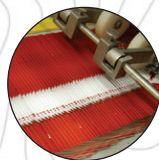
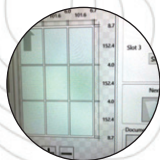
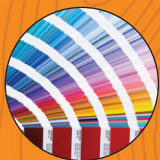


Commercial Print


REFERENCE MANUAL




DESIGN • PRINT • MARKETING

NEWBERG

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Partner with us

for access to the strategies, technologies and creative team you need to help you grow your company or organization.

You'll have a one-stop local resource for all your design, print, marketing and communications needs, backed by the accumulated experience of more than 300 sister companies and the thousands of marketing successes they've had with organizations like yours.

Clients like you have been the backbone of our work in our community since 2009. *(Actually since 1959, but that's another story!)* While a lot has changed, one thing remains the same — our promise to work hard to enhance the value of your business or organization.

Let's start working together to find new ways to grow. We're looking forward to hearing from you.



DESIGN • PRINT • MARKETING
NEWBERG

Job Submission, Payment & Turn Times

Job Submission *(Required information!)*

Jobs will not be processed without the following:

1. **Account Name & contact information.** If you do not currently have an account, we will need a billing address, email and contact phone number prior to processing any job.
2. **Job name**
3. **We prefer a 1-up PDF file, at size with 0.125" bleeds and crop marks,** however we can print from other file types (See page 10).
 - Please check files prior to submission to avoid delays or design charges.
 - Large files can be uploaded via FTP at www.allegranewberg.com.
4. **Quantity**
5. **Type of stock:** Cover/Text, matte/gloss/un-coated, etc.
6. **Any deadlines** so we can let you know if we can make the turn time for you.
7. Let us know if you need a **quote**, or if it is a **job submission**
8. **If a printed proof is required, or if an emailed PDF is OK.**
9. **If shipping or delivery is required** please let us know at the time of order

Payment

We accept payment by **check or credit card** (Visa, MasterCard, Discover, American Express).

An invoice will be delivered with your job. Please note the 6-digit job number with any payments so we can apply payments properly. Let us know if you want us to store credit card information.

If you provide an email address when paying, you will receive an emailed receipt.

If payment has not arrived by the end of the billing month, a statement will be sent to the address on file. **Terms are Net 15 days.**

Turn Times

Standard turn for short run pieces is 3-5 business days; however, we can at times do next day or 2-day turn.

If you know a project is coming up and you call ahead, we can get it on our schedule. We cannot do next-day turn on wide format pieces.

Please note: We do not quote over the phone. All quote requests will be emailed.

Please submit files and pricing requests to:

Shoshannah Siefken-Smith

KEEPER OF THE KNOWLEDGE / PRODUCTION GURU
smiths@allegranewberg.com

- Graphics files may also be sent directly to our designers, but all pricing, job requests, and scheduling questions must be sent to Shoshannah. Work cannot begin until a Job Ticket has been made, (and in some cases, pricing agreed to).
- Large files can be uploaded via FTP at **www.allegranewberg.com**, in the upper right-hand corner of our homepage.

Ways to Save Money When Ordering Printing

1. If possible, **use standard papers and sizes**, and ask us what we are currently keeping in stock
2. As much as you are able, **send complete and clear instructions** and **try to minimize changes** after viewing a proof.

Changes requested after the first proof are charged (\$100 per hour, with a minimum of \$25) in addition to the original estimate. All additional proofs are \$15 each (whether printed or emailed).

3. **Don't submit new files for reprint orders.** We keep all files, and often they are inspected and specially prepared for printing. Sending new files adds unnecessary prepress time and expense.
4. As a general rule, graphic files created using Microsoft programs such as **Word, PowerPoint, or Paint shouldn't be used** for high resolution printing. These programs produce files in a low-resolution format that may look fine on screen, but they are likely going to look blurry or pixelated on high resolution equipment.

How To Set Up Files For Commercial Printing

Bleeds

What is a Bleed? The portion of the product that will be trimmed off of a finished piece.

Importance of a Bleed: Having a bleed ensures continuation of any color, image, or design past the final trim size to prevent imperfections from possible shifts in the cutting process.



Page Size (Trim Line):

This is the final size of your printed piece (your document size), as indicated by the crop marks. This is where we will cut to the finished size.

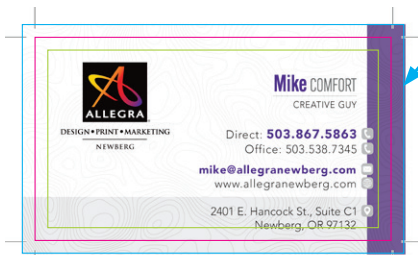
Example: On a standard business card, this would be 3.5" x 2"



Margins (Safe Zone):

Keep all critical elements (text, etc.) inside the safezone to make sure nothing is crowding the edges. On very small pieces, this margin can be as small as 1/8".

1/4" is common on business cards, but this example shows a .125" on the bottom.



Bleed:

Make sure to extend any color, image or design element out to the blue line, which is 1/8" (.125") **beyond each trim.**

Example: On a standard business card (3.5" x 2), this area would be 3.75" x 2.25"

Bleed Setup Explained

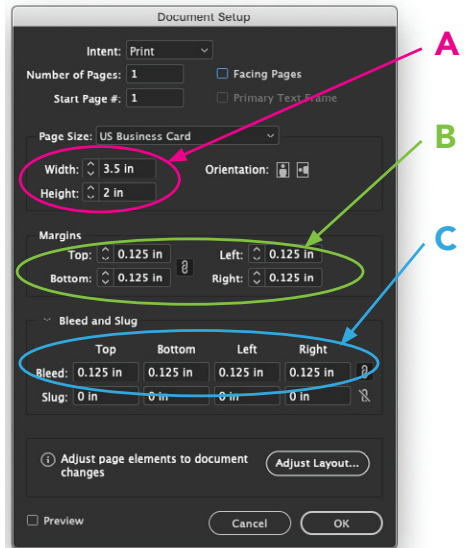
This example is using **Adobe InDesign**, the preferred page layout program. Other programs will have similar settings.

In the **Document Setup Menu**, enter the **Page Size** (final trim) into the "Width" and "Height" fields (A)

The **Margins** are set here as well, and they are what define the **Safe Zone**, as mentioned on page 4. (B)

The **Bleed** is entered next, and the industry standard is **.125"** (1/8") on all four sides.

