



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. TIF, 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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