

DE LA SALLE HIGH SCHOOL

GRAPHIC STANDARDS

STYLE GUIDE



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Introduction

This manual was created to act as a reference for anyone producing printed or web-based materials for De La Salle High School (DLSHS) and De La Salle Academy (DLSA). Following these guidelines will help maintain a consistent branding effort and “look” among all DLSHS/DLSA business and marketing materials.

These guidelines are not set in stone, nor are they meant to be rigid and unyielding.

In the instance of the DLSHS and DLSA School Seals, when used in print(business cards, letterhead, brochures, etc.) these guidelines should be strictly followed.

When using other School logos (De La Salle Signature, DLS block letters, etc.) on bookstore apparel, it is often necessary to modify guidelines regarding type and color because of production limitations. The bookstore staff should use best judgement in these cases, and should refer any questions of use to the Office of Advancement for approval before production begins.

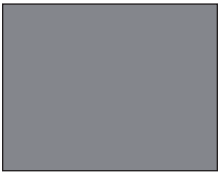
Any such variations in the use of the logos or the School names should be submitted as accurate pdf proofs to the Office of Advancement for approval. If approved, the proof will be signed and a copy will be given to the originator.

As this is a work in progress, this guide will be modified from time to time. The latest version will always be available on the internal DLSHS network.

Representatives of outside agencies (newspapers, magazines, web sites, etc.) are encouraged to follow these guidelines in the strictest manner.

If you have any questions, please contact the De La Salle High School Office of Advancement.

Colors and Printing Information

Green	PMS: 357
	RGB: R 15, G 77, B 42 CMYK: C 88%, M 42%, Y 94%, K 45% Web: 0F4D2A
White	PMS: n/a
	RGB: R 255, G 255, B 255 CMYK: C 0%, M 0%, Y 0%, K 0% Web: FFFFFFFF
Black	PMS: Process Black
	RGB: R 0, G 0, B 0 CMYK: C 0%, M 0%, Y 0%, K 100% Web: 000000
Metallic Silver*	PMS: 877
	RGB: n/a (see footnote) CMYK: n/a (see footnote) Web: n/a (see footnote)
Gray	PMS: Cool Gray 8
	RGB: R 140, G 141, B 142 CMYK: C 48%, M 39%, Y 39%, K 3% Web: 8c8d8e

The De La Salle school colors were chosen because they are strong, dynamic, and work well when used in the proper combinations.

The colors shown on this page are the only ones that should be used when reproducing DLS graphical elements or stationery package materials.

Each type of color has its proper use depending upon medium and cost. A brief explanation of terms follows below.

PMS®

PMS stands for “Pantone Matching System.” These are solid, or “spot” colors, that are standardized world-wide and can be accurately reproduced by any quality commercial printer.

These colors are designated as either ‘C’ for ‘coated’ or ‘U’ for ‘uncoated.’ This corresponds to the type of paper being used for printing. Files are provided for each type of paper stock.

RGB

RGB stands for Red, Green and Blue. These are the three colors that make up what is seen on computer monitors and television screens.

CMYK

CMYK stands for the four colors Cyan, Magenta, and Yellow with the “K” meaning Black. The combination of these colors are used in four color process (4CP) printing to reproduce a full spectrum of colors. It is an alternative to spot color printing and is often used in magazines and newspapers.

Web Color

Web Colors are often represented in hexadecimal form. Use the number and letter combinations shown to accurately reproduce colors on a web page.

*PMS 877 should only be used when a metallic silver effect is desired and only used as a spot color when printing. Otherwise, please use the appropriate values for Gray.

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Times New Roman Family

Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Times New Roman Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Times New Roman Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Arial Family

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()?

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Typefaces

The primary typefaces for use on official

De La Salle correspondence and communications vehicles were chosen on the basis of clarity, impact and form.

Serif Typeface

The Times New Roman family of fonts are classic, time-tested, and extremely legible and versatile. They are especially good to use in situations where there is a lot of text to read—letters or brochures, for instance.

