ADOBE INDESIGN

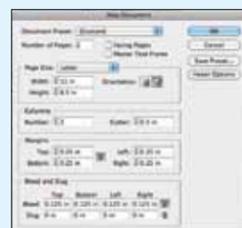# Create a Tri-Fold Brochure

■ By Kerstin Upmeyer

Creating a simple tri-fold brochure in InDesign can be easily done with a little trick using column guides. The inside flap is traditionally 1/16th of an inch short to the rest of the panels, but this small amount is usually not enough to worry about for your layout unless you have an extremely tight layout, or are using very thick paper.

In any case, it might be best to speak with your printer, some can even give you a template specific to their prepress set up to work from. But most of the time, for a standard 8.5 x 11" landscape brochure, the following technique is an easy way to create a template for a basic brochure.
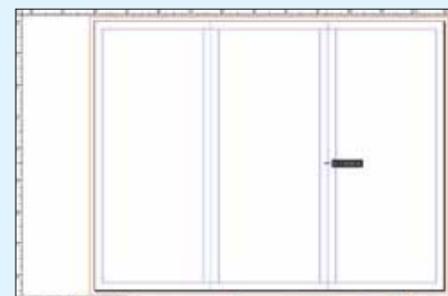
Photographs by Dan Garcia, IADT-Tampa

01_ Start by creating a new document in traditional letter size, with landscape orientation. For this example, I'm creating a brochure with quarter inch margins and an eighth inch bleed. Set the column guides for three; this will split the page into three panels for your brochure. The trick is to set the gutter width for double whatever your margins are, that way you will have even margins all the way around each panel.
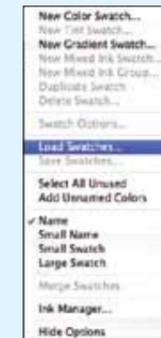
02_ Once you have your document created, go to your pages panel and navigate to the Master Page. We are going to set guides for the folds here. By doing it on the Master, it will then be on both pages of the document.
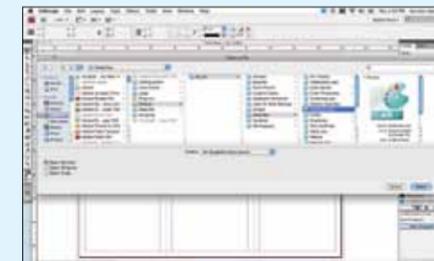
03_ Drag guides from your vertical ruler and center them in the middle of each gutter. The guides will indicate the fold lines and the gutter will become your margins on either side of the folds.

04_ After saving your file, you can start setting up your colors. These could be colors you pull from pictures in the brochure, spot colors you have chosen, colors from a different InDesign file, or entire sets of swatches from Adobe Illustrator. You can bring colors in from other InDesign files or Illustrator by going under the drop-out menu in the Swatch Panel and choosing "Load Swatches."

05_ In the dialog box, you can either navigate to a specific InDesign file (for example, perhaps you have already designed a business card for this company, you can copy the colors directly from that file). To bring in Illustrator swatches, navigate to your Illustrator Application folder on your hard drive. From there go to Presets>enUS>Swatches and choose the swatch panel you wish to import. The colors will load into your swatch panel.

06_ The next step is to set up your styles. Here I have made styles for my header, subhead and body text. The easiest way to make a style is to set a sample of the text with the character and paragraph formatting you want, then with your cursor in the text (or the text selected) go to the pop up menu on the Paragraph Styles panel, and choose "New Paragraph Style". Like colors, you can load styles from other InDesign files by choosing "Load Paragraph Styles" and then navigating in the dialog box to the file you want to bring the styles in from.

07_ In the Paragraph Style dialog box, give the style a name, and hit OK. It's a good idea to give styles a specific name, such as "NeuYoga Brochure Header" as opposed to just "Header" that way if you do bring styles into jobs from other files, it will be easy to keep track of what styles came from where. You don't want to have three styles that are different looking but all just named "header"! If the sample text is actually going to be part of the layout, then check the "apply style to selection" box. All of your formatting will have been automatically plugged into the style. The same goes for Character Styles and Object Styles.

08_ With your document margins and guides set up, and your colors and styles loaded and ready, you now have a template for a tri fold brochure and are ready to complete your design! If you will be doing multiple brochures off this basic design, then save the file as a Template. This will be a locked file that you can open new, untitled files off of, which will contain all of your formatting.

Check out these online resources for printing professional quality brochures:

www.vistaprint.com
www.uprinting.com
www.overnightprints.com
www.brochuresprintingonline.com
www.fastcolorprinter.com

www.printoutlet.us
www.wholesaleprintingdirect.com
www.mybravoprint.com
www.printrunner.com
www.printpelican.com