

GLOSSARY

AI Files

Adobe® Illustrator® files contain vector-based artwork. Image files linked to the file or fonts used in the artwork must be accessible for the file to display and print properly.

application

An item of *promotional* or *permanent media*.

background

The area surrounding an image.

baseline

The alignment point of letterforms along their bottom edges.

bleed

To reproduce so the image continues off the *format*.

capital height

The vertical dimension of an *uppercase letter* measured from its top to its base perpendicular to the *baseline*.

capital letter

A large or *uppercase letter* as distinct from a *lowercase letter* in the alphabet.

condensed

Having the characteristic of type compressed in width (For example, this sentence is typeset in a condensed typeface).

DOC Files

Microsoft® Word documents usually store text-based information that can be opened or imported into any text-editing software.

However, If you open DOC files in an application other than Microsoft Word, special text formatting will be lost.

EPS files

Encapsulated Postscript is the preferred file format for high-quality graphics. Print-ready artwork files are saved in this format. Printing EPS files requires an output device that can interpret PostScript files (for example, a laser printer).

flush left

Aligned at a common left margin.

format

An area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed.

four-colour process

A method of reproducing full colour by separating the desired colours into screen values of the primary ink colours - cyan, magenta, and yellow - and black, and printing them in combination.

GIF Files

Graphics Interchange Format is a compressed image file format typically used for web graphics.

grid

An underlying structure used to organize elements in a layout.

italic

Having the characteristic of type with main strokes slanting to the right (For example, *this sentence is typeset in an italic typeface*).

layout

The arrangement of graphic and typographic elements within a format.

letterspacing

The space between letters in a word.

line spacing

The space between lines of typography horizontal lines.

lowercase letter

A small letter as distinct from a *capital letter* in the alphabet.

JPEG Files

Joint Photographic Experts Group files are compressed image files typically used for web graphics

margin

The area in a format usually kept clear of running text

match colour

A colour reproduced using a specially mixed ink instead of four-colour process

media

Forms of communication

permanent media

Forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons).

PDF Files

Adobe® Acrobat® *Portable Document Format* is used to create documents intended for onscreen preview. We don't use PDFs for reproduction artwork.

PMS Pantone Matching System

An international colour matching system developed by Pantone®.

PPT Files

Powerpoint presentations are saved in PPT format and can be opened or modified only in Microsoft® Powerpoint software.

PSD Files

Adobe® Photoshop® files contain raster-based artwork. These files may be constructed in layers and can be opened and modified only with Adobe Photoshop software.

QXD Files

QuarkXpress Document files usually contain multipage layout artwork. Image files linked to the file or fonts used in the artwork must be accessible for the file to display and print properly.

typography

Typeface used, in the case of Bridgestone, Univers.

reverse

Being light in value against a dark background.

screen

A device used in printing to decrease colour intensity by reproducing fine dots of the colour, specified as a percentage of the selected colour (For example, a 30 percent screen of black simulates a medium grey).

uppercase letter

A large or capital letter as distinct from a lowercase letter in the alphabet.

weight

The boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes.

word spacing

The space between words.