Any element that will run off the edge of a trimmed piece must extend **.125" past the trim**. This includes all background colors, photos, rules, etc., and this bleed area defines that space. (C)





A proper print-ready PDF should look like this example:

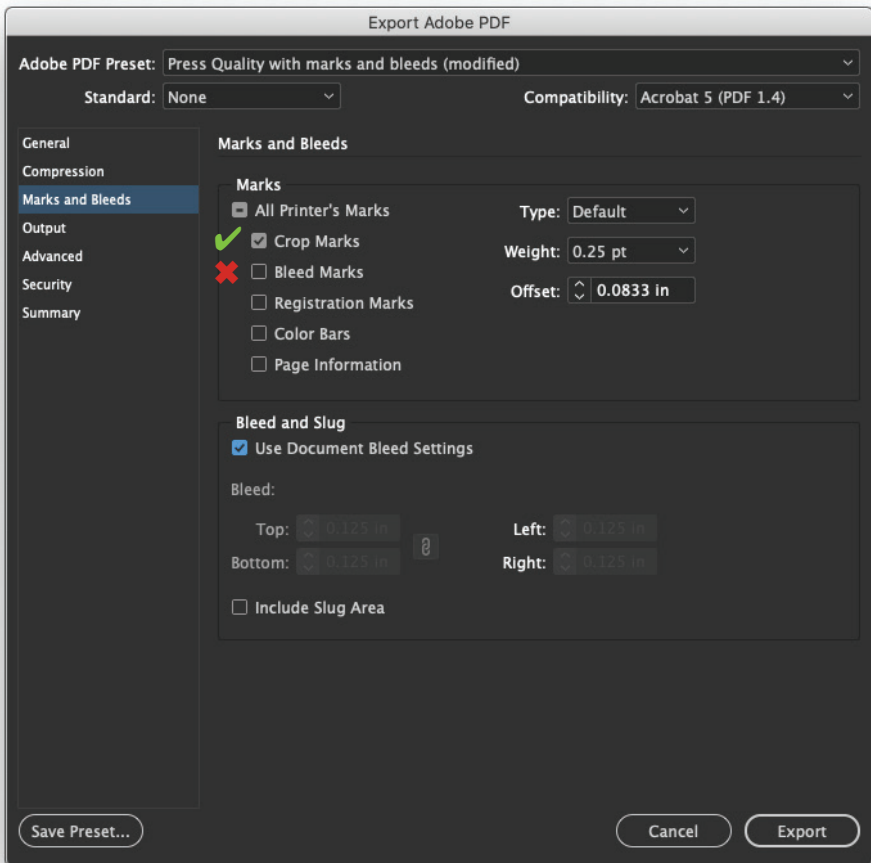
- Includes the 1/8" bleed on all four sides
- Has crop marks
- Has **No Bleed Marks** (an option found in the PDF settings)



Creating a "Print-Ready" PDF

In **Adobe InDesign**, select **Adobe PDF Presets** in the File menu.

- Under **Marks and Bleeds** make sure "**Crop Marks**" is checked  (As shown in the screen shot below).
- Never select **Bleed Marks**.  (They cause problems with our imposition workflow.)
- **Registration Marks** are only needed if the piece will fold in half.
- Selecting **Use Document Bleed Settings** (as shown below) will make sure the bleed is added to the final print-ready PDF.



Resolution

Print Resolution is simply the level of detail in a printed image. Higher resolution means higher detail, and can be measured in dots per inch (DPI). The more dots (of ink) that are printed per inch, the higher the resolution of the image – therefore the higher the quality in terms of sharpness and detail. When it comes to printing, resolution is super important, as a high-quality image looks beautiful and professional, whereas a low-resolution image looks fuzzy, indistinct and completely unprofessional.

When you're creating your source image (the image you want to be printed), make sure it has a suitable resolution. **A general rule: the higher the resolution, the better the image.** You can always scale down in size, but never scale up; at least not without losing quality. Make sure your image has the highest resolution and image dimensions you can get. The only consideration is that you'll need different resolutions depending on how large the printed image will be, where it will be displayed, and how it will be printed. For example, an enormous billboard can be printed with a lower DPI than a small leaflet, even though it's larger in size. One of the most common problems faced by printing companies, is clients uploading digital files with a resolution that is too low to print.

When it comes to source images, bigger is always better.



< RESOLUTION >

For proper image quality make sure the “dpi” (dots per inch) of an image is at least 300 for good resolution output. If an images dpi is around 72 the final output will be poor quality.

Tips:

1. When exporting, select 300 dpi/ppi.
2. When using images from the web, select “size” larger than 2 MP.

CMYK vs. RGB

Your computer uses a color space called **RGB** to produce the colors you see on your screen.

Printing presses uses a color space called **CMYK** to produce similar colors using just four colors of ink: cyan, magenta, yellow and black, also known as 4 color process.

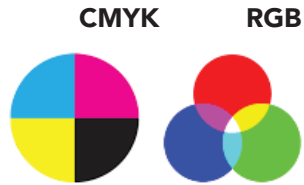
When you send your files to a commercial printer, if they contain RGB colors, we may need to take the time to convert them to CMYK.

The RGB and CMYK colors systems are not totally compatible. The RGB system is capable of producing a much wider spectrum of colors than the CMYK system can. Because of this, you must make sure that the graphics you need printed don't use any colors that are only visible using a screen, or the RGB system.



In graphics software such as Photoshop, InDesign, Canva and Affinity Designer, it's easy to change the color setting (also called the color space) when you set up the document. In some programs, all you have to do is set the software to "Print," instead of Web or Mobile, and it will adjust the color space for you.

If you've already created your document using RGB colors, you'll need to convert it over to CMYK, then make sure the colors still look right in the new setting.



File Formats We Accept for Printing



.indd



.ai



.psd



.pdf



.png



.eps



.tiff



.jpg

Large files can be uploaded via FTP at www.allegranewberg.com

(In the upper right corner of our homepage.)

Submitting Native Files

Ideally, print-ready PDFs are the best way to submit print files, as everything is locked neatly into place. There are situations, however, when native files (Indesign, Illustrator, Photoshop, etc.) are a better option. Native files must be “Packaged” and compressed before sending, and must include all linked images and fonts.

Native files allow us to make last-minute corrections (if needed) to:

- **Positioning or margins** (to properly fit folds)
- **Color space issues** (RGB vs. CMYK)
- **Image resolution problems**
- **Text editing**

Pixel-Based Files vs Vector-Based Files

Vector-Based:

- **AI, PDF or EPS:** Good for commercial printing, signage, etc. These files can contain both vectors and pixels. (Enlargement will keep sharp edges, if the art is vector-based.)

