

Black box indicates the trim edge of an 11 x 8.5 trifold brochure.

The dotted lines indicate where the piece will fold.

The two panels to the right of the outside of the brochure will be H6875 inches wide and the panel furthest to the left is slightly shorter (H625 inches). The short panel allows for folding without dog earing. If all panels were the same exact width, the trim edge of the panel that folds in would be too close to the fold edge when folded.

$$H6875+H6875+H625=11$$

When setting up the inside of the brochure, the short panel will be the right-most panel.

The light blue box indicates bleed. If you have a design element that you want to image to the edge of the finished piece, you need to position it so that it extends beyond the trim edge of your document by 1/8 inch on every edge where it will image to. This ensures that when the piece is trimmed after printing on a large press sheet, the color content will go to the edge of the trimmed size. If content stops at the trim edge, there is the possibility of white edges showing when the job is trimmed. This is avoided by extending your art beyond the trim edge in your layout.

Do not set text near trim edges. Bleed is for art only unless you intend to cut off a portion of text as a design element. (See yellow box instructions at right.)

The light yellow boxes indicate proper text position areas per panel. You should keep all text at least 3/16" (.1875") away from any trim or fold edge in a trifold brochure.

Brochure's Outer side when flat

Right-most panel will be the front panel when folded.

3.625"

3.6875"

3.6875"