

calculating paper sizes

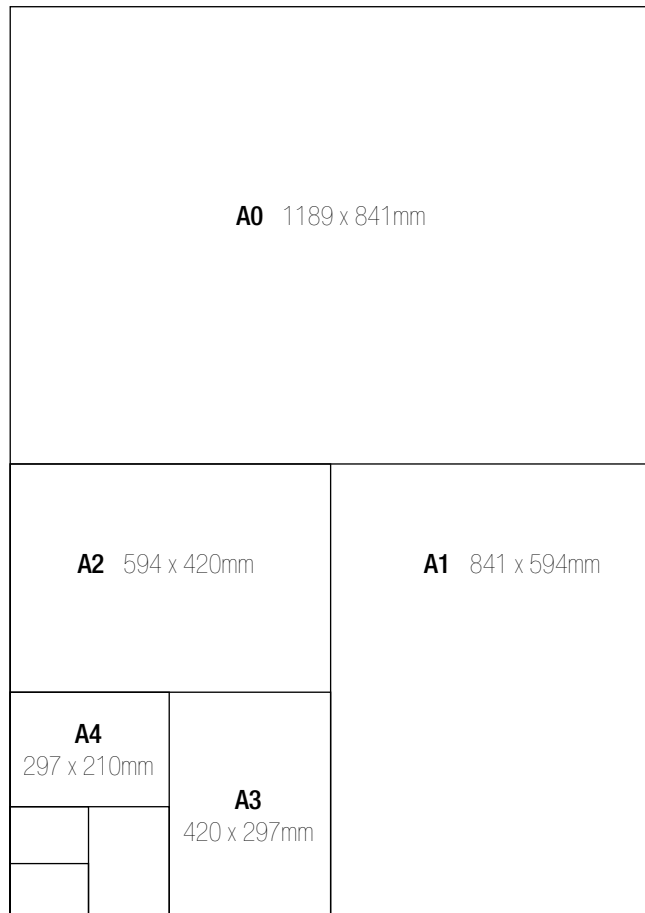
think  
CREATIVE



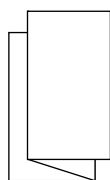
# size matters

Do you get confused when people talk paper sizes? Well Think are here to solve that problem forever. Print out this pdf and keep it in a handy place for quick and easy reference.

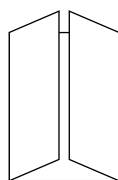
NB. When referring to paper sizes height should be written first.  
Paper can also be known in the design industry as 'stock'.



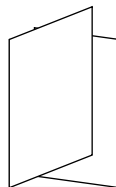
4 page



Z fold



gate fold



roll fold

[ measurements reference ]

A Series		Envelope Sizes	
<b>4A0</b>	2378 x 1682	-	-
<b>2A0</b>	1682 x 1189	-	-
<b>A0</b>	1189 x 841	<b>C0</b>	1297 x 917
<b>A1</b>	841 x 594	<b>C1</b>	917 x 648
<b>A2</b>	594 x 420	<b>C2</b>	648 x 458
<b>A3</b>	420 x 297	<b>C3</b>	324 x 458
<b>A4</b>	297 x 210	<b>C4</b>	324 x 229
<b>A5</b>	210 x 148	<b>C5</b>	229 x 162
<b>A6</b>	148 x 105	<b>C6</b>	162 x 114
<b>A7</b>	105 x 74	<b>C7</b>	114 x 81
<b>A8</b>	74 x 52	<b>C8</b>	81 x 57
<b>A9</b>	52 x 37	<b>C9</b>	57 x 40
<b>A10</b>	37 x 26	<b>C10</b>	40 x 28

210 x 99mm

Used for DL flyers, WithComps Slips, Gift Vouchers

90 x 55mm

Business card size (Standard Size)

A6, A5

Are great sizes for promotional note pads

A6

Commonly used for postcards

C4, C5

Envelopes for A4 letters, unfolded (C4), folded once (C5)

DL, Envelopes (with or without windows)

DL envelope is 110 x 220mm holds A4 Folded into 3

A0, A1

Mostly used for posters

# what to know a little more?

If you want to be a little more of a guru when it comes to handling paper, we have prepared a brief lesson below!

Paper sizes come in 3 series, A, B and C

The A series of paper sizes are the most commonly used and the one most people are familiar with. The B has been introduced to cover a wider range of paper sizes, these sizes are used in items such as books. And the C series has been defined for envelope paper sizes.

A little bit of technical information... In the ISO paper size system, the height-to-width ratio of all pages is the square root of two (1.4142 : 1). Meaning the width and the height of a page relate to each other like the side and the diagonal of a square.

A little more on Envelope formats and what paper size they hold.

Format	Size (mm)	Content Format
<b>C6</b>	162 x 114	A4 folded twice = A6
<b>DL</b>	220 x 110	A4 folded twice = 1/3 A4
<b>C6/C5</b>	229 x 114	A4 folded twice = 1/3 A4
<b>C5</b>	229 x 162	A4 folded once = A5
<b>C4</b>	324 x 229	A4
<b>C3</b>	458 x 324	A3

[ The most economical paper sizes are derived from the A and B series. However custom sizes that aren't derived directly from these sizes can potentially be exciting and unique! ]

Other common sizes that can be made from standard sizes.

<b>1/3 A4</b>	210 x 99
<b>1/4 A4</b>	210 x 74
<b>1/8 A4</b>	210 x 37
<b>1/4 A3</b>	297 x 105
<b>1/3 A5</b>	148 x 70

