yeomans

Book of print knowledge

Within the following pages you will find useful tips and resources to equip you when planning and delivering your printed projects.

Contents:

Introducing our book of print knowledge /

At Yeomans we are passionate about helping you to make even more of a difference. Our team is an eclectic band of creative thinkers, strategic marketers, fundraising specialists, designers, web developers, PR specialists, innovators, print and mailing experts and project managers who have a vast level of experience and knowledge that we want to share with you.

We're here to help you make the best possible impact in print so we've created this "book of print knowledge" as a tool to help you with the important decisions around your next printed project. In the following pages you will find hints and tips on the following:

- Paper and envelope sizes

- Paper selection – types and thickness

- Fold types

- Finishes

- Jargon busting – a helpful glossary of print-related terminology

We can't include everything but we hope you find this guide helpful. If you need some more assistance with your next printed project please give us a call on **01892 839280**, we'd be very happy to help.

Beyond print, Yeomans provides a wide range of marketing and fundraising services, all aimed at helping you achieve your goals of raising awareness and income. To find out about our full range of services please visit **weareyeomans.co.uk** where you can learn about our services, read our blogs and view examples of our work.

Paper and envelope sizes

Paper and envelopes come in many sizes. This section of our guide includes details of commonly used paper and envelope sizes. When producing your printed project, it may also be important to know the finished and flat size that you require.

Paper:

- **A0** 841mm x 1189mm
- **A1** 594mm x 841mm
- **A2** 420mm x 594mm
- **A3** 297mm x 420mm
- **A4** 210mm x 297mm
- **A5** 148mm x 210mm
- **A6** 105mm x 148mm
- **A7** 74mm x 105mm
- **A8** 52mm x 74mm

Envelopes:

- **C6** 162mm x 114mm
  fits A6 paper, or A4 paper folded into quarters or A5 paper (portrait) folded in half horizontally

- **DL** 220mm x 110mm
  fits A4 paper (portrait) folded into thirds horizontally
  - **OS DL** (over sized) 229mm x 114mm
  - **US DL** (under sized) 216mm x 102mm

- **C5** 229mm x 162mm
  fits A5 paper, or A4 (portrait) folded in half horizontally

- **C4** 324mm x 229mm
  fits A4 paper
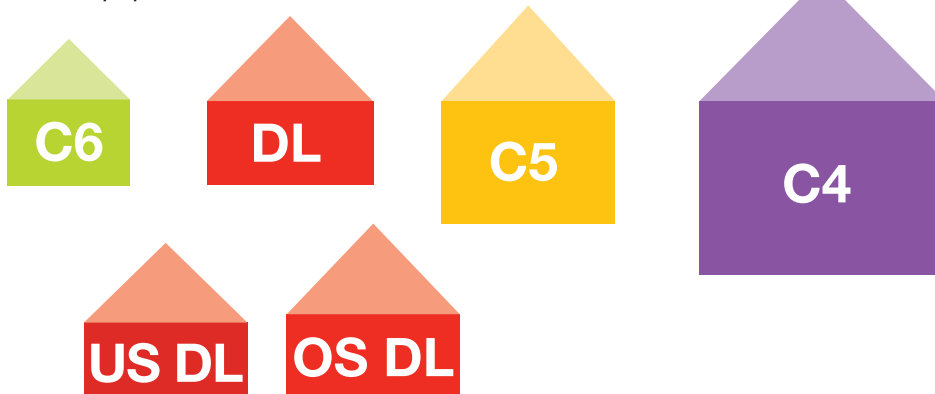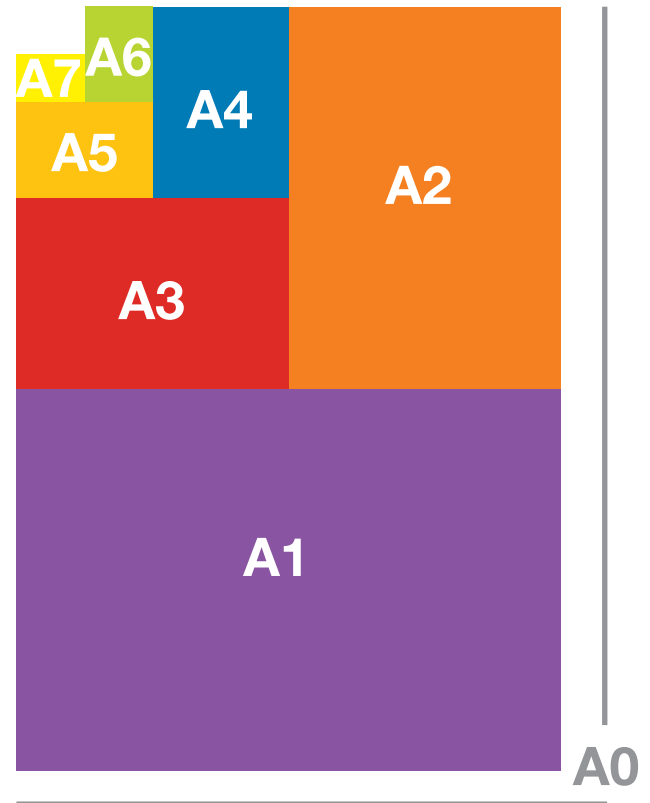
Choosing your paper /

