Glossary

**Brand** — A system of words, phrases, visual images, and mental positioning an organization adopts to strategically convey its identity to internal and external audiences.

**Camera-ready art** — High-resolution type, artwork, or graphic materials that are ready to be scanned and/or printed.

**Electronic files** — Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, EPS or JPEG).

**Embossing** — The process of impressing an image in relief to achieve a raised surface over printing. Embossing on blank paper is called blind embossing.

**Font** — All the characters and punctuation marks of one size and style of type.

**Four-Color Process** — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (magenta, cyan, yellow and black). See also PROCESS COLORS.

**Icon** — The graphic element portion of a logo.

**Kerning** — The process of adjusting the inter-letter spacing between two letters.

**Leading** — The distance, in points, from one line of copy to the next.

**Logo** — Any artwork that translates the values or identity of an individual, company, or organization into a graphic image.

**Pica** — A 12-point unit of measurement.

**Point** — A unit of measurement approximately $\frac{1}{72}$ of an inch.

**Process Colors** — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

**PANTONE Matching System® (PMS)** — A registered trade name for a widely-used system of color-matching ink used in printing.

**Reverse** — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

**Sans Serif** — A typeface that contains no serifs, or “feet,” on the ends of its characters.

**Screen** — A version of an image produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

**Serif** — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

**Solid** — Any portion of a publication printed at 100 percent of a given color.

**Two-color printing** — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors and/or black.

**Typography** — The use and arrangement of elements for printing; letter forms on page.

**Wordmark** — The printed text portion of a logo.

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