

POCKET FOLDER DESIGN



THE RIGHT DIMENSIONS

9"x12" is the standard dimension of presentation folders in order to neatly fit letter size sheets in the 4" pockets. Adding pockets is a traditional option for folders and you can choose to have them on the right side, left side, or both sides.

TAKE ADVANTAGE OF PRINTED POCKETS

Adding pockets to your custom presentation folders gives you more opportunity to reach your customers. The pockets will be the most visible content when your folder is open, so be sure to include eye-catching images and branding.

Setting up the design for the pockets is the most unique part of designing presentation folders. As previously stated, the pockets will be printed on the same side of the sheet as the outside covers. In order to keep your design in the correct orientation, you will need to flip the pocket design upside down. Also remember that the left pocket will need to be designed on the right side (front cover) of the folder.

BUSINESS CARD SLITS

The business card slits will be located in the center of the pocket and approximately 4" long. Horizontal slits are 2.5" in from the center fold and outside cut line, 1" from the top of the pocket, and .75" from the bottom of the pocket. Vertical slits are 3.25" from the outside cutline and 3.5" from the center fold, and .25" from the top and bottom of the pockets.

TWO SIDED PRINTING

Due to the pockets at the bottom, the top 8" of the folder's design will be the most visible. It is still recommended to extend your presentation folder design to cover the full sheet for a cohesive look.

When choosing what to include in the design of the interior of the folder, remember that this part of the design will be covered by your brochures, flyers, and other marketing materials. Choose content that that emphasizes your brand, separates you from competitors, and leaves a lasting impression.

