

Create a trifold brochure

By the experts at Adobe

Trifold brochures are ideal for many uses: they fit in business envelopes, catch the eye in displays, and present information in an accessible way. Adobe® Illustrator® CS2 includes templates to help you create your own brochure. Because the brochure will consist of two Illustrator documents, you'll use separate templates to create the inside and outside panels of the brochure.



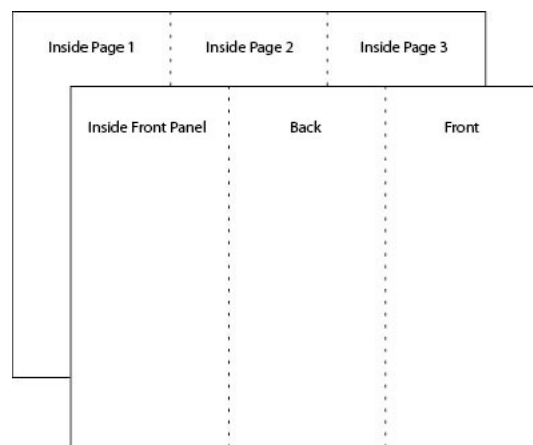
1. Prepare the content.

Before you begin working in Illustrator, prepare the text and graphics for the brochure. Remember to keep the text short and to the point. Organize the text with clear headings and subheadings so that readers glancing through the brochure can quickly focus on areas that interest them. Gather the images and graphic files you plan to use in your brochure, including a company logo, photographs from relevant events, stock photos that illustrate your message, or clip art. You should also decide what contact information you plan to provide.

2. Plan the layout.

Before you place anything on the page, think about where you want the content to fall. You can fold a blank piece of letter-sized paper in thirds to see how the brochure panels appear. Then, plan the layout accordingly.

A trifold brochure has six panels, which are seen at different times as the brochure is unfolded. The front cover should be clear and visually appealing; you want to draw the reader into the brochure. The back cover often contains only contact information, copyright information, lists of resources, and the like, as this is the panel people are least likely to read; if you are creating a self-mailing brochure, you'll need to use the back panel to meet USPS guidelines for mailing. The inside front panel is usually the first panel a reader really reads; summarize the brochure's purpose here. Finally, the three-panel spread that a reader sees upon opening the brochure is where you can place the bulk of your content.



3. Create the outside of the brochure.

In Illustrator CS2, choose File > New From Template. Double-click the Blank Templates folder, and then double-click Brochure Outside_Blank.ait to open the template for the outside of the brochure. Illustrator opens a new document that includes guidelines for a trifold brochure. Lay out the text and graphics for your brochure according to your plan, and then save the file.

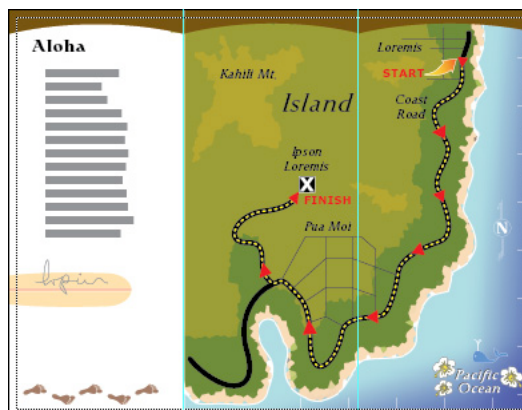
Remember that the right panel is the front of the brochure, the middle panel is the back, and the left panel is the inside front panel.



4. Create the inside of the brochure.

Choose file > New From Template again, and double-click the Blank Templates folder. This time, double-click Brochure Inside_Blank.ait to open the template for the inside of the brochure. Lay out the text and graphics for the inside spread according to your plan, and then save the file.

Remember that the three panels can be viewed simultaneously when the brochure is fully open, but that the left panel will probably be seen on its own before the others are viewed.



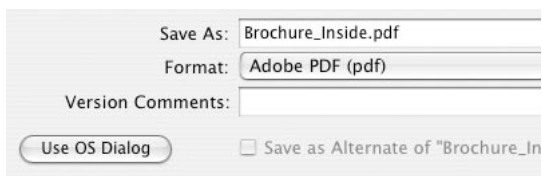
5. Proof the brochure.

To see how your brochure will look, print both documents to a desktop printer, position the pages with their backs together, and then fold the brochure. You may need to adjust the layout by simplifying it, balancing the margins, or changing the way graphics interact with each other. As you proof the brochure, view it from a reader's perspective.



6. Save each document as a PDF file.

Save each document (the inside and outside of the brochure) separately as a PDF file. Choose File > Save As, choose Adobe PDF for the file format, and then click Save. Choose a preset from the Adobe PDF Preset menu or select PDF options. For best results, ask your print provider to supply you with a PDF preset to use or their guidelines for creating PDF files. If you have Adobe Acrobat®, you can merge the two PDF files into a single PDF file.



By the experts at Adobe

© 2005 Adobe Systems Incorporated. All rights reserved.