

Brochures & Folded Menus Design Guide



Artwork setup for brochures, invitations&cards, take-out menus, pocket menus, and folded menu prints



Quick Setup

Check before uploading your artwork

- ✓ Use the official product template. Do not resize, crop, stretch, or alter the template.
- ✓ Use high-resolution images (300 DPI at final size).
- ✓ Outline fonts and embed linked images.
- ✓ Use vector artwork for graphics, logos, and text whenever possible.
- ✓ Convert colors to CMYK.
- ✓ Extend backgrounds to bleed. Keep all important content inside the Safe Area.



Text & Readability

1 Fonts & Lines

Minimum: 6 pt text / 0.2 pt lines

3 Readability

Avoid very small, thin, or low-contrast fonts.

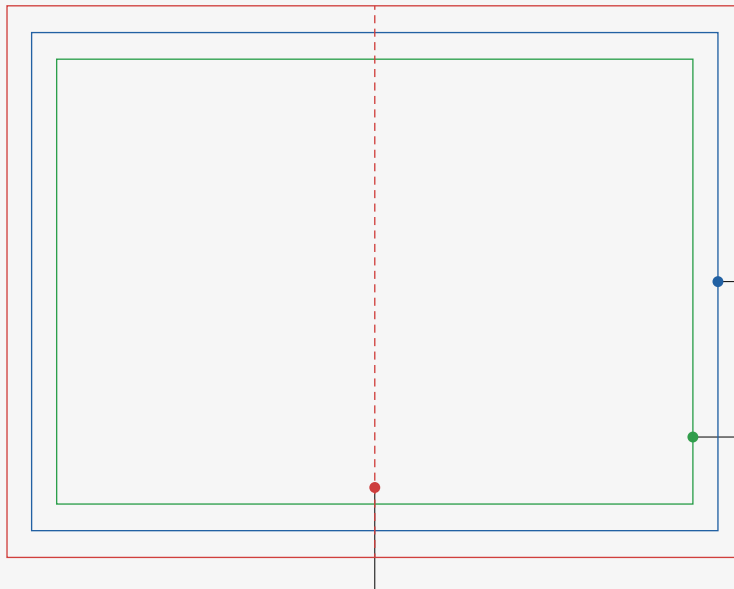
2 QR Codes

Recommended minimum: 0.79" / 20 mm

- Use Plain Black: C0 M0 Y0 K100 to reduce ghosting or registration issues.
- Avoid dense, low-contrast, or colored QR codes.
- Always test QR codes before uploading.



Margins and Bleed



Full Bleed Size

Extend the background to this line

Document Trim Size

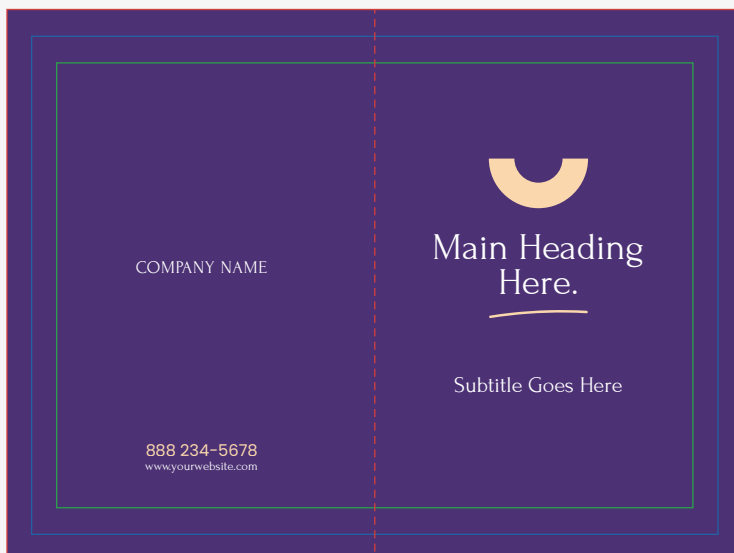
The product will be cut along this line

Safe Area

Keep text and logos within this area

Fold path

Keep all text and critical content away from the fold line



Template Setup Note:

- ✓ Use the official product template. Do not resize, crop, stretch, or alter the template.
- ✓ Keep all guide lines in your file. We will remove non-printing guide elements before production.
- ✓ Keep key content away from edges, folds, and finishing areas.