Sans Serif Typeface

Arial was chosen as the sans serif typeface for its availability, legibility, and impact.

Font Selection

When designating a font in a page layout application, care should be taken to use the proper font when possible. For instance, if bold characters are desired, choose the ‘Times New Roman Bold’ type name in the menu. Do not select the ‘Times New Roman’ type name and make it bold by selecting the ‘bold’ or ‘B’ button. This can cause problems when outputting the document and it may not print as intended.*

Special Typefaces

In some instances, most notably on signage and De La Salle stationery, a script font is used for accents and as a design element. This font should only be used by designers who have access to it and are made aware of its proper use. It should not be used by staff.

Architectural Typefaces

Special fonts have been designated for use on signs for the Hofmann Center, the locker room, and other buildings on both campuses. These should only be used by the designated architects of De La Salle building projects.

*This only applies to layout applications such as QuarkXPress® or Adobe® InDesign®. When using Microsoft Word®, it is appropriate to choose the font ‘style’ buttons.

KEY ELEMENTS

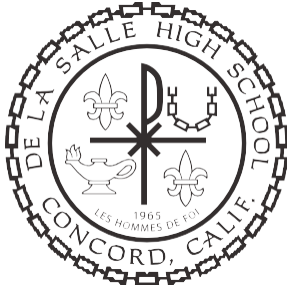
DE LA SALLE HIGH SCHOOL



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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.



Black on a white or light background.



White on a dark background.



PMS 357 or equivalent.



Metallic silver PMS 877.



PMS Cool Gray 8 or equivalent.

School Seal

The De La Salle School Seal should be used on documents of a formal or official nature, especially materials that originate with the school administration.

Examples of types of materials that would use the Seal as a graphic element are as follows:

- Identity package (letterhead, envelopes, business cards, etc.)
- Diplomas, citations, certificates or invitations to a school event
- Select promotional items

Sizes

Minimum size of the seal is .5 inches to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing.

If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left. Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-quarter of the Seal's diameter should be left blank surrounding the Seal in order to prevent the impact or integrity of the seal from being diluted.

Proportions

The proportions of the Seal should not be altered or stretched in any way. On many computers, holding down the "Shift" key while resizing a graphic will maintain its correct proportion.

DLSHS

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.



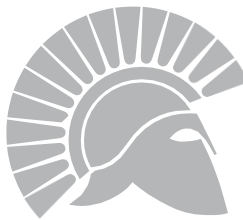
Black on a white or light background.



White on a dark background.



PMS 357 or equivalent.



Metallic silver PMS 877.



PMS Cool Gray 8 or equivalent.

Spartan Helmet Logo

The De La Salle Spartan mascot is represented as a helmet logo. It should be used primarily in association with the Athletic Department or club activities.

Examples of types of materials that would use the helmet as a graphic element are as follows:

- Signs and banners
- Decals and stickers
- Brochures and flyers
- Promotional items, especially apparel

Sizes

Minimum size of the seal is .5 inches to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing.

If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left.

Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-quarter of the helmet's diameter should be left blank surrounding the helmet in order to prevent the impact or integrity of the logo from being diluted.

Proportions

The proportions of the helmet should not be altered or stretched in any way. On many computers, holding down the "Shift" key while resizing a graphic will maintain its correct proportion.

Orientation

With one exception, the logo should always be shown facing to the right. On helmet decals, this logo may be oriented so that it points toward the front of the player.

DLSHS

Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.



Black on a white or light background.



White on a dark background.



PMS 357 or equivalent.



Metallic silver PMS 877.



PMS Cool Gray 8 or equivalent.

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Spartan Helmet Logo with De La Salle Script Signature (no outline)

The Spartan Helmet with the De La Salle Script Signature underneath is the only approved combination of two separate DLS identity elements.

