

THE hub

& other  
helpful  
tips!

pocket  
GUIDE

TO *print*

*Lingo*



= Means there are more details inside!

**Bleed:** area that extends beyond an edge of a page. 

**Crop Marks:** small lines in the bleed area that show where a piece should be trimmed.

**Safe Zone:** area within a page where there is no danger of important graphics being trimmed off.

**Stock (or Substrate):** paper type.

**Gloss:** Shiny coated stock

**Matte:** Dull coated stock

**100lb:** Heavier weight

**80lb:** Lighter weight

**Cover:** Thick stock

**Text:** Thin stock

**Binding:** how multiple pages will be joined together

**Perfect Bound:** glued (like books)

**Saddle-Stitch:** stapled from cover to inside

**Stapled:** stapled in a corner from cover to back

**Scoring:** creating a crease in heavier papers for cleaner and easier folding.

**Trimming:** cutting paper down to its final size and trimming away the bleed area.

**Perforation:** creating a crease of small pin-holes to make an area of paper that can be torn off.

**Mounting:** adding a backing to paper for stability, display or framing purposes.

**Resolution:** density of dots in an area. 

**Vector or EPS:** refers to a graphic that is created with points and paths. They can be enlarged and print sharply at any size.

**Raster:** refers to graphics that are pixel based, like photos. There is a maximum size they can be printed before the quality degrades.

**Colour Mode:** refers to the colour gamut (CMYK or RGB) used in a document. 

psst! This half moon actually goes another 0.125" beyond the edge

# bleed

we're not talking papercuts, but a document without bleed can hurt just as much!

Having "bleed" aka: graphics & images that extend beyond the edge of your page, prevents **two** common issues:

- 1) White paper on the edges on your finished trimmed product (ew - looks unprofessional!)

crop marks help show where you intend prints to be trimmed



with bleed



- 2) \*gasp\* Things being **cut off!** Like key graphics, text, images or logos.



without bleed



# colour mode



RGB is the colour mode on your phone, monitor & camera, but it doesn't translate well to paper.



Images, graphics and colours should be converted to CMYK before printing. Leaving them RGB can lead to unexpected and/or **muddy results**.



Because devices & monitors **project light** they use a different colour gamut than ink & paper



printed CMYK



printed RGB

 if you take a picture that is 3000 pixels x 2400 pixels =  at 300dpi this makes a 10 inch x 8 inch image =  at 72dpi this makes a 42 inch x 33 inch image

# resolution

Resolution is the density of dots or pixels, the more there are, the sharper the image appears or prints.

Optimum print resolution is **300 dpi**.



= **300dpi**

= **too big on screen**

= **sharp in print**

**dpi = dots per inch**



= **72dpi**

= **good on screen**

= **fuzzy in print**

A general rule is the lower the resolution is, the lower the print quality will be



**300dpi**



**72dpi**

# fonts

fonts are licensed & in most cases cannot be passed on, sold or shared

If the computer sending your file to print does not have the **exact** same font that you've used - your type could be replaced with a default font.



Default fonts can be pretty ugly. That, & fonts tend to be different sizes... you could end up with text that no longer fits the way it should.

**two ways you can prevent font issues:**



- 1) Provide your fonts with your documents or embed them in a print ready PDF document.

Check your end user license agreement for permissions to embed or provide fonts.

- 2) Convert all your fonts to curves (or outlines).

Note: this makes type un-editable afterwards.



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