

Reversed type: The background is printed instead of the type.

RGB: An additive color model in which three primary colors of light (red, green, and blue) are combined in varying intensities to produce all other colors. Monitors, scanners, and the human eye use RGB to produce or detect color. RGB is similar to the CMYK used in process printing in that all colors are created by various combinations of a few base colors. However, the colors seen on your RGB screen will only accurately represent the colors printed in CMYK when very expensive, calibrated computer systems and translators are used.

Saddle stitch (*also, Saddle stitched*): (1) Binding procedure where the cover (if used) and the various pages of a catalog or magazine are stapled together in the center and folded in half. (2) Of a single signature, stitched through the back, the thread, silk, or wire showing on the back and in the middle fold.

Score: A shallow crease where a sheet of paper will be folded. This keeps the ink (and paper) from cracking at the edge of the fold.

Simplex: One-sided printing.

Specifications (*also, Specs*): A description of the requirements of a particular printing job, including size, quantity run and color, given to the printer by the client.

Spine (*also, Backbone*): The bound edge of a book.

Spiral binding: A type of binding, common in notebooks, in which a cylindrical spiral of metal or plastic is wound through holes punched in the edges of the pages.

Spot color: A color that is reproduced on a printing press using a single ink.

Spot varnish: When only a specific area of a printed piece is varnished, it is referred to as spot varnishing. Spot varnishing is very effective at drawing special attention to a specific part of a flyer or sales sheet.

Spread: Two pages that face each other.

Stock: Paper or other material to be printed.

Tints: Various tone strengths of a solid color.

Toner: Imaging material used in electro-photography and some off-press proofing systems. In *inks*, dye used to tone printing inks, especially black.

Uncoated: Often referred to as copier paper, this stock has no coating and allows ink absorption during the printing process. As the ink is absorbed by the various paper fibers, it diffuses the image and lessens contrast between colors. Uncoated stock is less expensive than coated stocks, and is often used to reduce costs on jobs where quality is not the primary concern.

Varnish: Varnish in the printing process is just like varnish at home. When a color piece is varnished after printing, the resulting piece has a very bright and shiny finish.

Vector graphic (*also, Object-oriented graphic*): An image made up of a series of points joined by lines which are calculated mathematically.

Watermark: In papermaking, a symbol or trademark manufactured into the paper so that it is visible when the paper is held to light.

Wire-o binding: A continuous double series of wire loops run through punched slots along the binding side of a booklet.

Yellow: One of the subtractive primaries, the hue of which is used for one of the four-color process ink



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Acetate (also, **Mylar** or **Clear layout base**): An Acetate sheet is a high quality, clear/transparent sheet of plastic. Acetate sheets are commonly used as a layer in multi-layer artworks. Acetate is also used for "overhead" transparency printing.

Binding: The fastening of signatures into books, magazines, booklets and so on by the use of glue, thread, staples, wire or other fastener. Also refers to the cover and backing of a book. Sometimes used to describe any finishing operation.

Bitmap: An image composed of a rectangular grid of squares called pixels (picture elements). Each pixel contains information that describes whether it is black or white, or has a color value. The color of each pixel is defined by a specific number of bits.

Bleed (also, **Full bleed**): The part of the printed image that extends all the way to the edge of a sheet. The bleed ensures that the final image goes right to the edge of the paper after binding and trimming.

Blind embossing: A bas-relief effect achieved by stamping without metallic leaf or ink.

C1S: A trade acronym for Coated 1 (one) Side. C1S stock is typically card/cover weight. It is commonly used for post cards and flyers. The lack of coating makes writing on the uncoated side much easier.

Card stock (also, **Cover stock**): A stiff or rigid paper stock. Card stock is often used for post cards, catalog covers and other items which require rigidity.

CMYK: A subtractive color model made up of cyan (C), magenta (M), yellow (Y), and black (K). Four-color process printing uses these four inks to create all colors. Used in most full-color commercial printing, CMYK is like CMY, but the addition of black (K) allows for true blacks and a wider tonal range.

Coated stock: To enhance quality and printability most paper used in full color printing is "coated". This coating allows the paper to be printed without significant ink absorption. This lack of absorption assures that the ink doesn't run or spread and cause blurriness or lack of contrast.

Collate (also, **Gather**): To bring pages together for binding.

Color matching system: A color chart, printed in a swatchbook and stored as part of a computer program, that is used to specify colors for print publishing. Choosing colors from the swatchbook of a proprietary color matching system, such as the PANTONE MATCHING SYSTEM®, ensures predictable and consistent color reproduction.

Color palettes: Refers to custom and standardized sets of colors, e.g. the VGA palette, and to the collections provided by color matching systems, like the PANTONE MATCHING SYSTEM®.

Color proofs: Proofs made by photomechanical or digital means in less time and at lower cost than press proofs.

Color separation (also, **Separation** or **Sep**): In commercial printing, color separation is the process in which four separations (one for each of cyan, magenta, yellow, and black) are used to produce the four printing plates used in CMYK printing.

Copy: Any furnished material (typewritten manuscript, pictures, artwork, etc.) to be used in the production of printing.

Crop marks: Crop marks show where a page, photo or transparency is to be cut. Crop marks determine which sections of a photo or transparency should be reproduced when only part of the original image is desired.

Cropping: The process of removing the unwanted portion of an image.

Cyan: The blue process color.

Die-cutting: Using sharp steel rules to cut special shapes in paper.

Direct-to-plate: Direct exposure of image data onto printing plates, without the intermediate use of film.

Direct-to-press: Elimination of intermediate film and printing plates by the direct transfer of image data to printing cylinders in the press.

