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Half Fold Leaflet Guide

A Half Fold leaflet is a simple and effective way to present information. This fold divides a sheet into two equal halves, creating four panels. Here's how it works:

Layout Description

1. Outer Panels:

- **Front 1:** This is the front cover of the leaflet, designed to grab attention.
- **Front 4:** This is the back cover, typically used for contact details or additional information.

2. Inner Panels:

- **Inside 2:** The left inner panel, often used to introduce the main content or message.
- **Inside 3:** The right inner panel, used to expand on the content or include supporting details.

Diagram

Below is a representation of the Half Fold leaflet layout:



Printing and Folding Instructions

1. **Print:** Ensure your design aligns with the panel layout.
 - Use guidelines to ensure proper alignment of text and images.
2. **Fold:** Fold the sheet in half horizontally to align the panels correctly.
 - Front 1 and Front 4 will be on the outside.
 - Inside 2 and Inside 3 will form the inside content when opened.

Design Tips

- Use bold and clear fonts for Front 1 to capture attention.
- Keep Front 4 minimalistic with essential details like contact information.
- Balance the content between Inside 2 and Inside 3 to maintain visual harmony.

This structure is ideal for marketing materials, invitations, and informational brochures.