

GRAPHICS TERMINOLOGY

Bleed

Color or art that runs off the edge or edges of a page.

Copies

Images made on copy machines in black and white, single colors, or full color.

Direct Mail

A printed communication sent directly through the mail to the consumer.

Graphic Design

The application of art and communication skills to the needs of business and industry; the visual/verbal expression of an idea.

Graphic Identity

A visually consistent means of identification of an organization.

Graphic Standards Manual

A guide for the use of the visual identity system detailing the use of the logo, colors, and other graphic imagery.

Laser Prints

Images generated by a computer and printed on a laser printer.

Logo

An identifying mark for a product, service, or organization; also called a trademark.

PMS or Pantone Color

A standardized system of numerically coded color mixtures used in printing. Schreiner's logo should be printed in PMS 202.

Process Colors

Cyan, magenta, yellow, plus black; the colors used in four-color process printing.

Screened Color

Printing a color at less than 100 percent. (Maroon turns to pink).

Typeface or Font

The shape, size and weight of the alphabet style used in printing.

Visual Identity

A master plan that coordinates every aspect of graphic design material; also called corporate identity.