

# HOW TO DESIGN A LEAFLET

**Finished Size :** A4/A5/A6 (210x297mm, 148.5x210mm, 148.5x105mm)

**Design Area:** 10mm smaller in width & length than your finished size.

**Bleed** (Area that will be cut off) : 3mm

**Margins :** 5mm

## Designing Guidelines:

- Text should not be smaller than 4pt
- Try to have your document in CMYK colour mode rather than RGB,
- Designs should be kept within 5mm margins
- If you have a colour or picture that needs to go right up to the edge (in the example, the colour) you must make sure you allow a 3mm bleed all the way round the edge. Design Software should allow you to set the bleed and margins. If you are using Microsoft programmes such as word (which we don't really recommend) you must ensure your entire document is 3mm bigger all the way round.
- When completed, you must either 'print to' or 'export' to Adobe PDF. Please ensure the settings are of the highest quality available. Make sure you export the PDF at the finished size of your leaflet (It often defaults to US Letter - which will distort your design). Please include crop and bleed marks as shown in the example.

