

# ECOPRINT'S GUIDE TO **SPINES AND FOLDING**

Designing a card and envelope can be frustrating. With all the options out there we wanted to make a go to guide for every size that you may need.



## **Have Questions?**

Send us an email at [info@ecoprint.com](mailto:info@ecoprint.com) or give us a call at 301.589.6666



# ecoprint

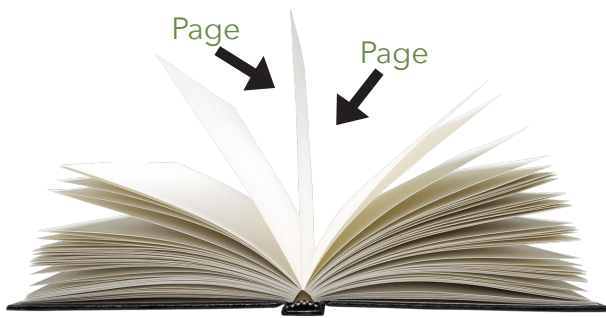
Think outside the Bus

## Pages, Covers, and Binding

Pages and Covers are slightly different when referring to printing. In order for your print job to be understood completely read below.

### Pages

To printers the term pages refers to one side of a leaf of paper. For example,



There are 2 Pages on the leaf sticking up

If your booklet has 64 pages, it really will end up as 16 leafs of paper.

### Covers

There are two different kinds of covers.

#### Self-Cover:

A self cover booklet is the same paper for the front cover as it is for the inside text pages.

#### Plus Cover:

A plus cover book has a thicker piece of paper for the front and back cover.

## Perfect Bound v.s Saddle Stitched

There are two different kinds of binding, saddle stitched and perfect bind. Both end with a sleek look!

**Saddle Stitch** is folded together and then stitched in the middle to help keep the pages in place. The pages for a saddle stitch book must be divisible by 4.

No one wants a leaf left out!

**Perfect Bound** books have a flat spin that is glued to the pages. The file for perfect bound book must include space for the spin. There is no page limit for the perfect bound book.



# Folding Guide

There are just so many options for folding! Below are the most common types used by companies all over the world.



## Four Panel *Single* Fold

A single fold brochure is made by folding a printed page in half. Before folding, it consists of four panels (two on the front and two on the back.)



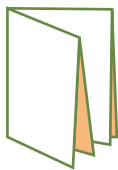
## Six Panel *Letter (Tri-Fold)* Fold

A tri-fold brochure is made by folding a printed page in thirds. Before folding, it consists of six panels (three on the front and three on the back). The panel that folds inside will be under trimmed 1/16".



## Six Panel *Accordion (or "Z")* Fold

An accordion fold brochure is made by folding a page in equal parts in front of and behind itself. Before folding, it consists of six panels (three on the front and three on the back).

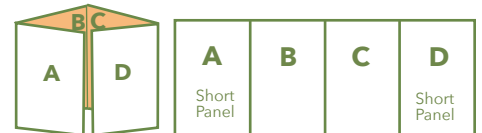


## Eight Panel *French* Fold

A French fold brochure is made by folding a page in half in one direction and then folding the folded page in half again in the opposite direction or at a right angle. Before folding, it consists of eight panels (four on the front and four on the back).

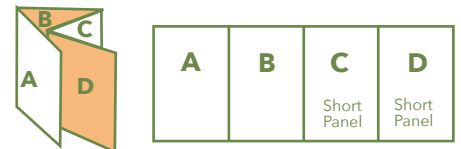
## Eight Panel *Gate* Fold

A gate fold brochure is made by folding the ends of a page inward so they meet in the middle and then folding the folded page in half in the same direction. It consists of eight panels (four on the front and four on the back). The panels on each end need to be slightly narrower than the outer panels.



## Eight Panel *Double Parallel* Fold

A double parallel brochure is made by folding a page in half and then folding the folded page in half again in the same direction. Before folding, it consists of eight panels (four on the front and four on the back). The last two panels need to be slightly narrower than the outer panels so that they fit.



## Eight Panel *Barrel (or Roll)* Fold

A barrel (or roll) brochure is made by folding one panel at a time into itself. Before folding, it consists of eight panels (four on the front and four on the back). The last two panels need to be slightly narrower than the outer panels so that they fit.

