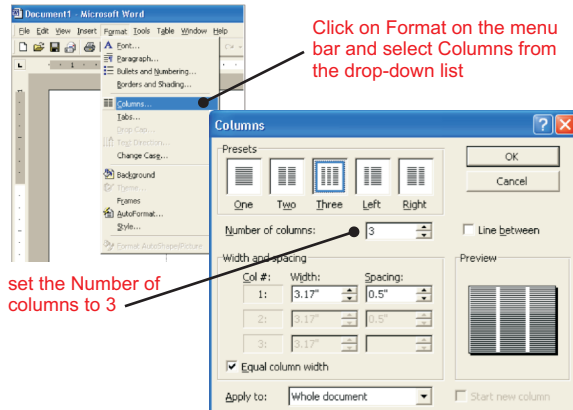
7 MS Word page setup

Open a new file in MS Word. Using the Page Setup dialog box, set the Top, Bottom, Left and Right margins all to 0.25". Set Paper Size to Letter and Orientation to Landscape.



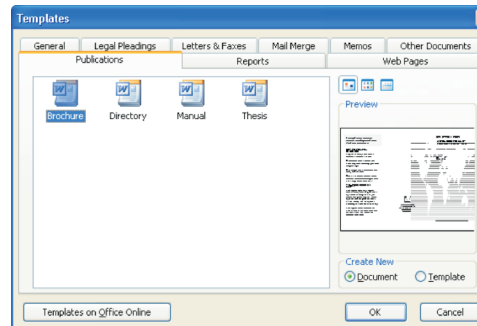
9 MS Word sample document

With view set to Whole Page, when you finish setting up Columns, the Word document on your computer screen will look something like the image above.



8 MS Word columns setup

Click on Format on the menu bar and select Columns from the drop-down list. In the Columns dialog box, set the Number of columns to 3. Ensure that Equal column width is selected. Word will automatically compute the Width of the columns based on the Spacing. The example above uses 0.5" column spacing — twice the 0.25" page margin selected in Step 7 above.



10 Templates

MS Word comes with templates for brochures and other kinds of publications. Check the templates that come with your software before you start your brochure design. Click on Help in your software to find more information about templates.



With an MS Word setup example

re:print

060130

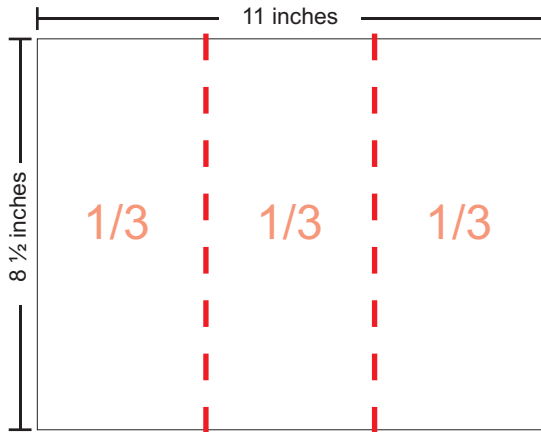
Phone 416-923-3374
www.reprint.com
388 Parliament Street
Toronto, Ontario M5A 2Z7

reprint.com

re:print

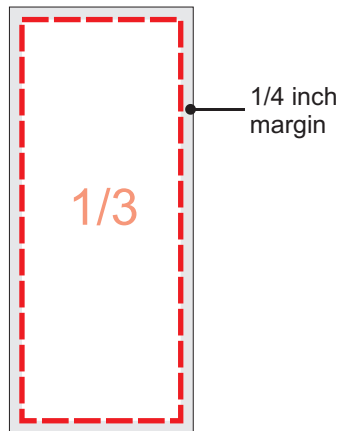
Phone 416-923-3374
www.reprint.com
388 Parliament Street
Toronto, Ontario M5A 2Z7

