

# GLOSSARY & ARTWORK INFO

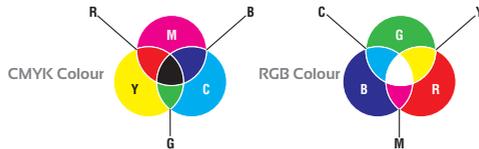
## CMYK

A colour model that describes each colour in terms of the quantity of each secondary colour (cyan, magenta, yellow), and "key" (black) it contains. In addition, although black could be obtained by mixing these three in equal proportions, in four-colour printing it always has its own ink.

## RGB

Red, Green, Blue. The three colours of light which can be mixed to produce any other colour. (Tends to relate the colours we see on computer monitors, television & the Internet.

**Images that are in RGB mode cannot be used for print, unless they are converted into CMYK.**



## Pantone Matching System (PMS)

The Pantone Color Matching System is largely a standardised color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

## Colour Display

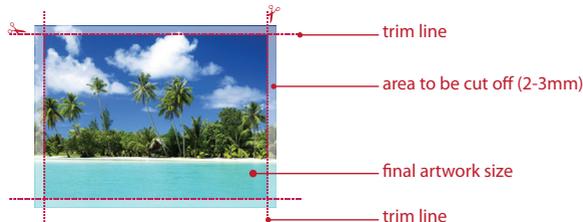
Colour display can vary from monitor to monitor. Colours may also vary when documents are displayed in different types of light or, printed from different colour output devices. i.e ink jet printers, offset press, digital press, colour photo copier. Due to the many variables involved with viewing colour in documents Copy Cat cannot guarantee that your supplied artwork will print with that same colour appearance as it does on your computer monitor. If you request and sign a hard copy proof we will make a reasonable effort to match the colour.

## dpi (Dots per inch)

A measure of resolution for printers, scanners and displays. For files that need printed the resolution should be at least 300dpi.

## Bleed

Artwork that goes beyond the edge of the sheet for trimming purposes. Failing to provide bleed can result in finished pieces showing a thin area of white on the edge.



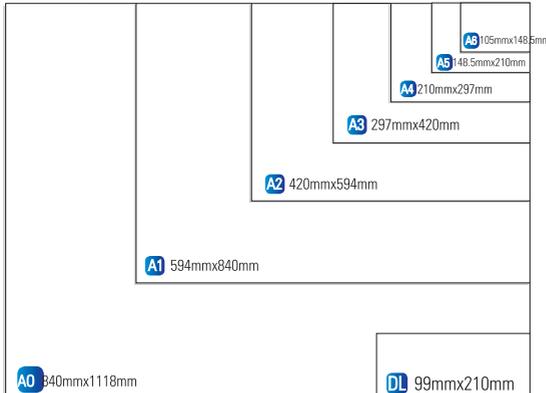
## Cello - Glaze

A single-sided lamination that can be either matt or gloss. Commonly used on business cards.

## GSM (Grams per square metre)

Paper weight is expressed in grams per square metre (g/m<sup>2</sup> or usually just g) of the paper. Printing paper is generally between 60 g and 120 g. Anything heavier than 160 g is considered card.

## SizeGuide



## CODES & TERMS

- BW** Black and White Printing
- F/C** Full Colour Printing
- S/S** Single Sided printing
- D/S** Double Sided Printing
- G/C** Gloss cello application
- M/C** Matt Cello application
- P/P** Printed Pages

-  Full Colour One Side
-  Black and white One Side
-  Blank One Side
-  Cello Glaze