



Welcome to our jargon buster, If after reading anything is still unclear feel free to contact us.

#### Artwork

The computer files usually created using specialist designer software and these files are used to print the final job. These artwork files really have to be created by a designer, unless you are a budding designer yourself and you have the right software. You will need software like Photoshop, Quark/InDesign. So creating something yourself in Word or PowerPoint just won't do the job I'm afraid!

#### Bleed

The area of colour beyond the crop marks of a printed job, ensuring a continued print covering of colour right to the edge of the final finished (cropped) item. About 3-5mm is normally sufficient.

#### Coated Paper

A term used to describe paper which has received a special coating for enhanced detail and colour reproduction.

#### Copy writing

The process of writing text or words for an advert or website.

#### Crop marks

Printed grid lines showing where to trim a printed sheet to the final desired size.

#### CYMK

The four process colours used as standard for full colour printing: Cyan, Yellow, Magenta and Black. Every possible colour combination for print including all photographs or graphic images can be created using these 4 simple process colours. There are a couple of exceptions - for example, Silver and Gold - which are printed as 'Specials'. Also see 'Spot Colours' listed below.

#### Die Cutting

Cutting the paper to a desired shape with use of steel rules.

#### Digital printing

This is a more recent development in printing (than traditional lithographic printing) and depending on the quality of digital printers used, the results may vary. Suited best for low print runs.

**DPI** – (dots per inch) or often referred to as Resolution. It refers to the sharpness of your image or design. It does not matter how good the printers are, if the photo, image or scanned design is not sharp enough then the final reproduced printed item will not appear crisp, clear and professional. For the best result, you should have at least 300dpi (larger formats like display stands or very large posters require a lower resolution).

#### Embossing

The process of raising letters or designs on card or durable paper.

### Finishing

All operations on a job after printing is complete

### Gloss

A shiny finish to paper stock or a varnish finish can be gloss or matt.

### Graphics

photographs, illustrations, drawings, or computer created images.

### GSM

A standard paper industry measurement for paper density or weight (grams per square metre). Photocopier paper is very lightweight and is around 80-90gsm. Business cards are normally printed onto 300-400 gsm paper stock (see 'Stock' below).

### Laminate

To cover with film (often gloss finish), to bond or seal one surface to another. A matt laminate looks very slick on your business cards!

### Lithographic printing

This is the traditional method of printing and gives a very clear and crisp result.

### Pantone

A universal colour matching and coding system used for printing specific colours (a bit like a very large domestic paint colour chart!) where each colour is defined with a unique reference code. The colours in your logo will often be specified using Pantone colours but can also be recreated using 4 colour process printing (see CYMK), although the colour won't be an exact match. The paper stock used and how porous it is will also impact on the final colour results.

### Perfect bound

A type of binding that glues the edge of sheets to a cover like a telephone book, or glossy magazine.

### Print run

The quantity of printed items you need.

### Proof

Usually supplied as an electronic Adobe Acrobat PDF file – this is a visual representation of what your finished item will look like. It should be noted that when viewed on your PC screen or printed on your office printer, it won't be an exact 100% colour match to the finished item which will of course, be on paper or card stock and printed professionally. Ask your printer to show you samples and a colour chart, especially if you want specific colours or a certain finish.

### RGB

Reference to the Red, Green and Blue basic colours which are used on monitors. A Pantone or CYMK breakdown colour can be re-created in RGB for use on your website or email newsletters.

### Saddle stitch

Binding a brochure with staples in the seam where it folds.

### Spot colour

A solid colour used in printing, often a Pantone specified colour, that is printed as a special ink not a mix of the CYMK process colours (Cyan, Yellow, Magenta and Black).

### Spot varnish

A varnish used to highlight a specific part of the printed item, again often with a gloss finish. Can be good to highlight photographs or even typography for a more luxurious effect.

### Stock

Paper or board materials used for printing onto.

### Tints

A percentage shade of a single colour or combined colours to create a lighter effect.