Examples of types of materials that would use the helmet and signature as a graphic element are:

- Signs and banners
- Sports uniforms, helmets, caps, etc.
- Decals and stickers
- Brochures and flyers
- Promotional items, especially apparel

Sizes

Minimum size of the helmet with signature is 1-inch wide to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing. If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left. Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-half of the signature's width should be left blank surrounding the logo in order to prevent the impact or integrity of the logo from being diluted.

Proportions

The proportions of the logo should not be altered or stretched in any way. On many computers, holding down the "Shift" key while resizing a graphic will maintain its correct proportion.

Orientation

With one exception, the logo should always be shown facing to the right. On helmet decals, this logo may be oriented so that it points toward the front of the player.

DLSHS



White with black outline on a white or light background.



Black with white outline on a dark background.



White with PMS 357 Green outline on a white or light background.



PMS 357 Green with white outline on a dark background.



PMS 357 Green with PMS Cool Gray 8 outline on a white or light background.



PMS Cool Gray 8 with PMS 357 Green outline on a white or light background.



White with PMS Cool Gray 8 outline on a white or light background.



PMS Cool Gray 8 with white outline on a dark background.

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Spartan Helmet Logo with De La Salle Script Signature (with outline)

This outlined version of the Spartan Helmet with the De La Salle Script Signature underneath provides for greater contrast on certain colors. The width of the outline is built into the art files and must always be proportional to the size of the logo.

Examples of types of materials that would use the helmet and signature as a graphic element are:

- Signs and banners
- Sports uniforms, helmets, caps, etc.
- Decals and stickers
- Brochures and flyers
- Promotional items, especially apparel

Sizes

Minimum size of the helmet with signature is 1-inch wide to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing. If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left. Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-half of the signature's width should be left blank surrounding the logo in order to prevent the impact or integrity of the logo from being diluted.

Proportions

The proportions of the logo should not be altered or stretched in any way. On many computers, holding down the "Shift" key while resizing a graphic will maintain its correct proportion.

Orientation

With one exception, the logo should always be shown facing to the right. On helmet decals, this logo may be oriented so that it points toward the front of the player.

DLSHS



Black on a white or light background.



White on a dark background.



Green PMS 357 or equivalent.



Metallic silver PMS 877.



PMS Cool Gray 8 or equivalent.

De La Salle Script Signature

The De La Salle Script Signature is based upon the hand writing of St. John Baptist De La Salle. It may be used in association with the athletic department or club activities. It should not be combined with any other mark or logo except as shown in section 1.3.

Whenever practical, the signature should be used in association with the words “De La Salle High School.”

Examples of types of materials that would use the signature as a graphic element are:

- Signs and banners
- Decals and stickers
- Brochures and flyers
- Promotional items, especially apparel

Sizes

Minimum size of the signature is 1-inch wide to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing. If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left. Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-half of the signature’s width should be left blank surrounding the logo in order to prevent the impact or integrity of the logo from being diluted.

Proportions

The proportions of the signature should not be altered or stretched in any way. On many computers, holding down the “Shift” key while resizing a graphic will maintain its correct proportion.

Orientation

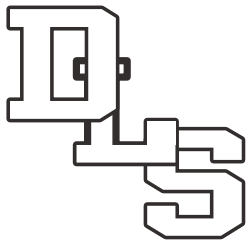
The logo should always be used right side up and right-reading.

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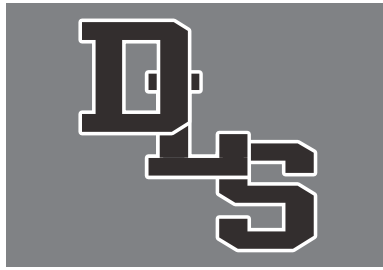
Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

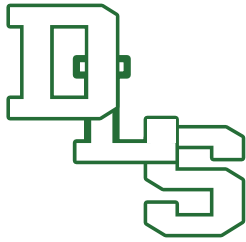




White with black outline on a white or light background.