DPI: Dots Per Inch. A measure of the resolution of a display or output device, such as a laser printer or an imagesetter.

Computer based imagesetters create film with dot patterns.

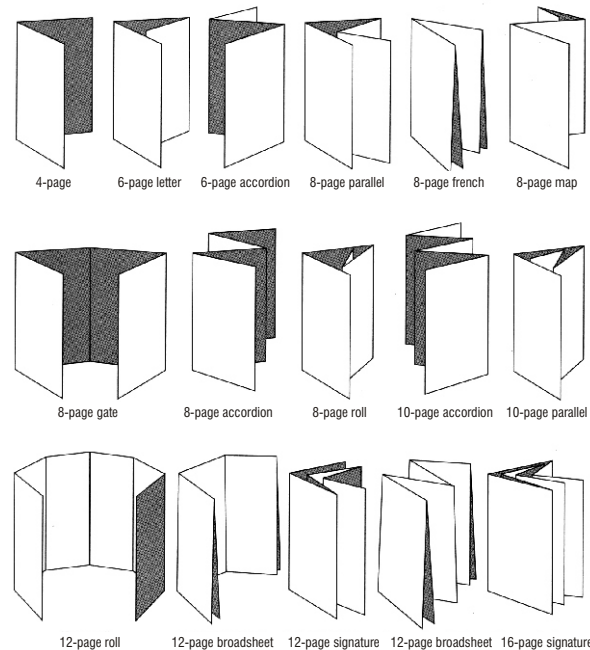
Duotone: A grayscale image that is reproduced using two inks, producing two-color illustrations, in which two halftones of the same subject, one in black and one in another color or in another tone of black, are printed in register. The additional ink adds tonal depth to the image.

Duplex: Two-sided printing.

Embossing: Printing or stamping in relief to produce a raised image.

EPS: Encapsulated PostScript. A file format that supports both vector and raster images. EPS files are platform independent.

Common Folds: To help you begin thinking about how you might organize a brochure, here are some common paper folds used to create multi-panel printed pieces.



Font: In *composition*, a complete assortment of letters, numbers, punctuation marks etc. of a given size and design.

Format: The size, style, type page, margins, printing requirements, etc., of a printed piece.

Four-color printing (CMYK) (also, **Process color**): A printing process that uses four semitransparent inks, cyan, magenta, yellow and black, to produce all other colors. (See also 4/0, 4/1, 4/4).

4/0, 4/1, 4/4: Trade designations for a printed piece with four colors (full color) on one side and no printing, one color printing and four color printing on the back, respectively. Pronounced four over zero, four over one, and four over four. (See also *Four-color printing*).

Gloss: A shiny coating on a paper is called a gloss finish. Gloss coatings allow very little ink absorption and offer excellent color definition and contrast.

Grain: The direction that the fibres lie in paper, determined by the direction of flow in the papermaking machine.

Grain long/Grain short: If a paper's length is the direction of the grain, it is grain long. If the paper's width is the direction of the grain, it is grain short.

Greeking: Simulated, nonsense type characters used to give an example of size and position of type in a layout or dummy.

Hard copy: Typewritten copy or computer printout of digital data.

Imposition: The process of grouping and arranging the pages of a publication into large sheets so that the pages will be in proper order for printing, trimming, and binding.

JPEG: Joint Photographic Experts Group. An organization that has defined various file compression techniques.

Laid paper: Paper with a pattern of parallel lines at equal distances, giving a ribbed effect.

Laminating: The process of bonding two or more layers of material with an adhesive to form a single multiple layer sheet.

Lamination: A plastic film bonded by heat and pressure to a printed sheet for protection or appearance.

Leading (pronounced ledding): In *composition*, the distance between lines of type measured in points.

Logotype (also, **Logo**): The name of a company or product in a special design used as a trademark in advertising.

Magenta: The process color for red.

Metallic ink: Ink containing metal dust that produces a metallic sheen when printed.

Novelty printing: Printing on items such as clothing, balloons, pens.

Offset: (1) Surface printing that uses a photo-mechanical process to transfer the image to a plate that, when mounted on a cylinder, transfers the ink to the paper. (2) Transfer of ink which is not yet dry to the next sheet laid over it.

Overprinting: The process of deliberately printing overlapping colors. Overprinting is used to compensate for the misregistration of color separations.

Pantone® Matching System (PMS): Often referred to as PMS, the Pantone® systems are the most popular color matching systems in the printing industry. A true PMS color is defined by a mixture of inks that will provide a specific color (e.g. PMS® 185 is a very common bright red color). Pantone also provides a matching system that allows process printers (using only CMYK inks) to closely, but not exactly, match any of the PMS standard ink colors.

Perfect bound (also, **Perfect binding**): Binding procedure where adjacent pages are stacked together, the spine edge is glued, and then a cover is glued onto the spine after the backs of the signatures have been cut off and the edges roughened (a "paperback" book).

PostScript: A programming language used to describe the text, shapes, and bitmaps of each page of a publication. PostScript is used to transfer a print job from a desktop computer to a printing device such as an imagesetter.

Prepress: The process of preparing a publication for commercial printing.

Press run: The number of copies that are to be printed. The run usually allows extra copies to be printed to allow for spoilage.

Printers' marks: Information placed on the film, such as crop marks, to help service bureaus and printing shops evaluate and print a publication.

Reflective art (also, **Reflective media**): Original material which reflects light. Examples of reflective art are photographs, drawings and printed material.

Registration marks: Registration marks are used to help align the various levels of film during the stripping process. Without registration marks it is very difficult to keep all four colors (CMYK) in exactly the correct position on the final printing plates, making color distortion difficult to avoid.