

Helpful Terms

Like most professionals, printers have industry-specific terminology. We've provided definitions of some terms to help us communicate with you. They may even give you some ideas about options you had not yet considered for your project.

Art loosely applied to pictures, drawings, logos, graphics, etc

Copy generally used in relation to text or written material

Lay-out arrangement of art and copy; graphic design

Typesetting keying of text, selection of typestyles and sizes, letter and line spacing used to create a lay-out of copy

Margin space between printed area and edge of finished piece

Bleed printed area going to edge of finished piece. Bleeds require printing on oversized paper and trimming to finished size.

Stock kind of paper used. Stock is available in varieties of thickness (weight), color and finish (such as smooth, textured, gloss, matte...).

Screen generally refers to dot-pattern method of simulating lighter shades (tints) of any given color on a printing press. Half-tone screens are used to simulate the continuous tones of photographic images and varied shades in graphics.

Camera-ready art/copy suitable for camera to make plates for press. Camera-ready photographs or art with tints have half-tone screens; camera-ready line art or type is best with sharp clean lines.

PMS stands for Pantone® Matching System: a printing industry color system for mixing printing inks by formula to match colors in a Pantone® swatch book.

Proof facsimile of finished piece used to check layout/proofread copy