Black with white outline on a dark background.



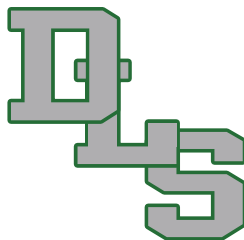
White with PMS 357 Green outline on a white or light background.



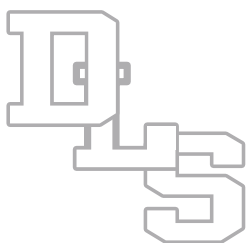
PMS 357 Green with white outline on a dark background.



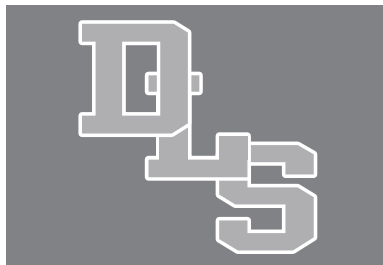
PMS 357 Green with PMS Cool Gray 8 outline on a white or light background.



PMS Cool Gray 8 with PMS 357 Green outline on a white or light background.



White with PMS Cool Gray 8 outline on a white or light background.



PMS Cool Gray 8 with white outline on a dark background.

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Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Interlocking DLS Logo

The Interlocking DLS logo is primarily distinguished by its long history of use on athletic apparel and varsity jackets.

This logo must always be used with an outline. Without it, the letters blend together and loses their integrity. The width of the outline must always be proportional to the size of the logo. That width is built into the art files and should not be altered.

It should be used primarily in association with the Athletic Department or club activities.

Examples of types of materials that would use this logo as a graphic element are:

- Signs and banners
- Decals and stickers
- Brochures and flyers
- Promotional items, especially apparel

Sizes

Minimum logo size is 1-inch high to avoid the loss of detail when reproduced.

Please note that bitmap artwork should not be used at sizes larger than 100% to avoid breakup and poor quality when printing. If available in a vector format, there is no practical limit to how large the file may be reproduced.

Colors

The only approved colors are shown at left. Equivalent RGB, CMYK or web-based colors may be substituted and are given in section 1.6.

Clear Space

A minimum of one-quarter of the height of the logo should be left blank surrounding it in order to prevent the impact or integrity of the logo from being diluted.

Proportions

The proportions of the logo should not be altered or stretched in any way. On many computers, holding down the “Shift” key while resizing a graphic will maintain its correct proportion.

Orientation

The logo should always be used right side up and right-reading.

DLSHS

Business Cards

	John Q. Public <i>Title Here</i> De La Salle High School 1130 Winton Drive Concord, CA 94518 Main: (925) 288-8200 Direct: (925) 123-4567 Fax: (925) 123-7654 www.dlshs.org publicj@dlshs.org
<p><i>Enter to Learn, Leave to Serve.</i></p> <hr/> <p><i>A De La Salle Graduate Is a Man of Faith, Integrity and Scholarship.</i></p>	

Faculty Business Cards

	 De La Salle High School 1130 Winton Drive Concord, CA 94518 Phone: (925) 288-8100x _____ Fax: (925) 686-3474 www.dlshs.org _____ @dlshs.org
<p><i>Enter to Learn, Leave to Serve.</i></p> <hr/> <p><i>A De La Salle Graduate Is a Man of Faith, Integrity and Scholarship.</i></p>	

DLSHS Business Cards

De La Salle has two types of business cards; one version for administration and staff employees, and another for faculty.

Both are printed on the front and back. The front contains a logo and contact information. The back contains the words “*Enter to Learn, Leave to Serve,*” and the ESLRs; “*A De La Salle Graduate is a Man of Faith, Integrity and Scholarship.*”

Administration and Staff Business Cards

These cards are printed with the School Seal and are to be used by administration and staff employees, including members of the Athletic Department.