Pixel-Based:

- **PSDs and TIFFs:** Photoshop files and TIFFs are pixel-based, and if not high resolution, do not enlarge well, and risk pixelation.
- **JPGs:** Good for email, web, and use in Microsoft Word. (white background)
- **GIFs:** Good for web or email only. (can have transparent background)
- **PNGs:** Good for web or email, or for use in Microsoft Publisher. (can have transparent background)

How to Save Print-Ready Files From Canva®

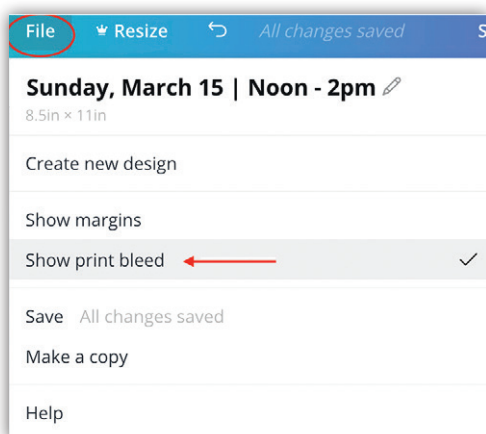
When using the online design site, Canva®, it's essential to make sure your files are set up correctly so that we can use them for printing.

If any of your images, graphics, or colored areas extend off of the page, **before you begin designing**, it is important that you turn on the print bleed setting. This function will allow you to view items going off of the page, as you are setting up the layout.

How to Set Up Your Document For Printing

1. Click on **"File"** in the top left corner of your screen.
2. Check **"Show print bleed."** Bleeds are essential for all photos and colors that extend off of the edge of the page.

Please Note: Due to cutting tolerances, make sure you extend any images and/or other graphics past the trim marks and into the bleed area to guarantee your document does not have a white stripe on the side of your page.



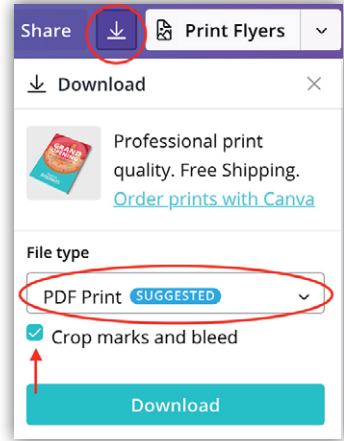
A Note About Color

Canva® is an online editor, and it only uses the RGB color profile. We will need to convert this to a CMYK profile before printing. Please let us know when you get your quote that you've worked in Canva® so that we will be aware.

Please Note: When color settings are changed, the colors in your artwork may look slightly different when printed.

How to Download Your Print Document:

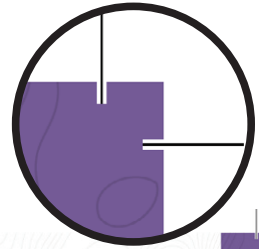
1. Start by clicking the **“Download”** button in the top right corner.
2. Under **“File Type,”** make sure **“PDF Print”** is selected (*not PDF Standard*).
3. Make sure **“Crop marks and bleed”** are checked.
4. Click **“Download”** to receive your files.



When downloaded, the PDF file should have crop marks in each corner—like this example. (Notice how the image extends past the crop marks.)

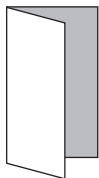
Now that you have your files, you are ready to place your print order.

Our designers will double check your files, and will let you know if there are any concerns before going to print.

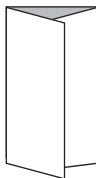


Print & Bindery References

Brochure Folding Examples



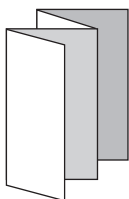
Half-Fold



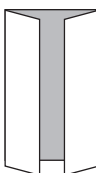
Tri-Fold
(3-Panel Roll Fold)



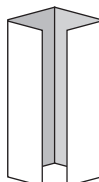
Z-Fold
*(3-Panel
Accordian Fold)*



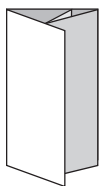
**4-Panel
Z-Fold**
*(4-Panel
Accordian Fold)*



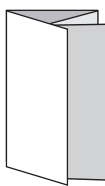
**3-Panel
Gate Fold**



**Double
Gate Fold**



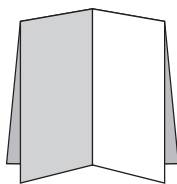
**4-Panel
Roll Fold**



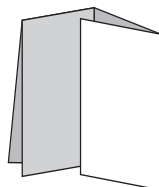
**Double
Parallel Fold**



**Vertical
Half-Fold**



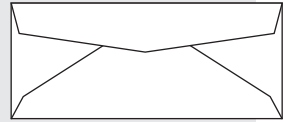
French Fold
(Quarter Fold)



Map Fold

Standard Envelope Sizes

Commercial Envelopes



Envelope	Dimensions	Max. Enclosure
#5	3-1/8 x 5-1/2	2-7/8 x 5-1/4
#6-1/4	3-1/2 x 6	3-1/4 x 5-3/4
#6-3/4	3-5/8 x 6-1/2	3-3/8 x 6-1/4
#7	3-3/4 x 6-3/4	3-1/2 x 6-1/2
#7-1/2	3-15/16 x 7-1/2	3-11/16 x 7-1/4
#8-5/8	3-5/8 x 8-5/8	3-3/8 x 8-3/8
#9	3-7/8 x 8-7/8	3-5/8 x 8-5/8
#10	4-1/8 x 9-1/2	3-7/8 x 9-1/4
#11	4-1/2 x 10-3/8	4-1/4 x 10-1/8
#12	4-3/4 x 11	4-1/2 x 10-3/4
#14	5 x 11-1/2	4-3/4 x 11-1/4

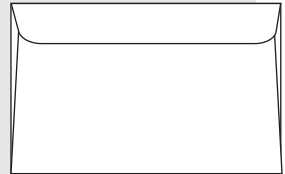
Catalog Envelopes

Dimensions	Max. Enclosure
6 x 9	5-3/4 x 8-3/4
6 x 9-1/2	5-3/4 x 9-1/4
6-1/2 x 9-1/2	6-1/4 x 9-1/4
7-1/2 x 10-1/2	7-1/4 x 10-1/4
9 x 12	8-3/4 x 11-3/4
9-1/2 x 12-1/2	9-1/4 x 12-1/4
10 x 13	9-3/4 x 12-3/4
10 x 15	9-3/4 x 14-3/4
12 x 15-1/2	11-3/4 x 15-1/4





