

### **Acetate**

A plastic transparent cover sheet. Ideal for protecting handbooks.

### **Artwork**

The images/text that are to be printed (usually supplied digitally as a PDF). As a general rule, artwork should be supplied as a high resolution PDF at 300 dpi, with crop marks and 3mm bleed.

### **Binding**

Method of securing pages within a document:

- **Hardback Binding**  
Sheets inserted and glued on spine or stitched within hard back cover. Used for binding of dissertations/theses. Maximum 300 sheets
- **Perfect Bind**  
Pages clamped and glued together (square spine like paperback book) and then cover fixed on. Product trimmed to size. Maximum 300 sheets
- **Plastic Comb**  
Holes drilled down side of the document and plastic binding inserted. Book can be opened flat. Maximum 350 sheets
- **Soft Bind**  
Heat sealed adhesive strip with acetate front and back with a University red spine, pages inserted and glued in. Maximum 300 sheets
- **Saddle/side Stitched**  
Stapled in 2 places through the middle fold of the sheets
- **Wire Bind**  
Holes drilled down side of the document and wire binding inserted. Book can be opened flat. Maximum 250 sheets

### **Backing up**

Printing the reverse side of a sheet already printed on one side. Results in double side printed sheet.

### **Black and White**

Printed in single colour (black).

### **Bleed**

It is not possible to print all the way to the edge of the paper sheet. In order to achieve this it is necessary to print a larger area than is required and then trim the paper down. Generally allow approximately 3mm of bleed. Crop/trim marks to be supplied on artwork.

### **Booklet**

Normally a publication made up of at least 8 pages (multiplication of 4 pages). The document is folded and side stitched. If required the spine can be pressed into a square spine (square box fold). Booklets can either be A4 or A5 in size.

### **Carbonless paper or No Carbon Required (NCR)**

Paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing. NCR pads are ideal for handwritten forms that require duplicate copies. We offer white, blue, pink, green or yellow pages and can also create numbered sheets as well as binding into pads.

### **Collate**

To bring together and organise printed matter in a specific order.

### **[Corporate Visual Guidelines](#)**

Please consult the University of Bristol identity guidelines when producing any print-based publicity material on behalf of the University.

**CMYK**

Abbreviation for the process colours of Cyan, Magenta, Yellow and Black – used in 4 colour printing. The inks can be printed and combined in a variety of different proportions to produce a wide range of colours.

**Creep**

Phenomenon when middle pages of a folded section extend slightly beyond the outside pages to enable the booklet to be trimmed and print to align.

**Crop**

To trim the edges of a picture or page to make it fit or remove unwanted portions.

**Crop Marks**

Printed lines placed on the artwork to indicate the edge of the finished job. Used as a guide when cutting or trimming documents to the finished size.

**Die Cutting**

Used to punch out irregular shapes or windows in a sheet. Dies are usually made by hand from steel.

**Digital Printing**

Printing process in which information is transferred from a computer directly onto paper, without the need for film and printing plates. Typically printed using four colour process. Digital printing is cost-effective for black and white print runs and small to medium colour print runs. It allows for special techniques such as mail/data merge, personalisation and printing-on-demand.

**DPI**

Dots per inch, which indicate the resolution of images. The more dots per inch, the higher the resolution and the better quality the image. 300dpi is the minimum resolution for print. DPI (Dots Per Inch). Our colour printers (including wide format printers) can print at 600DPI providing improved image quality.

**Drilling**

To make holes in paper with a rotating die

**Duplex/Double Sided**

Printing on both sides of a sheet of paper. Relevant in digital printing, applies when you print on both sides of a sheet of paper.

**Encapsulation**

A plastic coating providing a rigid, watertight covering.

**FSC Accredited**

The majority of paper used by Print Services is FSC accredited. FSC runs a global forest certification system with two key components: Forest Management and Chain of Custody certification ensuring that forests are managed with consideration for people, wildlife and the environment.

**Finishing**

Any process that follows the actual printing. Can include trimming, folding, creasing, stitching, binding.

**Flyer**

A promotional product – no fold or finishing requirements. We can print to your size requirements including A5 and A6 and can print either on 1 or both sides on a range of different paper and card stocks.

**Font**

A set of letters, numbers and symbols that share a unified design.

**Four - Up, Three - Up, Two - Up**

Number of similar items printed on one sheet of paper i.e. flyers

**GSM**

Unit of measurement for paper used in printing, grams per square metre

**Guillotine**

A machine for cutting a large number of sheets of paper accurately.

**Halftone**

The process by which a continuous tone image is simulated by a pattern of dots of varying sizes

**Header/Footer**

The margin at the top (header) and bottom (footer) of the page

**Hickie**

Spots or imperfections in printed items (litho jobs) due to dirt on press, dried ink, paper particles etc.

**Justified**

Text which is flush to both the left and right margins.

**Imposition**

Plans for the arrangement of the pages of a job so that they will follow in the correct sequence when folded.

**Litho**

A printing process by which the inked image to be printed is transferred (offset) first to a rubber layer before coming into contact with the paper which takes up the inked areas. Print Services outsource litho jobs to suppliers held on the University Framework. Litho jobs are normally high volume colour jobs. This process provides excellent quality and consistency as well as value for money.

**Laminate**

To protect paper or card and give a glossy surface by applying a transparent plastic coating by heat or pressure

**Landscape**

Page orientation where the horizontal edge is greater than the vertical edge.

**Leaflet**

Leaflets are used to convey information and are commonly used to advertise products, services, events and activities.

We offer a choice of leaflets, A4 or A3 in size which can be folded in a number of ways – 1 or 2 folds dependant on the thickness of the stock.

**[Logo](#)**

Please consult the University of Bristol identity guidelines when using the University logo on any print-based publicity material.

**Margins**

Margins are the unprinted area around the edges of a page. If the document is to be bound, please ensure you allow 20mm for your margin.

**Pantone (for litho jobs)**

Pantone colours are numbered and made up out of a base set of colours – used by designers to ensure that spot colours are accurate i.e. the corporate logo.

### **Portable Document Format, PDF**

PDF's combines images, drawings, layouts and text into one file for easy delivery to or from the printer. PDF's provide a useful tool for proofing purposes as what you see is what you get.

### **Perforation**

Running a dotted score into paper to allow the paper to be torn off easily.

### **Portrait**

Page orientation where the vertical edge is greater than the horizontal edge.

### **Pre-Press**

All procedures (and costs) associated with making a job 'print ready', such as design, artwork, proofs, set-up etc.

### **Proof**

A print or digital sample of the document produced for the client to sign off as ready to print. If produced for a litho job, the proof will be produced from a digital printer and will not be colour correct.

### **RGB**

3 colour split (Red, Green, Blue). Typically used for web based images. RGB images within artwork must be avoided as unusual or unwanted print results may occur when converting to CMYK.

Rip Proof

### **Raster Image Processor (RIP)**

For litho jobs the original artwork will go through a RIP process. The client will need to check the output proof to check the artwork and ensure it is fit for print.

### **Scanning**

Scanning of documents and converting into digital data. Print Services can scan and archive office documents onto disks, USB sticks and to drives. If required documents can be searchable. Print Services also have a wide format scanner which can scan documents up to 900mm wide.

### **Score/Crease**

To impress or indent a mark in the card, to make folding easier and stop the print from cracking.

### **Show Through**

The degree to which printing is visible through paper. Commonly seen on lightweight papers.

### **Shrink Wrapping**

Method of packing printed products by surrounding them by plastic, then shrinking by heat.

### **Stock**

Paper or card to be printed on.