

Creating a Grid

Margins

Standard Grids

- Always calculate by dividing the shortest edge of the layout by 16.
- Example: A4 layout margin = 13.12 mm ($210 \text{ mm} \div 16$).

Large Grid

- When the ratio of the long side to the short side exceeds 3:1, use a large grid.
- Calculate the margin by dividing the shortest side of the layout by 12.
- Example: A billboard sized 8800 px \times 2880 px would have a margin of 240 px ($2880 \text{ px} \div 12 = 240 \text{ px}$).

Gutter Width

Varies by orientation to accommodate column density:

- Portrait Orientation: Gutter = $\frac{1}{4}$ of the margin width
- Landscape Orientation: Gutter = $\frac{1}{2}$ of the margin width

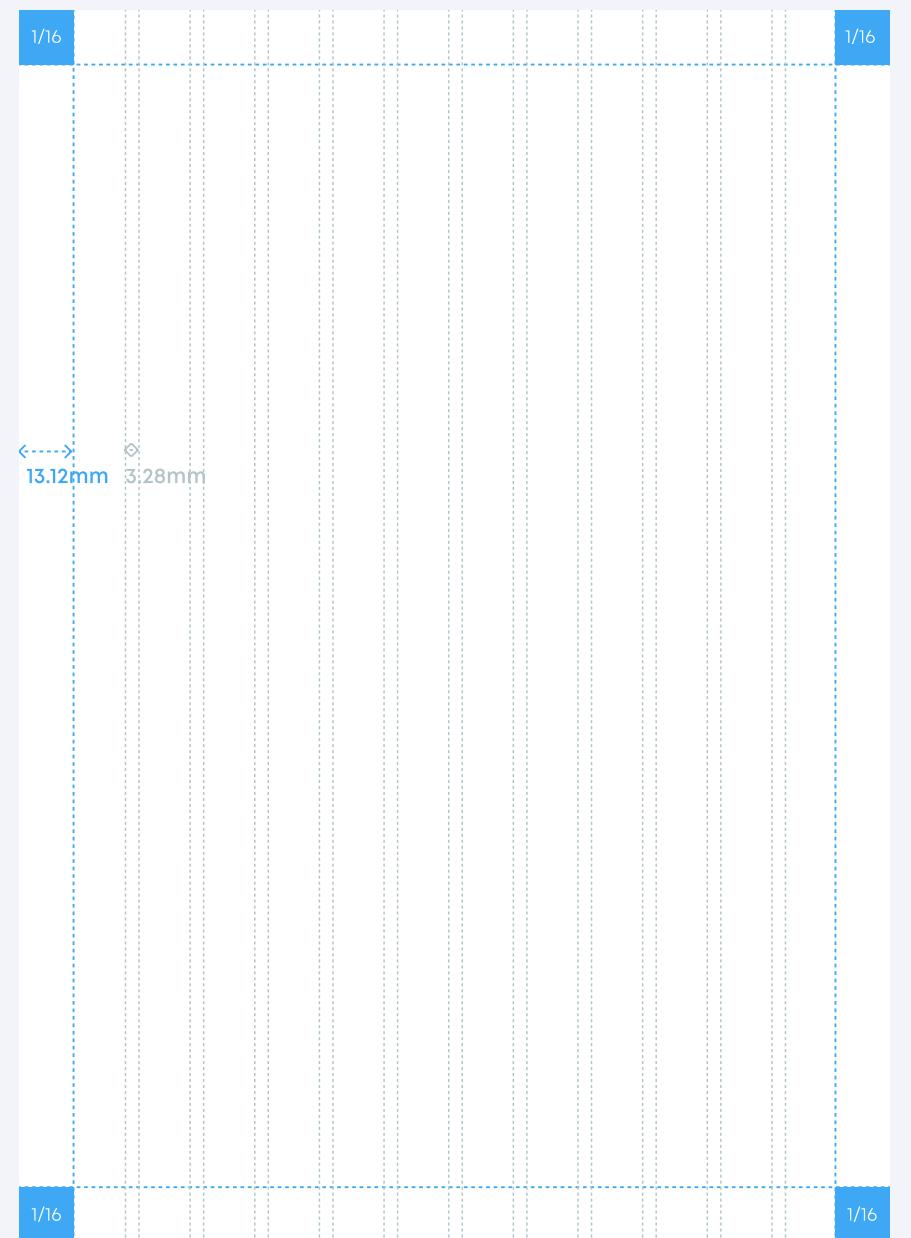
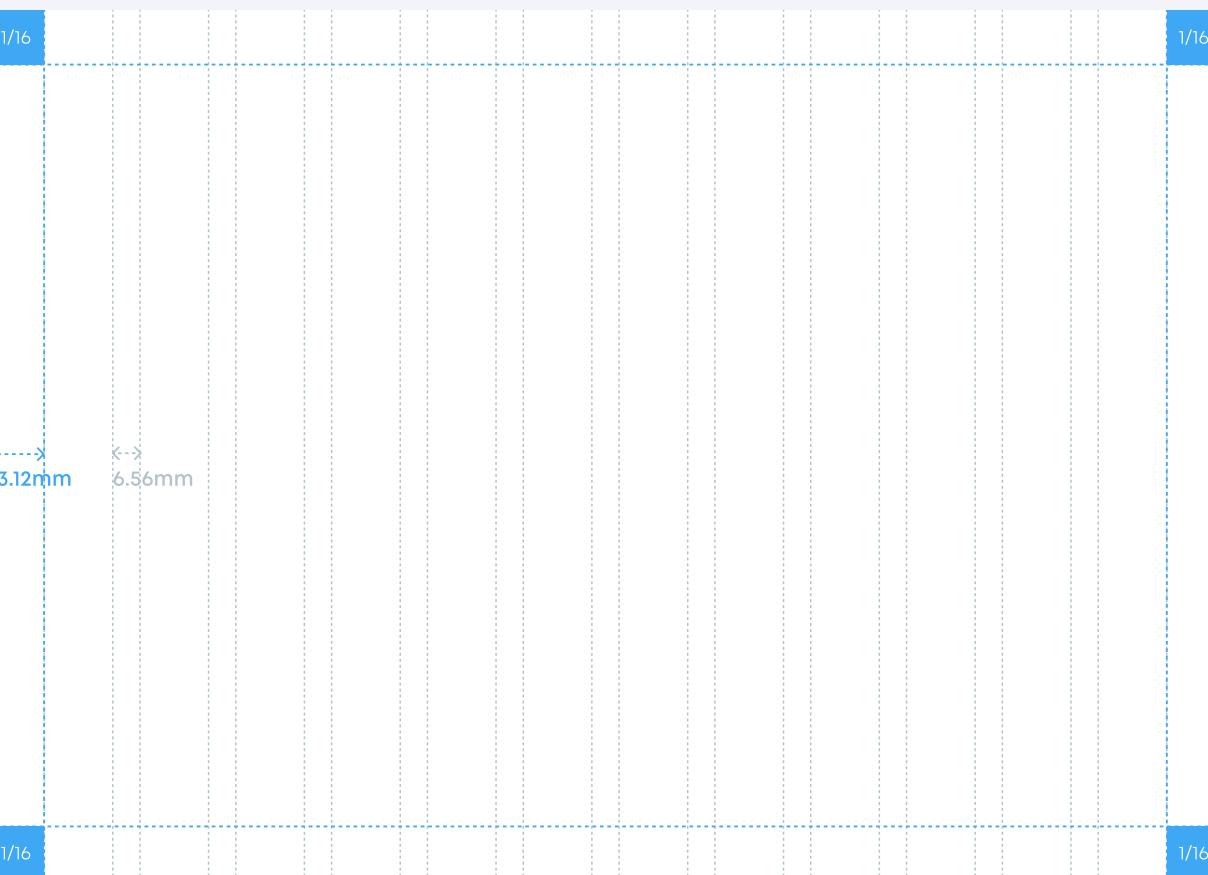
Columns

Always design layouts using a 12-column grid.

Standard Grid

In landscape layouts, the gutter width should be half the margin width.

In portrait layouts, the gutter width should be one-quarter of the margin width.



Large Grid

In landscape layouts, the gutter width should also be half the margin width, consistent with standard grid rules.