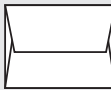

















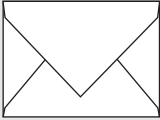







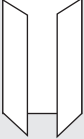


Booklet Envelopes

Dimensions	Max. Enclosure
6 x 9	5-3/4 x 8-3/4
6 x 9-1/2	5-3/4 x 9-1/4
6-1/2 x 9-1/2	6-1/4 x 9-1/4
7-1/2 x 10-1/2	7-1/4 x 10-1/4
9 x 12	8-3/4 x 11-3/4
10 x 13	9-3/4 x 12-3/4
10 x 15	9-3/4 x 14-3/4



Announcement Envelopes and Enclosures

#1 Coin	4-Bar	A2	A6	A7
 <p>Envelope 2-1/4 x 3-1/2</p>	 <p>Envelope 3-5/8 x 5-1/8</p>	 <p>Envelope 4-3/8 x 5-3/4</p>	 <p>Envelope 4-3/4 x 6-1/2</p>	 <p>Envelope 5-1/4 x 7-1/4</p>
 <p>Flat Card 2 x 3-1/4</p>	 <p>Flat Card 3-1/2 x 4-7/8</p>	 <p>Flat Card 4-1/4 x 5-1/2</p>	 <p>Flat Card 4-1/2 x 6-1/4</p>	 <p>Flat Card 5 x 7</p>
 <p>Folded Card 2 x 3-1/4 (4 x 3-1/4)</p>	 <p>Folded Card 3-1/2 x 4-7/8 (7 x 4-7/8)</p>	 <p>Folded Card 4-1/4 x 5-1/2 (8- 1/2 x 5-1/2)</p>	 <p>Folded Card 4-1/2 x 6-1/4 (9 x 6-1/4)</p>	 <p>Folded Card 5 x 7 (10 x 7)</p>
			 <p>Hang Tag 4-1/2 x 6 1/4</p>	 <p>Tri-fold Enclosure 5 x 7 (15 x 7)</p>

A9	5-3/4 Square	6-1/2 Square	Presentation
 <p>Envelope 5-3/4 x 8-3/4</p>	 <p>Envelope 5-3/4 x 5-3/4</p>	 <p>Envelope 6-1/2 x 6-1/2</p>	 <p>Envelope 9 x 11-1/2</p>
 <p>Flat Card 5-1/2 x 8-1/2</p>	 <p>Flat Card 5-1/2 x 5-1/2</p>	 <p>Flat Card 6-1/4 x 6-1/4</p>	 <p>Flat Card 8-1/2 x 11</p>
 <p>Folded Card 5-1/2 x 8-1/2 (11 x 8.5)</p>	 <p>Folded Card 5-1/2 x 5-1/2 (11 x 5-1/2)</p>	 <p>Folded Card 6-1/4 x 6-1/4 (12-1/2 x 6-1/4)</p>	
 <p>Tri-fold Enclosure 5-1/2 x 8-1/2 (16-1/2 x 8-1/2)</p>	 <p>Tri-fold Enclosure 5 x 7 (15 x 5-1/2)</p>	 <p>Tri-fold Enclosure 6-1/4 x 6-1/4 (18-3/4 x 6-1/4)</p>	

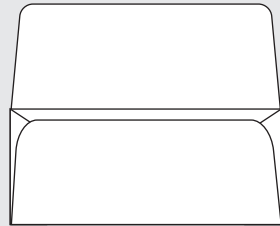
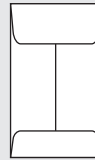
Announcement Envelopes



Envelope	Dimensions	Max. Enclosure
A-2.....	4-3/8 x 5-3/4	4-1/8 x 5-1/2
A-6.....	4-3/4 x 6-1/2	4-1/2 x 6-1/4
A-7.....	5-1/4 x 7-1/4	5 x 7
A-8.....	5-1/2 x 8-1/8	5-1/4 x 7-7/8
A-9.....	5-3/4 x 8-3/4	5-1/2 x 8-1/2
A-10.....	6 x 9-1/2.....	5-3/4 x 9-1/4

Coin Envelopes

Envelope	Dimensions
00	1-11/16 x 2-3/4
1A.....	2-1/4 x 3-1/2
2AA	2-1/2 x 3-1/2
3B	2-1/2 x 4-1/4
4-1/4D	3 x 4-7/8
5E	2-7/8 x 5-1/4
5-1/2F	3-1/8 x 5-1/2
6G.....	3-3/8 x 6
7H.....	3-1/2 x 6-1/2



Remittance Envelopes

Envelope	Dimensions	Max. Enclosure
#6-1/4	3-1/2 x 6-1/4	3-1/4 x 6
#6-3/4	3-5/8 x 6-1/2	3-3/8 x 6-1/4
#9	3-7/8 x 8-7/8	3-5/8 x 8-5/8

Print Terminology

A

- Acid-free Paper** Paper made from pulp containing little or no acid so it resists deterioration from age. Also called alkaline paper, archival paper, neutral pH paper, permanent paper and thesis paper.
- Additive Color**..... Color produced by light falling onto a surface, as compared to subtractive color. The additive primary colors are red, green and blue.
- Against the Grain**..... At right angles to the grain direction of the paper being used, as compared to with the grain. Also called across the grain and cross grain. *See also Grain Direction.*
- Alteration** Any change made by the customer after copy or artwork has been given to the designer or printer. The change could be in copy, specifications or both. *Also called AA, author alteration and customer alteration.*
- Aqueous Coating** A clear coating used to protect printed pieces to create a high-gloss surface that improves durability.
- Artwork** All original copy, including type, photos and illustrations, intended for printing. *Also called art.*

B

- Back Up**..... (1) To print on the second side of a sheet already printed on one side. (2) To adjust an image on one side of a sheet so that it aligns back-to-back with an image on the other side.
- Basis Weight**..... In the United States and Canada, the weight, in pounds, of a ream (500 sheets) of paper cut to the basic size. Also called ream weight and substance weight (sub weight). In countries using ISO paper sizes, the weight, in grams, of one square meter of paper. *Also called grammage and ream weight.*

- Bind** The joining of leafs or signatures together with either staples, plastic coil, glue or other means.
- Bindery** Usually a department within a printing company responsible for collating, folding, drilling, and trimming various printing projects.
- Bleed** Printing that extends past the trim marks. (.125" is the industry standard.)
- Body** The main text of work not including the headlines.
- Bond paper** Category of paper commonly used for writing, printing and photocopying. Also called business paper, communication paper, correspondence paper and writing paper.
- Book Paper** Category of paper suitable for books, magazines, catalogs, advertising and general printing needs. Book paper is divided into uncoated paper (also called offset paper), coated paper (also called art paper, enamel paper, gloss paper and slick paper) and text paper.
- Border** The decorative design or rule surrounding matter on a page.
- Bristol Paper** General term referring to paper 6 points or thicker with basis weight between 90# and 200# (200-500 gsm). Used for products such as index cards, file folders and displays.
- Broken Carton** Carton of paper from which some of the sheets have been sold or removed.
- Build a Color** To overlap two or more screen tints to create a new color. Such an overlap is called a build, color build, stacked screen build or tint build.
- Bullet** A dot or similar marking to emphasize or divide text.

