



PDF 2 — Card Folds & Styles

TITLE: Card Folds & Styles

SUBTITLE: Visual Guide to Popular Card Folds



Basic Folds

Top Fold (Tent Fold)

- Fold along the short edge
- Great for photos and tall designs

Photo Spots:

- Closed top-fold
- Open top-fold

Side Fold (Book Fold)

- Fold along the long edge
- Most common orientation



Specialty Folds

Gatefold

- Cut: **8.5" × 5.5"**
- Score: **2.125"** and **6.375"**
- Opens from both sides

Photo Spots:

- Closed gatefold
- Open gatefold

Z-Fold

- Cut: **4.25" × 11"**
- Score: **2.75"** and **5.5"**

Photo Spots:

- Z-fold flat
- Z-fold standing

Accordion Fold

- Multiple score lines
- Great for storytelling cards

Easel Card

- Stands upright
- Perfect for display cards

Photo Spots:

- Easel standing
- Easel mechanism