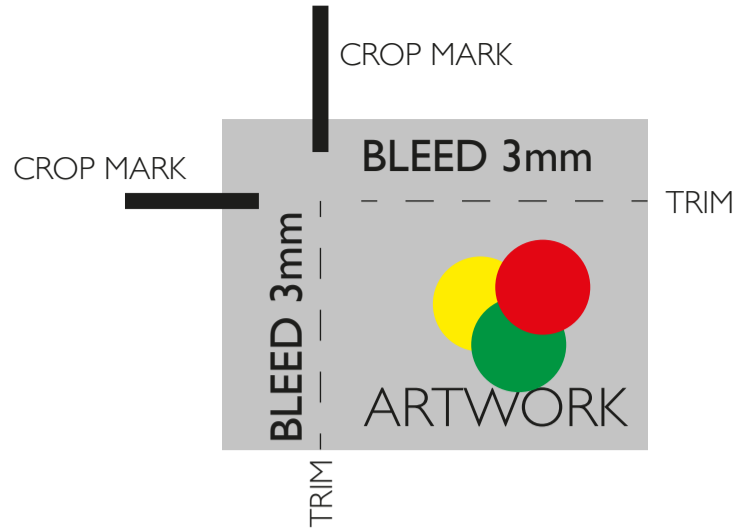


BLEED & CROP MARKS

Where artwork design crosses the edge of the page, bleed is required to ensure full print coverage. Bleeds should be 3mm from where the cut is to be made.

Crop marks Single lines denoting the edge of the document. Crop marks should be included on a document to indicate where to cut. Design programs (e.g. InDesign, Quark, etc.) will include a crop mark option.



COLOUR - CMYK & RGB

The colours used in four colour process printing, Cyan Magenta Yellow Black. Black is 'K' to differentiate from blue 'B' in RGB.

Colour model where Red Green and Blue light is added together to reproduce an array of colours. The system is used for the display of colour images electronically (e.g. LCD and CRT screens).

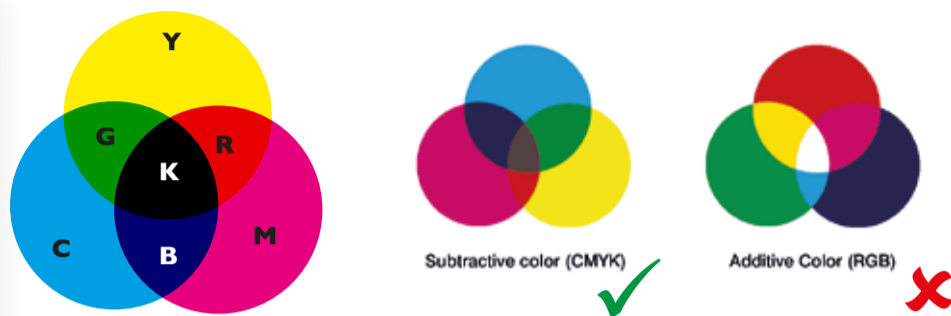


IMAGE RESOLUTION

Low resolution images detract from design. Images should be at least 300dpi (dots per inch). Images downloaded from the Internet can be as low as 72dpi. Dots comprising the image are bigger for low resolution images and this can be noticeable when enlarged. We can't use images downloaded from the internet because of their low quality.



72dpi
web

300Dpi
print

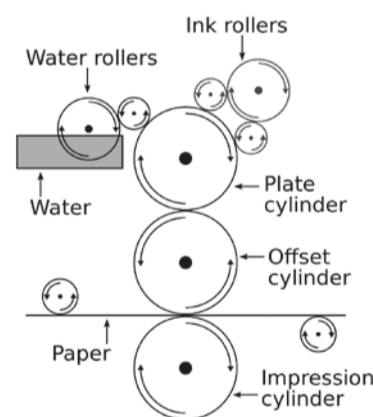
MICRON

A unit of length equal to one millionth of one metre, or one thousandth of one millimeter. Typically, a measurement of stock thickness in printing.



OFFSET PRINTING

Printing system where the paper does not come into contact with the printing plate. The ink is transferred from the plate to a blanket cylinder and then to the paper.



PANTONE

Colour matching system created by Pantone Inc. Inks are specified and identified by numbers to produce standard results across the industry. E.g. Pantone 294 U