- C1S and C2S**..... Abbreviations for coated one side and coated two sides.
- Caliper** (1) Thickness of paper or other substrate expressed in thousandths of an inch (mils or points), pages per inch (ppi), thousandths of a millimeter (microns) or pages per centimeter (ppc). (2) Device on a sheetfed press that detects double sheets or on a binding machine that detects missing signatures or inserts.
- Carbonless Paper**..... Paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing.
- Carton**..... Selling unit of paper weighing approximately 150 pounds (60 kilos). A carton can contain anywhere from 500 to 5,000 sheets, depending on the size of sheets and their basis weight.
- Cast-coated Paper** ... High gloss, coated paper made by pressing the paper against a polished, hot, metal drum while the coating is still wet.
- CMYK**..... Abbreviation for cyan, magenta, yellow and key (black), the four process colors.
- Coated Paper** Paper with a coating of clay and other substances that improves reflectivity and ink holdout. Mills produce coated paper in the four major categories cast, gloss, dull and matte.
- Collate**..... To organize printed matter in a specific order.
- Color Correct** To adjust the relationship among the process colors to achieve desirable colors.
- Color Curves** Instructions in computer software that allow users to change or correct colors.
- Color Gamut**..... The entire range of hues possible to reproduce using a specific device, such as a computer screen, or system, such as four-color process printing.
- Comb Bind**..... To bind by inserting the teeth of a flexible plastic comb through holes punched along the edge of a stack of paper. Also called plastic bind and GBC bind (a brand name).

- Composition** (1) In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing. (2) In graphic design, the arrangement of type, graphics and other elements on the page.
- Comp** Simulation of a printed piece complete with type, graphics and colors. *Also called a dummy.*
- Condition** To keep paper in the pressroom for a few hours or days before printing so that its moisture level and temperature equal that in the pressroom. *Also called cure, mature and season.*
- Contrast** The degree of tones in an image ranging from highlight to shadow.
- Cover** Thick paper that protects a publication. Parts of covers are often described as follows: outside front; inside front; inside back, and outside back.
- Coverage** Extent to which ink covers the surface of a substrate. Ink coverage is usually expressed as light, medium or heavy.
- Cover Paper** Category of thick paper used for products such as posters, menus, folders and covers of paperback books.
- Creep** The phenomenon of middle pages of a folded signature extending slightly beyond outside pages.
- Crop Marks** Lines near the edges of a page, indicating where it will be cut. *Also called cut marks and tic marks.*
- Cut Sizes** Paper sizes used with office machines and small presses.
- Cyan** One of the four process colors. *Also known as process blue.*

D

- Data Compression** ... Technique of reducing the amount of storage required to hold a digital file to reduce the disk space the file requires and allow it to be processed or transmitted more quickly.
- Deboss** To press an image into paper so it lies below the surface.

- Die** Device for cutting, scoring, stamping, embossing and debossing.
- Die Cut** To cut irregular shapes in paper or paperboard using a die.
- Digital Printing** Using lasers, digital printing is a fast printing method and commonly used in offices and at home. It's ideal for quick and small-scale jobs.
- Dots-per-inch** Measure of resolution of input devices such as scanners, display devices such as monitors, and output devices such as laser printers, imagesetters and monitors. Abbreviated DPI.
- Dull Finish** Flat (not glossy) finish on coated paper; slightly smoother than matte. Also called suede finish, velour finish and velvet finish.
- Dummy** Simulation of the final product. *Also called a mockup.*
- Duplex Paper** Thick paper made by pasting together two thinner sheets, usually of different colors.

E

- Emboss** To press an image into paper so it lies above the surface.
- EPS** Computer file containing both images and PostScript commands. (Encapsulated PostScript)
- EP** Abbreviation for envelope (or Env.).
- Equivalent Paper** Paper that is not the brand specified, but looks, prints and may cost the same. *Also called comparable stock.*
- Estimate** Price that states what a job will probably cost. Also called bid, quotation and tender.

F

- Farm Out** To subcontract for a service that is closely-related to the business of the organization.
- Felt Finish** Soft woven pattern in text and cover weight papers.
- Film Laminate** Thin sheet of plastic bonded to a printed product for protection or increased gloss.
- Finished Size** Size of product after production is completed. *Also called the trimmed size.*

- Fixed Costs**..... Costs that remain the same regardless of how many pieces are printed. Layout, design and machine set-up are fixed costs.
- Flat Size** Size of product after printing and trimming, but before folding, as compared to finished size.
- Flood**..... To print a sheet completely with an ink or varnish. *Also called painting the sheet.*
- Foil Emboss** To foil stamp and emboss an image. *Also called heat stamp.*
- Foil Stamp** Method of printing that releases foil from its backing when stamped with the heated die. *Also called block print, hot foil stamp and stamp.*
- Format** Size, style, shape, layout or organization of a layout or printed product.
- For Position Only** Refers to photos or art used to indicate placement and scaling, but not intended for reproduction. *Abbreviated FPO.*

Four-color Process

- Printing** Technique of printing that uses black, magenta, cyan and yellow to simulate full-color images. *Also called color process printing, full color printing and process printing.*

G

- Gang** To reproduce two or more different printed products simultaneously on one sheet of paper during one press run. *Also called combination run.*
- Gate Fold**..... A sheet that folds where both sides fold toward the gutter in overlapping layers.
- Gathered** Signatures assembled next to each other in the proper sequence for binding, as compared to nested. *Also called stacked.*
- Gloss** The shine of light reflecting on paper, ink, laminates, UV coating or varnish.
- Graduated**
- Screen Tint**..... Screen tint that changes densities gradually and smoothly, not in distinct steps. *Also called gradient.*
- Grain Direction**..... Predominant direction in which fibers in paper become aligned during manufacturing.

