Black bands
Mainsail hoist and foot are measured to the lower / inner edge of black bands on the mast / boom.
If not present, then measure to the full extent of hoist and the end of the boom.

A) Fold head to clew to find half leech point
B) Fold head to 1/2 leech point to find 3/4 leech point
C) Fold head to 3/4 leech point to find 7/8 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