PAPER TYPES - UNCOATED, COATED, WOVE, LAID

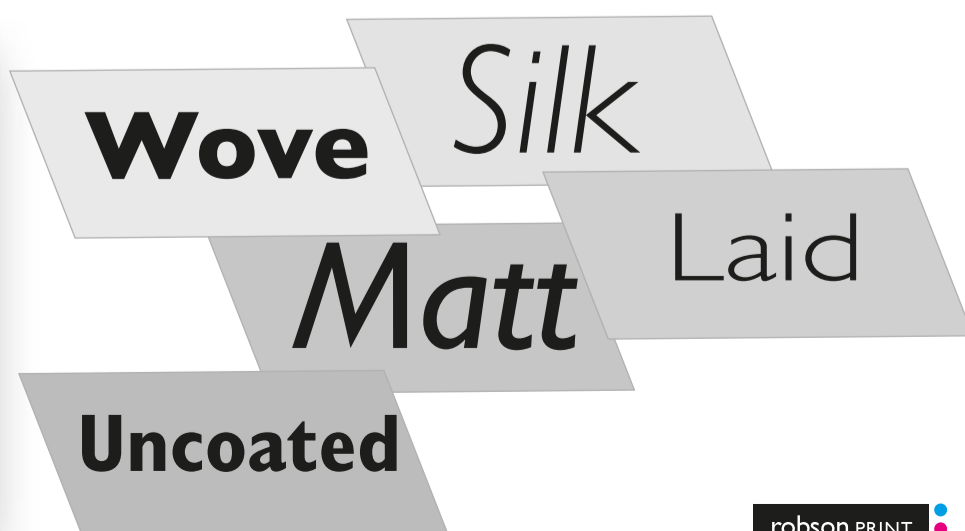
Uncoated Paper - Normally referred to as bond paper normally used for stationery.

Coated Paper - Silk or Gloss.

Silk reflects very little light giving a low sheen. Gloss reflects a lot of light to give a noticeable sheen.

Wove Paper - Uncoated paper with a uniform surface, without texture or pattern.

Laid paper - Uncoated paper, which has a textured pattern of parallel lines, at equal distance.



PAPER WEIGHT & THICKNESS

PAPER WEIGHT – WHAT IS GSM?

GSM stands for Grams Per Square Meter, a measurement used to identify the weight of different types of paper and card. The higher the value of GSM, the heavier card or piece of paper. So a 1msq 400gsm board weighs 400 grams. Once the paper weight gets to 170gsm it is normally then referred to as card.

THE THICKNESS OF PAPER

Card thickness or caliper is traditionally measured in Microns. 1000 Microns = 1mm, so the higher the value, the thicker the card or paper. Usually paper or card is sold by weight as opposed to thickness, but sometimes you may see Microns instead. Thickness of card sold usually starts at around 200 microns, and finishes at around 500 microns.



170Gsm 150Gsm
90Gsm 80Gsm 200Gsm
180Gsm
120Gsm 100Gsm
300Gsm 350Gsm
250Gsm

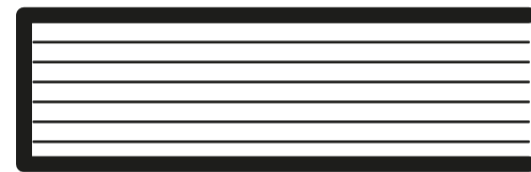
PDF

Adobe's Portable Document Format is now the industry standard for supplying documents to print, care should be taken to configure the PDF correctly before presentation, please ask if unsure of appropriate settings to apply.



PERFECT BINDING

Book binding, where the pages are held in the spine by glue. Many magazines and most paperback books are perfect bound.



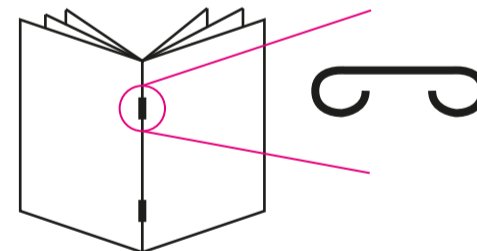
RUN-ON

A price is quoted for the job and for additional copies, facilitating the calculation of values for alternative volumes. The run-on price is valid for copies only printed with the main run.



SADDLE STITCH

A method of assembling a booklet with a two staples through the fold.



VAT

Typical examples printed items that are applicable 0% Annual reports, booklets, bookmarks, books, brochures, catalogues, diaries, leaflets, magazines, manuals, newsletters, orders of service, price lists, programmes

20% Appointment cards, bags, boarding passes, business cards, calendars, certificates, compliment slips, continuation sheets, envelopes, fax headers, folders, forms, greetings cards, ID cards, invitations, labels, letterheads, membership cards, menus, pads, plan copies, playing cards, postcards, posters, prescription pads, price tags, reply cards, score cards, stock stationery, subscription cards, tickets, vouchers



20% 20%
20% 20%

Paper Sizes (in mm)

A0	841 × 1189	B0	1000 × 1414
A1	594 × 841	B1	707 × 1000
A2	420 × 594	B2	500 × 707
A3	297 × 420	B3	353 × 500
A4	210 × 297	B4	250 × 353
A5	148 × 210	B5	176 × 250
A6	105 × 148	B6	125 × 176
A7	74 × 105	B7	88 × 125
A8	52 × 74	B8	62 × 88
A9	37 × 52	B9	44 × 62
A10	26 × 37	B10	31 × 44

Envelope sizes (in mm)

DL	110 × 220
C3	324 × 458
C4	229 × 324
C5	162 × 229
C6	114 × 162

Miscellaneous (in mm)

Business cards	85 × 55
Compliment slips	210 × 99