- Grain Long Paper** Paper whose fibers run parallel to the long dimension of the sheet. *Also called long grain paper.*
- Grain Short Paper** Paper whose fibers run parallel to the short dimension of the sheet. *Also called short grain paper.*
- GSM** Basis weight of paper in grams per square meter.
- Graphic Design**..... Arrangement of type and visual elements along with specifications for paper, ink colors and printing processes that, when combined, convey a visual message.
- Graphics**..... Visual elements that supplement type to make printed messages more clear or interesting.

H

- Header** Text at the top of a page.
- Head-to-tail** Imposition with heads (tops) of pages facing tails (bottoms) of other pages.
- Highlights** Lightest portions of a photograph or halftone, as compared to midtones and shadows.
- House Sheet** Paper kept in stock by a printer and suitable for a variety of printing jobs. May cost less than other options.
- Hue**..... A specific color such as yellow or green.

I

- Imposition**..... Arrangement of pages on flats so they will appear in proper sequence after press sheets are folded and bound.
- Imprint** To print new copy on a previously printed sheet, such as imprinting an employee's name on business cards. *Also called surprint.*
- Ink Jet Printing** Method of printing by spraying droplets of ink through computer-controlled nozzles.

J

- Job Number** A number assigned to a specific printing project in a printing company for use in tracking and historical record keeping.
- Job Ticket** Form used by printers to specify production schedule of a job and the materials it needs.

K

- K** Abbreviation for black in four-color process printing. Hence the 'K' in CMYK.
- Kiss Die Cut** To die cut the top layer, but not the backing layer, of self-adhesive paper. *Also called face cut.*
- Kraft Paper** Strong paper used for wrapping and to make grocery bags and large envelopes.

L

- Laid Finish** Finish on bond, text and cover weight papers. Grids of parallel lines simulate the surface of handmade paper. Laid lines are close together and run against the grain; chain lines are farther apart and run with the grain.
- Laminate** A thin transparent plastic sheet applied to usually a thick stock (covers, post cards, etc.) providing protection against liquid and heavy use, and usually accents existing color, providing a glossy effect.
- Landscape** Artist style in which width is greater than height. (*Portrait is opposite.*)
- Laser Bond** Bond paper made especially smooth and dry to run well through laser printers.
- Laser-imprintable Ink** Ink that will not fade or blister as the paper on which it is printed is used in a laser printer.
- Leading** The amount of space between lines of type.
- Leaf** One sheet of paper in a publication. Each individual side of a leaf is one page.
- Letter fold** Two folds creating three panels that allow a sheet of letterhead to fit a business envelope. *Also called barrel fold and wrap around fold.*

- Letter Paper** In North America, 8-1/2' x 11' sheets. In Europe, A4 sheets.
- Legend** Directions about a specific matter (illustrations) and how to use. In regard to maps and tables, an explanation of signs (symbols) used.
- Line Art** Any high-contrast image, including type, as compared to continuous-tone copy.
- Linen Finish** Embossed finish on text and cover weight papers that simulates the pattern of linen cloth.
- Logo** A company, partnership or corporate creation (design) that denotes a unique entity. A possible combination of letters and art work to create a "sole" entity symbol of that specific unit.
- Looseleaf** Binding method allowing insertion and removal of pages in a publication.

M

- M or Magenta** One of the four process colors.
- Makeready** (1) All activities required to prepare a press or other machine to function for a specific printing or bindery job, as compared to production run. *Also called setup.* (2) Paper used in the makeready process at any stage in production. Makeready paper is part of waste or spoilage.
- Margin** Space around the edge of the printed material.
- Matte Finish** Flat (not glossy) finish on photographic paper or coated printing paper.
- Mechanical Bind** To bind using a comb, coil, ring binder, post or any other technique not requiring gluing, sewing or stitching.
- Metallic Paper** Paper coated with a thin film of plastic or pigment whose color and gloss simulate metal.
- Midtones** In a photograph or illustration, tones created by dots between 30 percent and 70 percent of coverage, as compared to highlights and shadows.
- Mock Up** A reproduction of the original printed matter and possibly containing instructions or direction.

- Moire**..... Undesirable pattern resulting when halftones and screen tints are made with improperly aligned screens, or when a pattern in a photo, such as a plaid, interfaces with a halftone dot pattern. Also can appear as a result of scanning and reprinting a previously-printed photo.
- Monarch**..... Paper size (7' x 10') and envelope shape often used for personal stationery.
- M Weight**..... Weight of 1,000 sheets of paper in any specific size.

N

- Natural Color** Very light brown color of paper. *May also be called antique, cream, ivory, or off-white.*
- Nested** Signatures assembled inside one another in the proper sequence for binding, as compared to gathered. *Also called inset.*
- Neutral Gray** Gray with no hue or cast.
- News Print**..... Paper used in printing newspapers. Considered low quality and "a short life use."
- Novelty Printing** Printing on products such as coasters, pencils, balloons, golf balls and ashtrays, known as advertising specialties or premiums.

O

- Offset Printing** Printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.
- Onion Skin** A specific lightweight type (kind) of paper usually used in the past for air mail. Seldom used today.
- Overprint**..... To print one image over a previously printed image, such as printing type over a screen tint.
- Over Run** Additional printed matter beyond the ordered amount.

P

- Page** One side of a leaf in a publication.
- Page Count**..... Total number of pages that a publication has.

- Page Proof**..... Proof of type and graphics as they will look on the finished page complete with elements such as headings, photos and rules.
- Pagination** In the book arena, the numbering of pages.
- Panel** One section of a brochure. A letter-folded sheet has six panels total, not three.
- Parallel Fold** Method of folding. Two parallel folds to a sheet will produce 6 panels.
- Parent Sheet**..... Any sheet larger than 13' x 19' that must be trimmed down before use.
- Perfect Bind** To bind sheets that have been ground at the spine and are held to the cover by glue.
- Perf Marks**..... Marks that indicate where the perforation is to occur.
- Perforating** Taking place on a press or a binder machine, creating a line of small dotted wholes for the purpose of tearing-off a part of a printed matter (usually straight lines, vertical or horizontal).
- Pica**..... A unit of measure in the printing industry. A pica is approximately 0.166 in. There are 12 points to a pica.
- Pixel** Short for picture element, a dot made by a computer, scanner or other digital device.
- Plate**..... Piece of paper, metal, plastic or rubber carrying an image to be reproduced using a printing press.
- Pleasing Color** Color that the customer considers satisfactory even though it may not precisely match original samples, scenes or objects.
- PMS**..... Pantone Matching System
- Point**..... (1) Regarding paper, a unit of thickness equating 1/1000 inch. (2) Regarding type, a unit of measure equaling 1/12 pica and .013875 inch (.351mm).
- Portrait** An art design in which the height is greater than the width. (Opposite of Landscape.)
- Prepress**..... Functions performed prior to printing.
- Preprint**..... To print portions of sheets that will be used for later imprinting (Shells).