Faculty Business Cards

These cards are also printed with the School Seal. Because there is not always a need for faculty members to use business cards, these are designed so that a name and other contact information may be filled out when the need does arise.

Sizes and Paper Specifications

All business cards are 2-inches high by 3.5-inches wide. The paper stock should be no less than 80# (pound) cover. The paper color should be bright white.

Ink Color

All printing is done using PMS 357 ink.

Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

DLSHS

School Letterhead and #10 Envelopes



DLSHS Letterhead and #10 Envelopes

School Letterhead

This version of the letterhead uses the School Seal. This letterhead is to be used by every school department, except the Office of Advancement.

Paper Stock and Size

Plainfield opaque, 70# multipurpose bright white. The sizes are 8.5-inches wide by 11-inches high.

Ink Color

All printing is done using PMS 357 ink.

#10 Envelopes

Envelopes with the School Seal should be used by all departments, including the Office of Advancement.

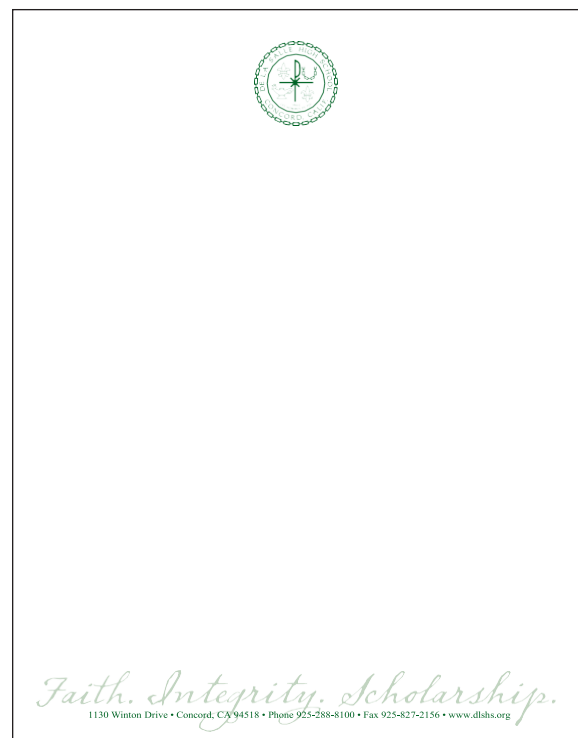
#10 Envelope Stock and Size

Shasta 24# white wove. The size is 9.5-inches wide by 4.125-inches high.

Ink Color

All printing is done using PMS 357 ink.

Office of Advancement Letterhead



Office of Advancement Letterhead

Because the Office of Advancement sends out a great deal of information requiring replies, this version uses the department's fax number in place of the regular fax number. This is the only difference between the two versions.

Paper Stock and Size

Plainfield opaque, 70# multipurpose bright white. The sizes are 8.5-inches wide by 11-inches high.

Ink Color

All printing is done using PMS 357 ink.

Note: The images on this page are representative only and are not shown at full size.

Trademark Infringement

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DLSHS

Office of the President



DLSHS Letterhead and #10 Envelopes for the Office of the President and the Office of the Principal

Letterhead

These versions of the letterhead are only to be used by the Office of the President and the Office of the Principal. Except for the identifier underneath the school seal, everything else is the same as the standard letterhead.

Letterhead Paper Stock and Size

Plainfield opaque, 70# multipurpose bright white. The sizes are 8.5-inches wide by 11-inches high.

Ink Color

All printing is done using PMS 357 ink.

#10 Envelopes

These #10 envelopes match their respective letterhead versions. Except for the identifier above the return address, everything else is the same as the standard #10 envelopes.

#10 Envelope Stock and Size

Shasta 24# white wove. The size is 9.5-inches wide by 4.125-inches high.

Ink Color

All printing is done using PMS 357 ink.

Office of the Vice President for Academic Life



Note: The images on this page are representative only and are not shown at full size.