reprint.com



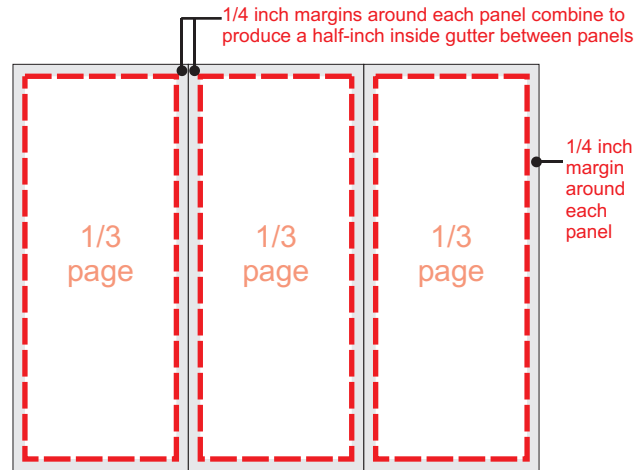
1 Getting started

To start, remember that the folds of the finished brochure will divide each side of the sheet of paper into three equal sections.



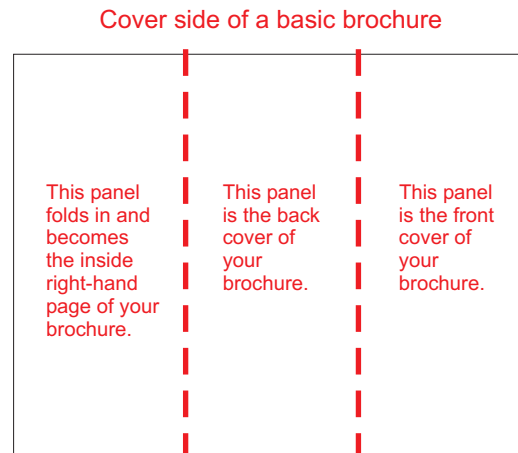
2 Margins

Text should not start at the edge of the page. Leave a margin all around each panel of the brochure. The grey area in the image above represents a 1/4 inch (0.25") margin. The actual margin you should have in your design will depend on the equipment you will be using to print your brochure. A 3/8 inch margin is sufficient for most equipment.



3 Gutters

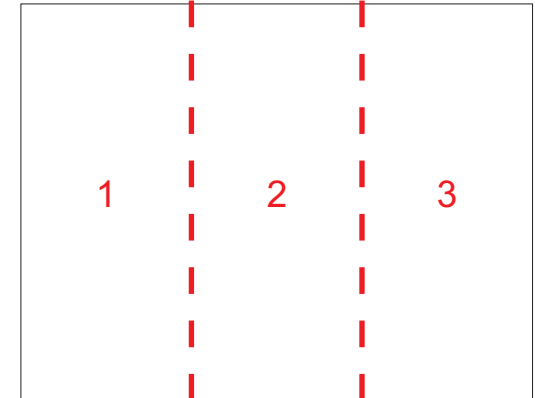
Text should not start at or extend to the fold between two panels. In the image above, notice how the 1/4 inch margin around each panel produces a 1/2 inch gutter between the center panel and the left and right panels of the brochure.



4 Outside layout

The right-hand panel of the outside of your brochure will be the front cover, and the centre panel will be the back cover.

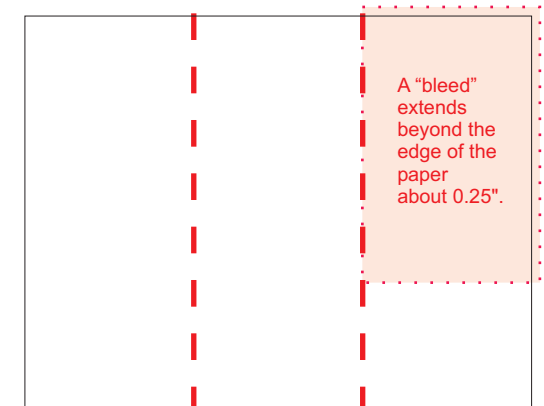
Inner side of a basic brochure



5 Inside layout

When readers open your brochure they will read the contents from left to right.

"Bleeds" extend past the edge of the page



Caution: Designs with bleeds must be printed on larger paper and then trimmed to finished size, which increases the printing cost.

6 Bleeds

Blocks of color or images you would like to print right to the edge of the page must be formatted to extend beyond the edge of the paper. This is called a "bleed". Ask your printer how far bleeds should extend in your design. 1/4 inch is sufficient for most purposes. Only extend a bleed over a fold if you want it to print on more than one panel.