



CITY OF
DURHAM

Glossary of Terms

A

Ascender:

The part of a lowercase letter which rises above the main body, as in "b."

B

Background:

The area surrounding a design mark.

Bad Break:

In composition, starting a page or ending a paragraph with a single word, or "widow."

Baseline:

The imaginary line on which the bottoms of letters, numbers, and other typographic characters align.

Bleed:

An extra amount of printed image which extends beyond the trim edge of the sheet or page.

Blueline:

In offset printing, a photoprint made from stripped-up negatives or positives, used as a proof to check position of image elements.

Body Text:

The main amount of text in a document, separate from the headline or subheading.

Bold-Face Type:

Type that is a heavier weight than the text weight.

Bright White:

A paper stock, particularly in reference to letterheads and envelopes, etc., of pure brilliant white as opposed to "off white."

C

CMYK:

Cyan, magenta, yellow, and black – the four basic colors used in full-color offset printing.

Capital Height:

The vertical dimension of a capital letter measured from its top to its base perpendicular to the baseline.

Characters:

Typographic elements comprising a typeface, including letters, numbers, symbols, etc.

Collateral:

A form of communication frequently reissued to convey changing messages. Examples are print advertising, direct mail, brochures, posters, etc.

Color Correction:

Any digital or traditional method such as imaging, masking, dot-etching, or retouching used to improve color rendition.

Color Separation:

In printing, the process of separating color photographic originals into the four primary color components; also refers to

the set of film used to print full-color material.

Column Width:

Measurement expressing the width of a single column within the layout grid of a newspaper, magazine, brochure, report, etc.

Condensed Type:

A typeface that has been designed to use less space horizontally. In other words, the characters are typically thinner than a standard typeface.

Configuration:

The graphic inter-relationships of the elements of a trademark.

Copyfitting:

In composition, the calculation of how much space a given amount of copy will take up in a given size and typeface; the adjusting of the type size to make it fit in a given amount of space.

D

Dummy:

A set of blank pages made up in advance to show the paper stock and format of a printed piece.

F

Field:

The total available area in which elements of the identification,

such as corporate trademarks, are placed.

Font:

A complete set of letters, numbers, and symbols of the same typeface.

Flush Left:

Alignment of text so that the left margin is even and the right margins are ragged.

Flush Paragraph:

A paragraph with no indentation.

Folio:

The page number.

Font:

A typographic term meaning a complete set of all letters, numbers, and characters of the same typeface.

G

Graphic Standards:

Set of guidelines outlining a corporate identity system and its proper use.

Grid:

An underlying graphic structure used to organize typographic and other graphic elements within a field or on a page.

Gutter:

The blank space or inner margin from printing area to binding.

H

Halftone:

The reproduction of continuous artwork, such as photography, through a contact screen, which converts the image into dots of various sizes.

Hickeys:

In offset printing, spots or imperfections in the printing due to dirt on the press, dust or paper particles, etc.

Holdout:

In printing, a property of coated paper with low ink absorption which allows ink to set on the surface with high gloss.

I

Identity:

See City of Durham Brand Standards Guide.

Imposition:

Arrangement of pages in a press form to ensure the correct order after the printed sheet is folded and trimmed.

K

Kern:

The amount of space between characters in a line of type; the manual method of adjusting the space between letters.

L

Layout:

Arrangement of elements on a page, e.g. headlines, visuals, text, etc.

Leading:

The measurement from the baseline of the line of text to the baseline of the text immediately below it. Often shows "x/y pt."

Letter Spacing:

The space between letters in a word.

Logo:

Another name for a symbol used in organizational identity.

Logotype:

The primary name element of the identity and the font specified for it.

Lowercase (lc):

A small letter, distinct from a capital or uppercase letter.

M

M:

Abbreviation for a quantity of 1,000 sheets of paper.

Make Ready:

In printing, all work done in setting up a press for printing, e.g. adjusting the feeder, grippers, putting ink in the fountain, etc.

Masthead:

Stylized name of a publication displayed on its first page.

Mechanical:

A term for a compilation of artwork, including type, photos/scans, line art, etc., on artboard or on disk.

Mock Up:

A preliminary layout showing the design, position of illustrations, and text prior to the final reproduction.

O

Offset:

In printing, the process of using an intermediate blanket cylinder to transfer an image from the image carrier to the substrate (paper); short for offset lithography.

Organizational Identity:

All of the elements combined together that define the look of a business, corporation, or government body. Elements involved in the definition of a corporate identity are logo, color, typeface, size, and placement. See City of Durham Brand Standards Guide.

P

Pantone®, Pantone® Matching System (PMS):

Standard ink formulas used to specify colors.

Paper Stock:

The specifications for paper, usually weight, color, name, which is designated by the manufacturer.

Point:

The unit of measurement for type size and leading.

Positive vs. Negative:

A black or color rendition of the identity printed on a white background.

Process-Built Color:

The approximate duplication of a specific color in percentages of cyan (C), magenta (M), yellow (Y) and black (K).

R

RGB:

Red, green, and blue additive for primary colors; designation for most computer monitors.

Ragged Right:

Lines of type that do not align on the right margin.

Register:

In printing, fitting of two or more printing images in exact alignment with each other.

Reversed Out:

A white rendition of art printed on a dark background.

S

Sans Serif:

A font without short cross-lines at the ends of the strokes of the letters, e.g. Stone, Arial, etc.

Screen Tint:

A device used in printing that decreases color intensity by reproducing fine dots of the color; example: a 50% screen of black produces a medium gray.

Secondary Name/Logo:

Refers to the line of type/logo denoting the departmental name.

Serif:

A font that has short cross-lines at the ends of the strokes of letters, e.g. Times, Sabon, etc.

Signature:

In printing or binding, the name given to a printed sheet after it has been folded; each signature is composed of four pages.

Silhouette Halftone:

A halftone with all of the background removed.

Stet:

A proofing mark, written in the margin, signifying that copy marked for corrections should remain as it was.

T

Template:

A computer file set up indicating layout grid and typography specifications.

Tracking:

Overall “loosening” or “tightening” of letters used in layout software.

Typeface:

Another term for font.

U

Uppercase:

A capital letter, distinct from a small or lowercase letter.

X

X Height:

When referring to the identity, the height of the identity's mark; can also refer to the height of any uppercase letter in a typeface.