- Price Break** Quantity at which unit cost of paper or printing drops.
- Printer Spreads** Pages imposed for printing, as compared to reader spreads.
- Process Colors** The colors used for four-color process printing: yellow, magenta, cyan and black.
- Proof** Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished. ***The best way to avoid expensive mistakes in printing. It's important to pay close attention to the proofs you receive to ensure the design, copy and color has no errors.***

Q

- Quality** Subjective term relating to expectations by the customer, printer and other professionals associated with a printing job and whether the job meets those expectations.
- Quotation** Price offered by a printer to produce a specific job.

R

- Rag Paper** Stationery or other forms of stock having a strong percentage content of "cotton rags."
- Reader Spread** Mechanicals made in two page spreads as readers would see the pages, as compared to printer spread.
- Ream** 500 sheets of paper.
- Recycled Paper** New paper made entirely or in part from previously used paper.
- Register** To place printing properly with regard to the edges of paper and other printing on the same sheet. Such printing is said to be in register.
- Register Marks** Cross-hair lines that help keep printing in register.
- Resolution** Sharpness of an image.

- Reverse** Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image 'reverses out' of the ink color. *Also called knockout and liftout.*
- RGB** The color space of Red, Green and Blue which computers use to display images on your screen. An RGB computer file must be translated into CMYK in order to be printed accurately.
- Right Reading** Copy that reads correctly in the language in which it is written. Also describes a photo whose orientation looks like the original scene, as compared to a flopped image.
- Rule** Line used as a graphic element to separate or organize copy.

S

- Saddle Stitch** To bind by stapling sheets together where they fold at the spine, as compared to side stitch.
- Satin Finish** Alternate term for dull finish on coated paper.
- Score** To compress paper along a straight line so it folds more easily and accurately. *Also called crease.*
- Self Cover** Usually in the book arena, a publication not having a cover stock. A publication only using text stock throughout.
- Self Mailer** A printed item independent of an envelope. A printed item capable of travel in the mailing arena independently.
- Shade** Hue made darker by the addition of black, as compared to tint.
- Shadows** Darkest areas of a photograph or illustration, as compared to midtones and high-lights.
- Sheetfed Press** Press that prints sheets of paper, as compared to a web press.
- Sheetwise** Technique of printing one side of a sheet with one set of plates, then the other side of the sheet with a set of different plates. *Also called work and back.*
- Side stitch** To bind by stapling through sheets along one edge, as compared to saddle stitch.

- Signature** Printed sheet folded at least once, possibly many times, to become part of a book, magazine or other publication.
- Slip Sheets** Separate sheets (stock) independent from the original run positioned between the “printed run” for a variety of reasons including the separation of sets.
- Solid** Any area of the sheet receiving 100 percent ink coverage, as compared to a screen tint.
- Soy-based Inks** Inks using vegetable oils instead of petroleum products as pigment vehicles, thus are easier on the environment.
- Specifications** Complete and precise written description of features of a printing job such as type size and leading, paper grade and quantity, printing or binding method. *Abbreviated as specs.*
- Spine** Back or binding edge of a publication
- Spiral Bind** To bind using a spiral of continuous wire or plastic looped through holes. *Also called coil bind.*
- Spoilage** Paper that, due to mistakes or accidents, must be thrown away instead of delivered printed to the customer, as compared to waste.
- Spot Color or Varnish** One ink or varnish applied to portions of a sheet, as compared to flood or painted sheet.
- Spread** Two pages that face each other and are designed as one visual or production unit.
- Stock Paper** Popular sizes, weights and colors of papers available for prompt delivery.

T

- Tag** Grade of dense, strong paper used for products such as file folders.
- Text Paper** Designation for printing papers with textured surfaces such as laid or linen. Some mills also use ‘text’ to refer to any paper they consider top-of-the-line, whether or not its surface has a texture.
- Thermography** Method of printing using colorless resin powder that takes on the color of underlying ink. *Also called raised printing.*

- Thumbnails** Initial ideas jotted on virtually anything in regard to initial concept of a future project.
- Tint** Screening or adding white to a solid color for results of lightening that specific color.
- Trim Size** The size of the printed material in its final stage.

U

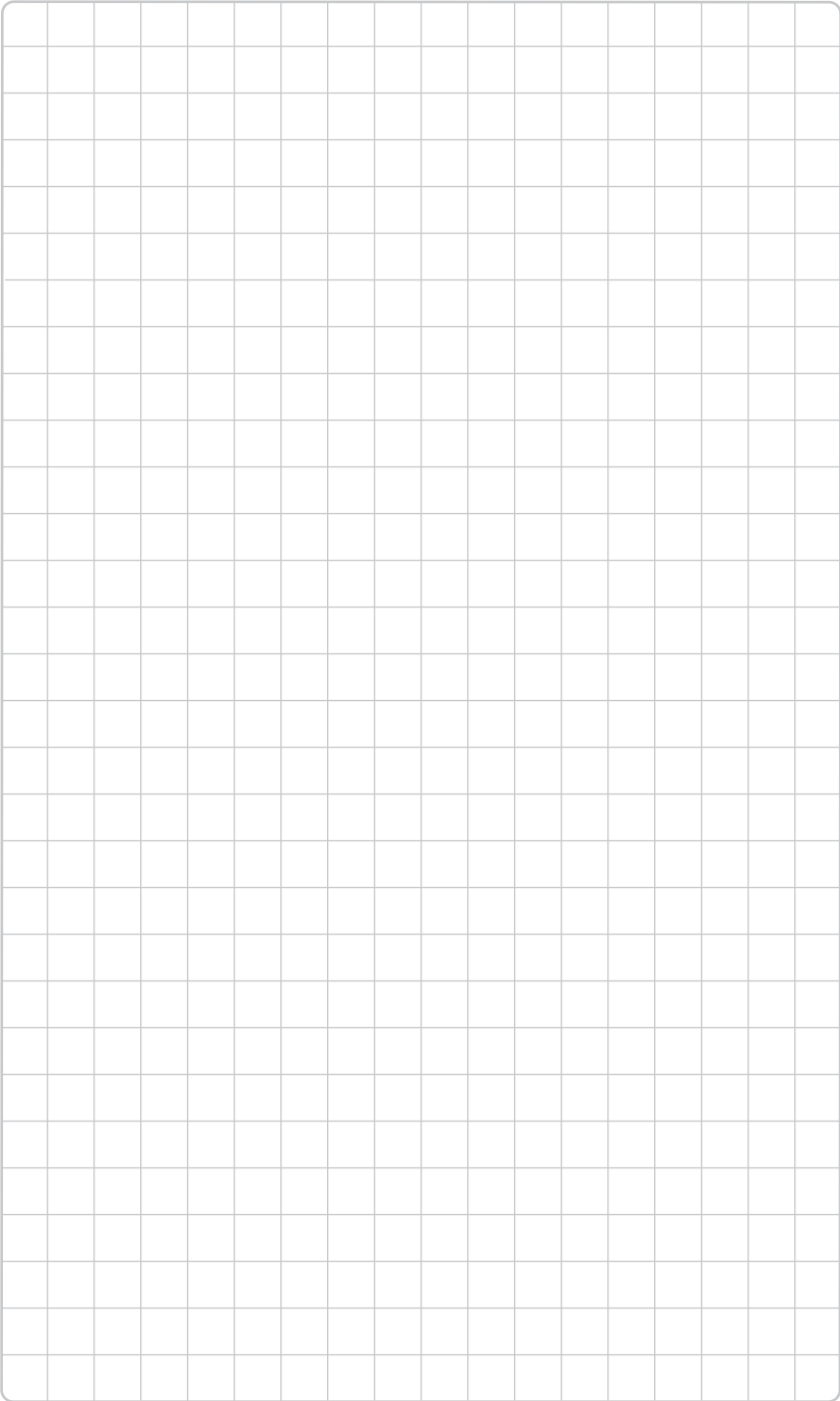
- Uncoated Paper** Paper that has not been coated with clay. *Also called offset paper.*
- Up** Term to indicate multiple copies of one image printed in one impression on a single sheet. “Two up” or “three up” means printing the identical piece twice or three times on each sheet.
- UV Coating** Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.

