

Bleed

It is not possible to professionally print all the way to the edge of a paper sheet. To achieve this effect it is necessary to print a larger area than is required and then trim the paper down. Bleed refers to the printed area that extends off the trimmed edge. Typically a designer will allow an extra 3mm of bleed to colour and image areas, allowing for a little leeway when trimming.

Bond Paper

This is a high-quality durable paper, often used for stationery production or used in laser printing. The higher rag (fibre) content makes this uncoated paper a versatile asset.

CMYK

Cyan (blue), Magenta (red), Yellow and Black – These are the core colours used in any print job throughout the printing industry. See 'Four Colour Process'.

Coated Stock

Referring to paper that has a coating, usually of china clay. It can be gloss, silk or matt and is suitable for jobs requiring a fine finish such as colour brochures, folders and annual reports.

Crop Marks

In printing, marks are placed on the copy to indicate the edge of the paper. These are used as a guide when cutting documents to finished size.

Die-Cutting

For bespoke print finishes the process of using sharp steel rules to cut special shapes, such as the pockets of a folder.

Encapsulation

By placing an item between two sheets of transparent polyester film (available in various thicknesses) you form a protective enclosure for papers and other flat objects, which are subsequently sealed around all edges.

Four-Colour Process

This is the most common system for producing full-colour print. The four ink colours are Cyan (blue), Magenta (red), Yellow and Black (CMYK). The inks can be overprinted and combined in a variety of different proportions to produce a wide range of colours.

Full-Colour Printing

See Four-Colour Process.

GSM

This is an abbreviation for 'grams per square metre'. This indicates the weight of paper and/or other stock. For example, typical photocopier paper is 80gsm, a good letterhead paper might be 120 gsm and a postcard would be about 300gsm.

Laid Paper

Uncoated and ribbed in appearance, this paper is often used for business stationery, which has a textured pattern of parallel lines similar to hand-made paper. (See Wove Paper)

Lamination

Refers to a plastic film that is bonded by heat and pressure to a printed sheet. This provides protection and is available in matt or gloss finishes.

Micron

Although paper is usually measured in grams per square metre (weight); it is sometimes measured in microns (thickness). A micron is a unit of measure equal to one millionth of a metre or .00004".

Pantone

Pantone, Pantone Matching System and PMS + are Pantone Inc's industry-standard trademarks for colour standards, colour data, colour reproduction (including materials) and other colour related products and services. These meet specification, control and quality requirements.

Paper Sizes

The most common system of paper size in Europe is the ISO standard. Most people are familiar with the A series which includes A4, the usual letterhead size:

A0 - 841 x 1189mm
A1 - 594 x 841mm
A2 - 420 x 594mm
A3 - 297 x 420mm
A4 - 210 x 297mm
A5 - 148 x 210mm
A6 - 105 x 148mm

The C series refers to envelopes - A C4 envelope being ideal for holding an A4 sheet. There is also a B series which provides intermediate sizes for the A series but this is rarely used.

The other series you may come across is SRA, which is used by printers. It is slightly larger than the A series to provide for grip, trim and bleed:

SRA0 - 900 x 1280mm
SRA1 - 640 x 900mm
SRA2 - 450 x 640mm
SRA3 - 320 x 450mm
SRA4 - 225 x 320mm

PDF

The abbreviation of Portable Document Format, this is the standard industry format for saving files. Its quick, cheap and increasingly stable, often used for viewing proofs of work

and for the supply of final artwork.

Perfect Bound

Also known as adhesive binding, individual sections are collected together and the spine is ground off (typically 3mm). Glue is then applied to the spine and a cover is pulled on before the product is trimmed to size.

Portrait

This refers to page orientation, producing an upright, oblong artwork or photograph where vertical dimension is greater than the horizontal.

Pre-Press

All procedures (and costs) associated with bringing a job to press, such as design, artwork, proofs, set-up etc. In other words, it refers to the work that occurs between creation and final print.

Proof

A print proof is a version of a document produced specifically for the purpose of review, prior to reproduction. A proof acts as verification that all requirements have been met.

Ream

Quite simply this refers to five hundred sheets of paper.

RGB

Refers to the colours red, green, blue which are known as 'additive' primary colours as they are added together to generate further colours. RGB is usually referred to in terms of online colour codes, as appose to offline colour codes that come in CYMK format.

Saddle Stitch

In binding, saddle stitching refers to the fastening of a booklet by wiring it (stapling) through the middle fold of the sheets.

Score

This refers to the process of impressing or indenting a mark in paper, for the purpose of making folding easier. Aesthetically, scoring improves the appearance of the fold.

Spiral Binding

A common practice when bookbinding, spiral binding refers to the style of finish whereby wires in spiral form are inserted through holes punched along the binding.

Spot Varnish

Otherwise known as Spot UV, refers to the highlighting of a specific page area by selectively applying a gloss varnish to it.

Stock

Simply put, stock refers to the paper and/or other material to be printed.

Trim Marks

See Crop Marks.

UV Varnish

See Spot Varnish.

Wove Paper

Uncoated as standard, this paper is often used for business stationery, which has no obvious surface texture or pattern. (Compare to Laid Paper).