

# ORIENTATION GUIDE FOR FOLDS

## PREPARING ARTWORK FOR PRODUCTS WITH FOLDS



Page 1: Cover

Page 2: Inside



### Landscape Fold

When supplying artwork with a landscape fold it is important that the front and back cover are supplied as one page (page 1) with the orientation of the front cover the correct way up. The two inside pages (page 2) should also be supplied as one page and rotated 180 degrees so the inside lower page (where main message will go) is at the top and text is reading upside down.



Page 1: Cover

Page 2: Inside



### Portrait Fold

When supplying artwork with a portrait fold it is important that the front and back cover are supplied as one page with the artwork for the front cover placed on the right hand side and the back cover placed on the left. The two inside pages should also be supplied as one page with the main inside message placed on the right hand side. All artwork should be placed the same way up.



PLEASE ENSURE SUPPLIED FILES ARE ORIENTED CORRECTLY. FAILURE TO DO SO WILL RESULT IN BACK OF JOB BEING PRINTED UPSIDE-DOWN