TIPS FOR SETTING UP A BROCHURE

Outside Panel Sizes: To keep the back panel from sticking out when folded, the outside back flap panel (A) on a trifold brochure needs to be 0.0625” (1/16 inch) shorter than the outside middle and front cover panels.

Bleed: Printers are unable to print to the edge of the page; this creates an unwanted margin around your document. To avoid this issue, you need to add a bleed (B) to each print document you design.

Bleeds extend colors and elements past the edge of your document, so that it can be printed and trimmed down to size with no unwanted white margin around the edges.

All print jobs should have a minimum bleed of ⅛” (0.125 inch).

Margins: The distance between important text or images and the edge of the page. We recommend a margin (C) of at least .25” (¼ inch).

Crop Marks: Lines indicating where the paper should be cut to produce the correct page size. Crop marks (D) are necessary for printing because the original paper that goes through the printing press is usually larger than the final page size. Many desktop publishing systems are capable of automatically printing crop marks.

Recommended Software: Adobe InDesign or Adobe Illustrator.

3.625” Outside Back Flap

3.6875” Outside Middle Panel

3.6875” Outside Front Cover

LET THE READER KNOW HOW TO CONTACT YOU!

This panel is typically reserved for contact information. Consider including:

- Logo
- Address
- Phone(s)
- Email Address
- Website
- Map

IF THIS BROCHURE WILL BE USED AS A SELF MAILER:

The recipient’s address should be in this format:

Name
Address
City, State ZIP

Include a return address.

Submit your design to University Print & Mail Services to ensure it meets postal regulations.

You can view postal regulations at the U.S. Postal Service’s website www.usps.gov or quick service guide http://pe.usps.gov/

TELL THE READER WHY YOUR PRODUCT/SERVICE/EVENT IS IMPORTANT!

This is the first panel seen by the reader when opening your brochure.

- Introduce the subject of the brochure here—be captivating!
- Be clear and concise. This space is best used for an overview rather than a deep dive.
- Avoid using industry-specific terms.

CONSIDER INCLUDING:

Your company or department logo

An interesting graphic

The title or a short description of your product/service/event
**Inside Panel Sizes:**
The inside back flap panel (E) on a trifold brochure is 0.0625" (1/16 in.) shorter than the inside front cover and middle panels. This prevents the back panel from sticking out farther than the front panel when folded.

**PICTURE QUALITY REQUIREMENTS**
Make sure your images are at least 300 ppi. Most images from the web are low resolution. They may look fine on your screen, but the print quality is generally poor. Also, there is a good chance the image is copyrighted. Only use images you have permission to print.

**Digital Camera Settings Tip:** Always use the highest quality setting when taking photos. You can scale down an image without destroying the quality, but enlarging an image will diminish the quality.

**Vector Images:** Use a vector image for logos and line drawings whenever possible (these usually have an .ai or .eps extension).

A vector image can be scaled up and down without losing picture quality because it's created with mathematical equations, not pixels.

**USE THE INSIDE OF THE BROCHURE TO GIVE MORE DETAILS ABOUT YOUR PRODUCT/SERVICES/EVENT**
These three inside panels are where you should include the details of your product, services, or event.
- Use bullet points—they are easier to read, and retain the reader’s attention
- Elements to make your brochure more interesting for the reader:
  - Graphics
  - Testimonials and call outs
  - Charts and graphs
- Don’t overcrowd your page; white space clarifies your design and emphasizes important elements

**PROVIDE A CALL TO ACTION!**
Call 801.581.6171 to speak to a Project Coordinator today!

**DID YOU KNOW?** We can help you design a brochure, and can print it for you. To speak to a designer, please contact your Project Coordinator or call us at 801-581-6171.