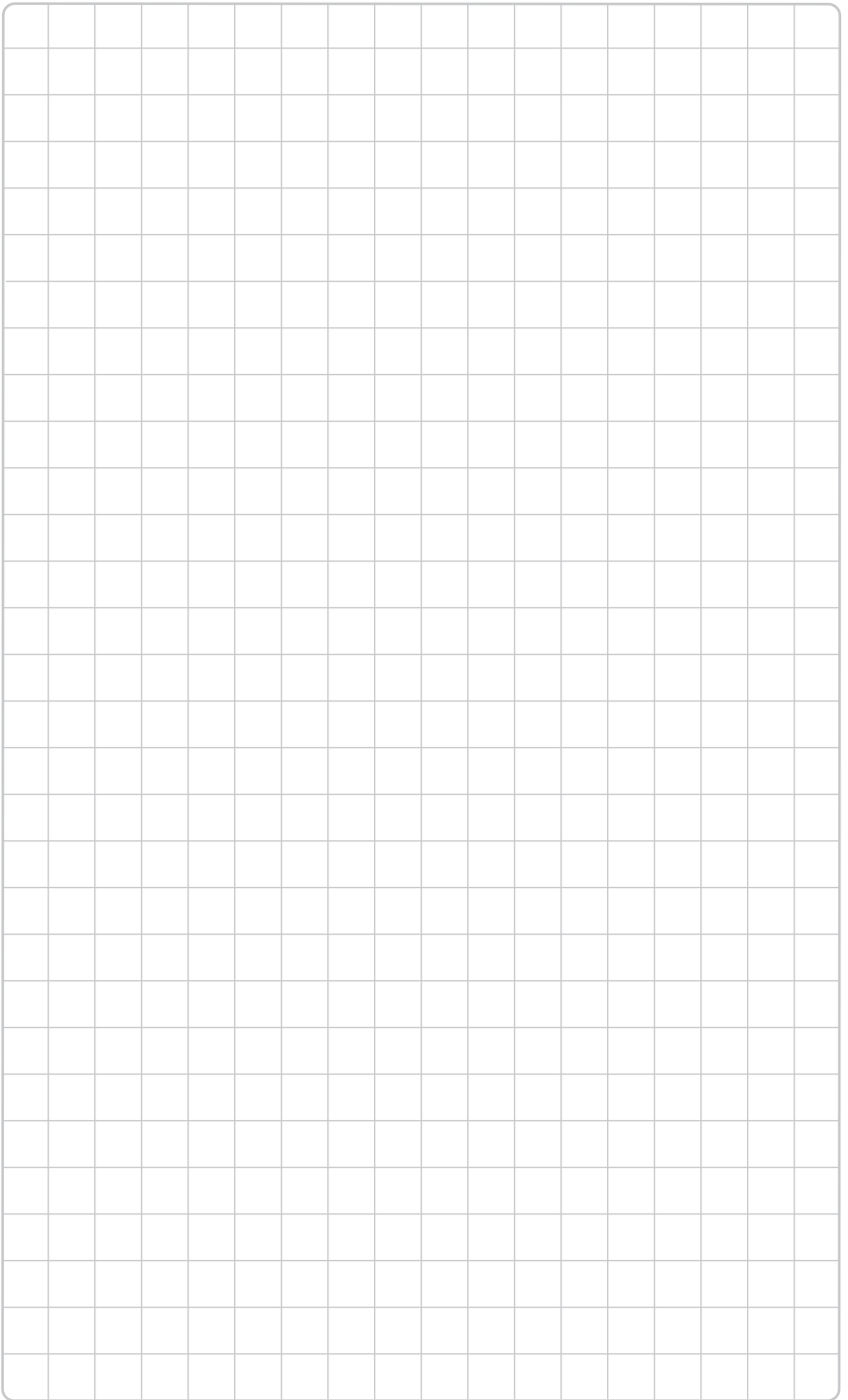
V

- Value** The shade (darkness) or tint (lightness) of a color. *Also called brightness, lightness, shade and tone.*
- Vellum Finish** Somewhat rough, toothy finish.
- Vignette** Decorative design or illustration that fades to white.
- Virgin Paper** Paper made exclusively of pulp from trees or cotton, as compared to recycled paper.
- VOC** Abbreviation for volatile organic compounds, petroleum substances used as the vehicles for many printing inks.

W

- Waste** Unusable paper or paper damage during normal makeready, printing or binding operations, as compared to spoilage.
- Watermark** Translucent logo in paper created during manufacturing.
- With the Grain** Parallel to the grain direction of the paper being used, as compared to against the grain. *See also Grain Direction.*
- Wove** Paper manufactured without visible wire marks, usually a fine textured paper.







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