A) Fold head to clew to find 1/2 leech point

B) Fold head to 1/2 leech point to find 3/4 leech point

1) Find the leech points and mark them with a pencil
2) Lay the sail out flat again
3) Measure the widths as the shortest distances from leech points to luff

For symmetrical sails either edge can be designated as leech / luff