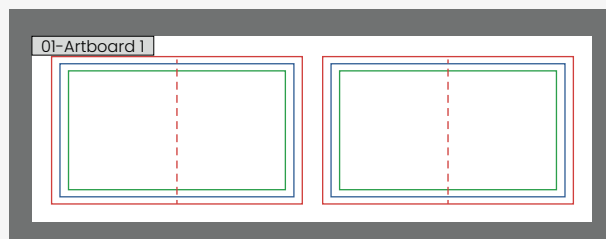
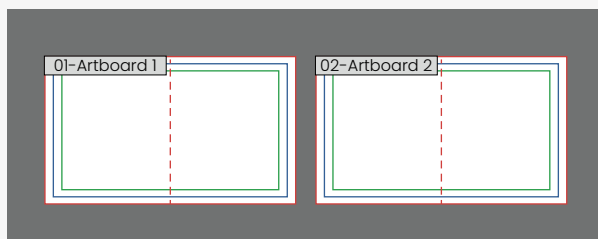


Format Orientation

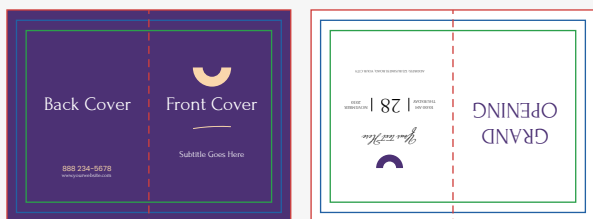
Page orientation must match the selected layout (horizontal/vertical). Do not rotate pages after saving.

- For double-sided printing, use correct flip direction (long edge = book-style, short edge if required).
- Keep all content within the artboard (trim + bleed). Do not place front and back on the same artboard.
- Page order: odd = front, even = back (e.g., 1 front, 2 back).

File Artboard



Layout Rules

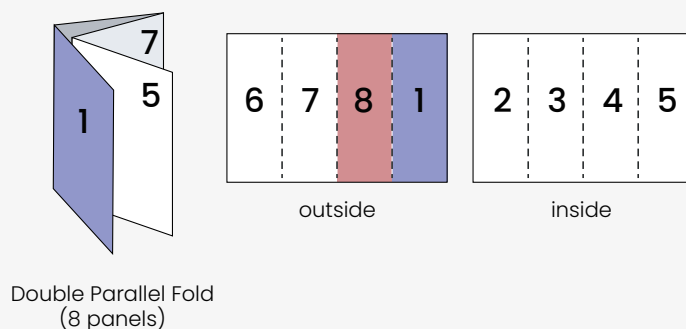
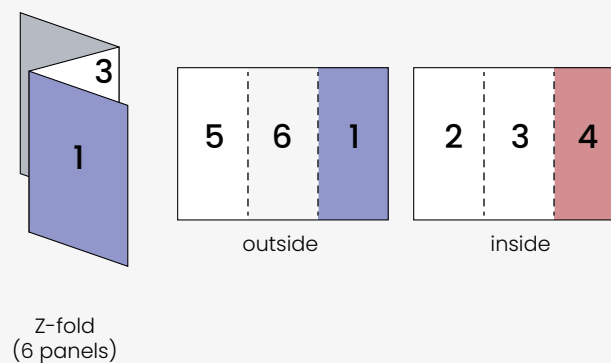
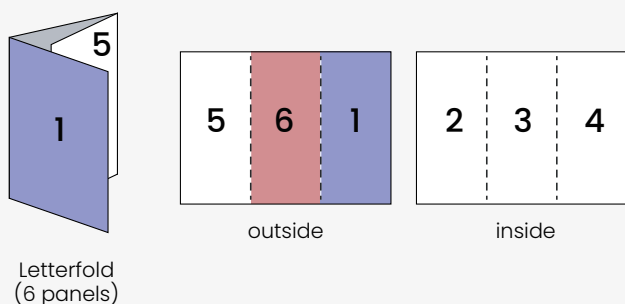
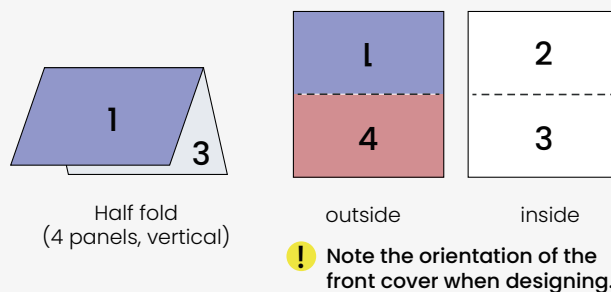
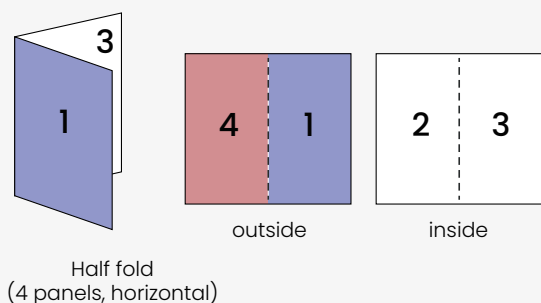


E Key Folding Styles

Before preparing your brochure artwork, make sure you understand how each fold style affects panel order, reading flow, and content placement. The three main fold styles are Half Fold, Letter Fold, and Z-Fold, each with its own layout structure.