There are three paper types commonly used in print today:

Uncoated
has no coating, making it excellent for ink receptivity (the ink will not smudge) and absorbency. It is good for both printer and pen, making it ideal for letterheads, memo paper and forms.

Silk
Has a smooth silky coating, leaving it smooth to the touch but without a shine. This is often used for magazines, books and catalogues. Biros and pencils work fine on silk paper, however, fountain pens may smudge.

Gloss
Gloss paper is usually used for flyers and brochures that require a high shine. It is difficult to write on gloss paper with anything other than a marker pen.

It is important to remember when producing printed items that colours are likely to look different depending on the type of paper (stock) that they are printed on. Coated stock tends to produce a lighter/brighter colour than uncoated stock in which ink is absorbed into the paper more.

Which weight of paper? /

It's widely known that paper and card come in many thicknesses, but paper is generally referred to in terms of weight rather than thickness. Paper weight is measured in gsm (grams per square metre).

Below are some common paper weights and their associated uses:

Weight (gsm)	Common use
80-100	Standard office paper
110-120	Letterheads and compliment slips
130-170	Durable paper which is usually used for posters, leaflets, flyers and pages inside a brochure
170-200	The weight that's traditionally thought as being "in-between" paper and card. It is used for brochure covers, and is great for high quality posters and double-sided flyers
200-250	Adds a quality finish to a brochure when used as a cover
300-400	Technically a board rather than paper and used for business cards and postcards
400+	Some luxury business cards can be printed on weights up to 1200gsm

Please note: Card and board may be referred to in microns, rather than gsm

Fold Types /

When planning your printed projects it is important to work out where any folds will be so that you can be sure how they will affect the look or impact of the project.

There are many ways that paper can be folded. Some of the most common fold types (and examples of where they are often used) are illustrated here:

1. Half-fold or Parallel Fold
Often used for simple business presentations, greetings cards, menus etc.
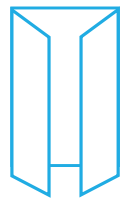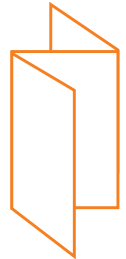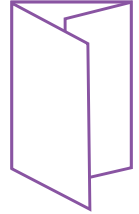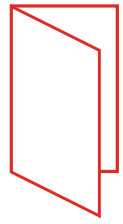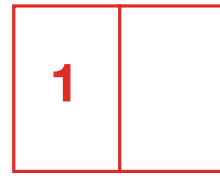
2. Roll Fold
Often used for leaflets and brochures

3. Z Fold
Often used for brochures. A concertina fold is the same but with an additional number of folds

4. Single Gate Fold
(open gate fold): Often used for brochures or leaflets

Print and Finishing /

We always aim to ensure that your finished print product makes the best impact and creates a great lasting impression.

To make your fantastic designs really jump off the page, please follow our guide when supplying your artwork to us. This document includes details of crop marks, image resolution and bleed and can be found on our website **weareyeomans.co.uk/training-and-resources**.

Further print and finishing techniques such as the ones described below can also help your artwork to stand out:

- **Lamination**
A thin layer of protective plastic is applied. This is mainly used on the covers of printed items for both protective and decorative purposes

- **Embossing and Debossing**
The surface is either raised or pressed into the page giving the print work a three-dimensional look

- **Die Cutting**
This refers to the cutting out of shapes using a die, and is used for packaging designs, brochures, folders or business cards and creating intricate shapes

- **Foil Stamping**
A metallic foil is applied with pressure and heat to a metal die and a hot foiling stamping machine

Please ask your Account Manager for details of print and finishing techniques that could be applied to your next project.

Glossary of Terms /

The following pages provide details of frequently used, print-related terms. This list is not exhaustive so please get in touch if you hear any print jargon not mentioned here. We're always happy to help!

