



GNAT ADVICE

UNDERSTANDING PRINTERS TERMS

The Gnat knows how hard it can be to communicate with your printer. Doesn't it seem like they are speaking a foreign language sometimes? We are pleased to offer you the following translations.

#10 ENVELOPES Standard, business sized envelopes. They measure 9.5" x 4.125".

24# The weight of different types of paper refers to the paper's thickness. Paper weight is measured in lbs. per 5,000 sheets. A case of 24# bond paper, like you use in your copy machine, will weigh 24 lbs.

BLEED When an image runs off the side of your document. Because the ink will go right up to the edge of the paper, printers charge extra for bleeds.

CMYK A standard set of values used by computers to identify colors. CMYK stands for Cyan, Magenta, Yellow, Black. A dark green color will have a CMYK value of "80-0-100-40", meaning 80% Cyan, 0% Magenta, 100% Yellow, and 40% Black.

COLOR SEPARATIONS Color separations are used by printers to produce documents with multiple colors. If you have a document with red and blue inks, your printer will need to output all the items printed in red ink onto one plate, and all the blue items onto another.

CYAN One of the four standard colors computers use to create the millions of colors that the eye can see. Cyan is a similar to a baby blue color.

DPI DPI stands for dots per inch. It measures the resolution of images. The higher the dpi, the sharper your photo or artwork will appear.

HAIRLINE Hairline registration refers to two colors on a document that touch. They have to be printed in exact registration to appear correctly. This may involve an extra charge.

HALFTONE A series of very small dots used to create a photograph or other piece of artwork on a printed document. Also called a screen.

KNOCKOUTS When 2 colors overlap on a printed image, your color separations can be printed as knockouts, eliminating the need for overlapping inks on your final document.

MAGENTA

One of the four standard colors computers use to create the millions of colors that the eye can see. Magenta is a bright pink color.

PANTONE

An international color identification system. Numbers are assigned to every ink color for reference and consistency. Pantone Violet, for example, has a specific number. Numbers are assigned.

PDF

PDF stands for Portable Document File. Printers, graphic designers and web page administrators use software called Adobe Acrobat to create PDF files. A PDF file can be opened on any computer platform without translation or having to load any fonts or linked images onto your computer.

RGB

Another type of color identification system, similar to CMYK. RGB stands for Red, Green, Blue. This color mode is used in televisions, computer monitors and web graphics.

SCREEN

A series of very small dots used to create a lighter version of an ink color. Sometimes referred to as a tint.

THERMOGRAPHY A printing process that uses heat to raise the ink off the surface of the paper. Thermography is commonly used for business cards and wedding invitations.

TINT A lighter version of an ink color created by printing that color as a series of small dots rather than as a solid block of ink. A tint is sometimes referred to as a "screen".

TYPEFACE A specific style and shape of lettering. Graphic designers and software companies call the term Fonts. There are thousands of typefaces available, with Times and Helvetica being the most popular.

WATERMARK A nearly invisible mark on some types of paper stock identifying the manufacturer of that paper. To see a watermark, you have to hold the paper up to the light. Many executive style papers, such as cotton bonds, have watermarks.

FONT A set of instructions that tells your computer how to draw the shapes and styles of the letters you type. To properly print your document, your printer needs the fonts you used. PDF files eliminate the need to send the fonts with your document.

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