● Back cover (when folded)

● Front cover (when folded)



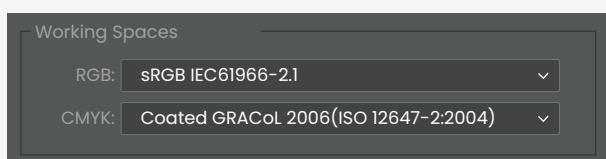


Artwork Setup

Color Setup

Prepare final artwork in CMYK color mode.

Recommended Adobe Color Settings:
RGB Working Space: sRGB IEC61966-2.1,
CMYK Working Space: Coated GRACoL 2006.



RGB images, Pantone colors, and other non-CMYK values may be converted for print and may shift in color.

For black text, fine lines, and QR codes, use:
Plain Black: C0 M0 Y0 K100.

To create a deeper black on backgrounds and large solid areas, use: C60 M40 Y40 K100.

Do not use Rich Black for small text, thin lines, or QR codes. It may cause ghosting, blur, or registration issues.



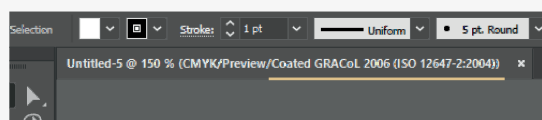
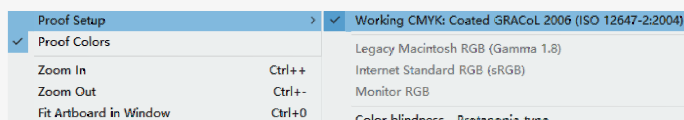
Plain Black
K 100



Rich Black
C 60 M 40
Y 40 K 100

To preview how your design will print, go to View > Proof Setup > Working CMYK, then toggle on Proof Colors. We recommend manually adjusting your hues to fit within the printing gamut to minimize any color shifts.

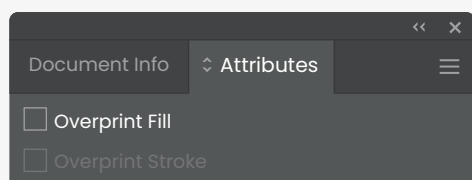
Note: On-screen previews simulate print colors but cannot guarantee a 100% exact match to the final physical output.



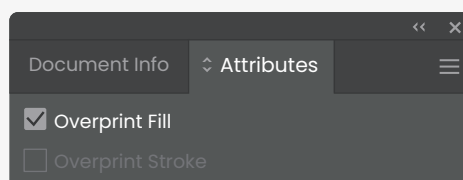
Additional Information

By default, when overlapping opaque colors are printed, the top color knocks out the area underneath. Overprinting prevents knockouts and allows the inks to overlap. To avoid unexpected color results, check that your file does not contain overprinted objects or text.

No overprinting



With overprinting





File Export

1 Recommended Formats

PDF ★ (Preferred), Adobe Illustrator (.AI), EPS, Adobe InDesign (.INDD), CorelDRAW (.CDR)

PDF

Recommended PDF Export Settings:

Scale & Quality:

1:1 scale, High Quality (no password, no downsampling).

Layers:

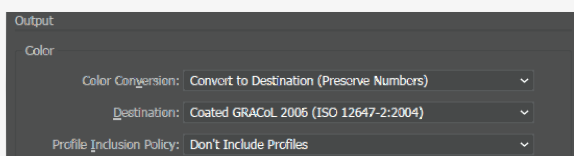
Keep all guide and artwork layers intact.

Color Output:

Color Conversion: Convert to Destination (Preserve Numbers)

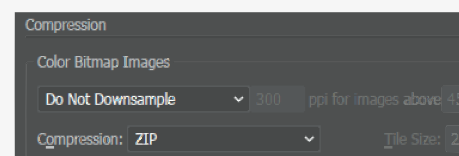
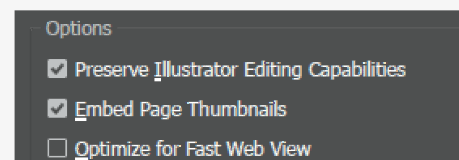
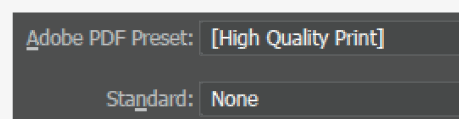
Destination: Coated GRACoL 2006 (ISO 12647-2:2004)

Profile Inclusion Policy: Don't Include Profiles



2 Export Settings

- ✓ High quality
- ✓ Embed images
- ✓ Outline fonts
- ✓ No password protection



Download
The Template



Insert
Your Artwork



Keep The File Guide
Lines Intact.



Save The
PDF

- Due to the nature of printing and manufacturing, slight variations in color, placement, and finishing may occur and are not considered defects.
- If any issues are identified with your artwork, our team will contact you before production.
- Minor adjustments may be made when necessary to help achieve the best possible print result.



Display & Visuals

Printing. Made Easy