Bind
The joining of leaves (see leaf) or printed sections together with either wire, glue or other means

Bleed
Images or elements that extend beyond the trim on flat sheets so that they come to the edge of the sheet or page after trimming, leaving no white margin

Bolt Nest Trim
Mechanised way of matching two items (e.g. a letter and response form) whereby the two items are printed on a single sheet of paper, folded and guillotined so that one becomes nested inside the other resulting in a single enclosed item and negating the need to hand match

Coated Paper
Paper with a coating that improves reflectivity and ink holdout. In addition to the commonly used paper types described earlier, other coatings include: dull, cast and matte

CMYK
Refers to the four inks used in some colour printing: Cyan, Magenta, Yellow and Key (black)

Crop Marks
Lines near the edges of a page indicating where the paper should be trimmed after printing

Die Cut
Cutting shapes in paper or paperboard using a die, this is usually done after printing

Digital Proof
Showing what the printed project will look like on a computer before printing. Sometimes called soft proof or PDF proof (more cost effective than a wet proof)

Digital Printing
An image is sent directly to the printing device using digital files such as PDFs or from graphic software like InDesign. This way of printing saves money and time as it takes away the need for a printing plate

DPI
Which stands for "dots per square inch", is used to measure resolution of an image both on screen and in print

Duplex
Printing on two sides of a sheet of paper (double-sided printing)

EPS
Encapsulated Post Script, a file format that is usually used to transfer post script information from one programme to another one – compatible with post script printers

Fifth Colour
Ink colour used in addition to the four needed by the four-colour process

Finish
(1) Surface characteristics of paper e.g. matte finish (2) General term for trimming, folding, binding and all other post print operations

Finished Size
Size of product after production its completed. This is also known as the trimmed size

Flat Size
Size of product after printing but before finishing

Folio
The actual page number within a publication

Four Colour Process Printing
A technique of printing that uses Cyan, Magenta, Yellow and Key (black) to create full-colour images

FST
Fold, Stitch and Trim (as in magazines and newsletters)

GSM
The unit of measurement for paper weight (grams per square metre)

Hand Matching
The physical matching of two or more personalised items by hand prior to enclosing. Such as a letter and a separate response form

Inserts
An additional item that is placed inside a publication loose (not bound in)

Kiss Die Cut
To die cut the top layer, but not the backing layer, of self-adhesive paper. This is used for labels and stickers

Laminate
A thin transparent plastic sheet (coating) applied to paper stock (covers of brochures, post-cards, etc.) providing protection against marking etc.

Leaf (pl: leaves)
This refers to a sheet of paper rather than just a single page in a book

Matte Finish
A non-glossy finish on photographic paper or coated printing paper

Mock up
A reproduction of the original printed product and may contain instructions or directions of how it is meant to look

Nesting
Printed pages assembled inside one another in the proper sequence for binding or inserting a flyer or other insert inside a newsletter or other printed items

Page Proof
Proof of text and graphics as they should look on the finished page including elements such as headings, rules and folios

Pantone ®
It gives an exact representation of a chosen, special colour and how it would be best reproduced in CMYK across different media

Perfect Bind
Pages and cover are glued together at the spine with a strong but flexible glue

Perforating
This is done on a press or a binding machine, where small dotted lines are created for the purpose of tearing-off part of the printed material (usually straight lines, vertical or horizontal)

Pixel
Short for 'picture element', it is a dot that is made by a computer, scanner or other digital device

Prepress Proof/ Wet Proof
A hard copy sample of the printing before the full print job has started, this is the most accurate way to preview a job (a digital proof is a cheaper alternative)

Proof
A test sheet, which is made to show any errors or flaws, predict results and show how a printing job is intended to look when finished

RGB
Red, Green and Blue are the primary colours of light and when added together in various proportions they reproduce a broad array of colours. Monitors typically operate in RGB, but some software such as word uses RGB to work within their colour tables

Saddle Stitch
Refers to a binding method where folded sheets are gathered together one inside the other and then they are stitched with wire staples

Satin Finish
Alternative term for dull finish on coated paper

Self Cover
Refers to a document that is printed onto the same material throughout, therefore it has a 'self covering' cover

Self Mailer
A printed item (direct mail) that does not need an envelope when being mailed

Simplex
Printing on one side of a page (single-sided printing)

Spine
Back or binding edge of a printed document

Spiral Bind
Binding using a spiral of continuous wire or plastic looped through the holes. This is also known as coil bind

Spot Colour
Any colour generated by an ink that is printed using a single colour rather than four colour process (CMYK). Usually a pantone® colour

Spread
Two pages that face each other and are designed to be viewed as one visual

Throw out
These are pages that fold out away from the binding of the printed piece which creates a spread that is wider than the rest of the item

Trim Size
The size of the printed material in its finished stage after it has been trimmed

Uncoated Paper
Paper that has not been coated. It is also known as offset paper

UV Coating
Liquid that is applied to a printed sheet, which is then bonded and cured with ultraviolet light. This is used to give the item an attractive finish

Watermark
Translucent logo in paper created during manufacturing by slightly embossing– it is an image or pattern in paper that appears when shown in front of transmitted light

Wiro Binding
Using a metal wire (different colours available) to close around the spine of a book to bind all the pages together

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