

# Terms and definitions



It's a good idea to educate yourself with some of the terms that are used in marketing and design that might be new to you. It will make it easier to communicate your needs when you are using the same language and you have some of the basics under your belt.

advertising - any activity that attracts public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

alt tag - a tag that provides alternative text for the visually impaired.

alt text - the text that appears when you put your mouse on top of an image or a picture.

aqueous coating - a protective clear coat applied while printing. It is for flood coating and comes in dull or gloss.

benefit - in marketing, the reason the buyer is interested in a feature in a product (eg. can see glowing digital display from across the room).

bindery - includes the processes, such as folding, trimming, saddlestitching, that are done after printing.

bleed - extending an image beyond the finished trim size so that the image runs right to the edge of the printed sheet after trimming.

blueline - in printing, a one-color proof, usually blue, to show the layout of a printed piece before going to press.

brand - a trademark or distinctive name identifying a product or a manufacturer, often indicating ownership. The value of a brand is in its promise to the consumer or buyer. For example, the brand promise consumers associate with Volvo is safety. When the brand promise is clear and compelling, consumers will often pay a premium price for the product over "generic" products.

call to action - in advertising, the last thing you tell your clients at the end of your pitch, call, fax, buy, email, etc.

clip art - illustrations, often inexpensive, and of simple design, usually found in collections - quality varies.

CMYK - cyan, magenta, yellow and black. These are printing colors for process color reproduction.

coated paper - paper with a smooth finish which come in a variety of surfaces including dull, matte and gloss.

collateral - a collection of sales literature promoting your product or company.

copyright - legal right granting exclusive publication of your work.

copywriter - a writer of advertising copy.

crop marks - lines that indicate the outer dimensions of a printed piece.

crawler - in Web sites, the part of a search engine which surfs the web.

debossing - impressing an image in paper to achieve a depressed area in the paper.

design - planning and arranging type, photography and illustrations to convey a message.

die-cutting - process of using sharp steel rules to cut special shapes from printed sheets.

domain - your Web site's full address. A domain is made up of two parts: The TLD, or Top Level Domain, is the suffix (for example, .com, .net, .org, or .ca). The second part is the mid-level domain, which is where your site name goes.

dummy - a preliminary layout showing the position of content as it will appear in the final reproduction. A set of blank pages made up to show the size, shape, paper color/weight, of a print project.

duotone - a two-color halftone made from a one-color photograph.

embossing - impressing an image in relief to achieve a raised surface - done alone or in combination with printing. It leaves a 3-d effect that is both visually interesting and tactilely interesting.

EPS - Encapsulated Postscript File.

FAQ - Frequently Asked Questions.

feature - in marketing, the parts or aspects of a product that make it better than the competition (eg. glowing digital display).

finish size - document size after trim and fold.

finishing - process done after printing - for example, varnish, laminating, inserting, die-cutting, etc.

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foil-stamping - using colored foil to imprint a design onto paper.

font - a complete group of numbers, letters and punctuation marks of a given size and design.

FTP - file transfer protocol, used to post documents and images to your Web site.

full color - the use of magenta, yellow, cyan and black (process colors), printed in halftones, or dots, that trick the eye into seeing a full range of colors.

gang - in printing, group projects on the same press sheet.

GIF - Graphics Interchange Format.

hickeys - in printing, spots or imperfections in the printing process due to dirt or paper particles on the press.

host - the server that holds your Web site so that it can be accessed through the internet.

HTML - HyperText Markup Language.

indicia - in bulk mailing, the postal stamp you pre-print on your piece with the mailing permit number.

image - in marketing, the opinion or concept of something that is held by the public. It also means the character projected to the public, as by a person or institution, especially as interpreted by the mass media. The image that your company or product projects can be a competitive differentiator in the market place.

ISP - internet service provider.

JPEG - an image compression format used to transfer color photographs and images over computer networks.

key words - in Web sites, the words people are most likely to use in a search engine to find you (they're hidden in the code of your pages).

logo - a name, symbol, or trademark designed for easy and definite recognition of a company or product. If text only, it may be referred to as "logotype." Sometimes it's referred to as "logo mark."

mark - an inscription, name, stamp, label, or seal placed on an article to signify ownership, quality, manufacture, or origin. See "Logo."

marketing - the art and science of anticipation, management, and satisfaction of demand through the exchange process.

Matchprint™ - a full-color proof that comes very close to the actual finished printed piece.

opacity - in paper, show-through. This is important when you are printing on both sides or stacking sheets. If the image below shows through, it might make reading difficult.

page descriptions - in Web sites, one or two sentences describing your product or service. This is the description that shows up on a Google search results page. If you are using a copywriter, ask if this is included with your Web site copy (page descriptions are hidden in the code of your pages).

page rank - in Web sites, a system used by Google to assign rank to web pages.

page title - in Web sites, copy that appears when a page is bookmarked in a browser (the titles are hidden in the code of your pages).

password - in Web sites, a group of numbers and/or letters that identifies you to your ISP.

perf - in printing, small cuts or holes put in a line of paper to make it easy to rip off later.

PDF - portable document format which allows everyone to view documents created in different applications without having those applications. It is used as a soft proof, which is not color accurate.

PMS - Pantone Matching System - a standardized system of custom colors used in printing.

premiums - promotional give-away items, usually with your name, logo, Web site, phone and sales message imprinted on them.

proof - in printing, a way of seeing what the final piece will look like before printing. Proofs come in a variety of formats from b/w laser prints to bluelines to color Matchprints.

registration - in printing, the fitting of two or more images in exact alignment with each other.

RGB - red, green, blue used to create color on a monitor display. These colors are also colors used in Web site design.

showthrough - when the printing on the back of a page shows through to the front under normal lighting. Make sure to use paper heavy enough to avoid this problem.

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SEO - Search Engine Optimization/Optimizer, includes search engine submissions, keywords, meta tags, alt tags, etc. to help you get better placement in the search engines.

SERP - Search Engine (Search) Results Page.

score - in printing, a line pressed into paper to make it fold more easily and cleanly.

slogan - a phrase used repeatedly, as in advertising or promotion. It is most effective when memorable.

spot color - a PMS color assigned to a graphic or text.

swatch book - sample sheets of different papers or printed inks.

target audience - the group you want to reach with your message.

TIFF - Tagged Image File Format, a file format used for transferring bitmap images between applications.

uncoated - in paper, a rough surface finish (offset paper).

URL - Universal Resource Locator.

user name - a name that identifies you to your ISP.

varnish - a clear coating applied in the printing process like ink. It protects a printed piece from scuffing and fingerprints. You can spot varnish to add emphasis to areas like photos. Varnish comes in dull and gloss.

Web site - a collection of electronic pages posted on the internet displaying information about your company or interests.

weight - in paper, is described in # (pounds) and book, text or cover. Thickness varies within these categories, so always check a paper sample book to be sure you choose the right weight.

WYSIWYG - What You See Is What You Get.

Zip - A format for compressed files used with Windows.

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