Trademark Infringement

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Office of the President



DLSHS Note Cards and Envelopes for the Office of the President and the Office of the Principal

Note Cards

Blank note cards have printing on the outside only and are used for general correspondence.

Note Card Stock and Size

80# Classic Linen cover, natural white. The size is 7-inches wide by 10-inches high; 5-inches high by 7-inches wide when folded in half.

Ink Color

All printing is done using PMS 357 ink.

Envelope Stock and Size

24# Classic natural white. The size is 7.25-inches wide by 5.25-inches high (A-7).

Ink Color

All printing is done using PMS 357 ink.

Office of the Vice President for Academic Life

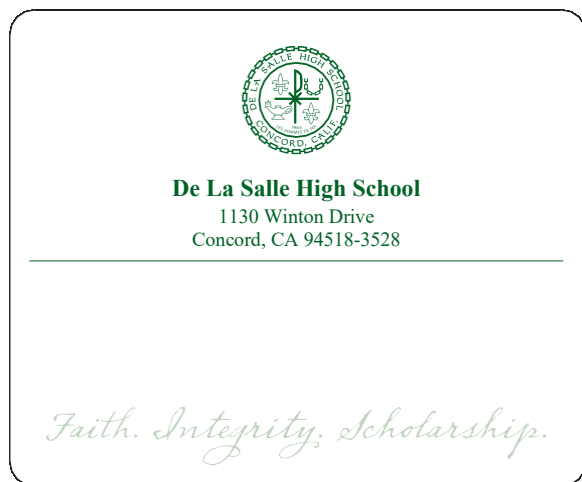


Note: The images on this page are representative only and are not shown at full size.

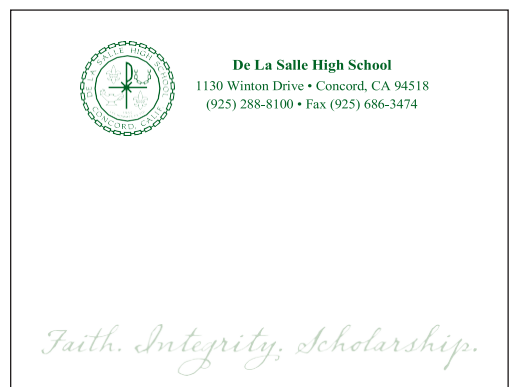
Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

Mailing Label



Post-It® Note



Mailing Labels, and Post-It® Notes

Mailing Labels

Adhesive-backed labels are used when mailing oversized envelopes.

Label Stock and Size

Bright white paper with adhesive backing. The size is 4-inches wide by 3.25-inches high with .125-inch radius corners.

Ink Color

All printing is done using PMS 357 ink.

Post-It Notes

Used for attaching notes to documents.

Stock and Size

Bright white paper with an adhesive strip on top (reverse side). The size is 4-inches wide by 3-inches high.

Ink Color

All printing is done using PMS 357 ink.

Note: The images on this page are representative only and are not shown at full size nor are the sizes accurate in relation to each other.

Trademark Infringement

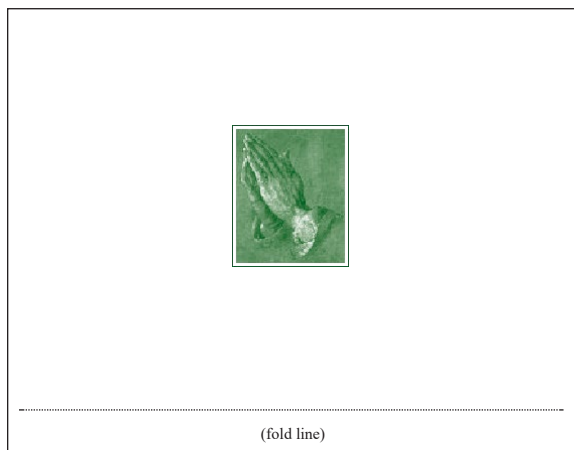
Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

DLSHS

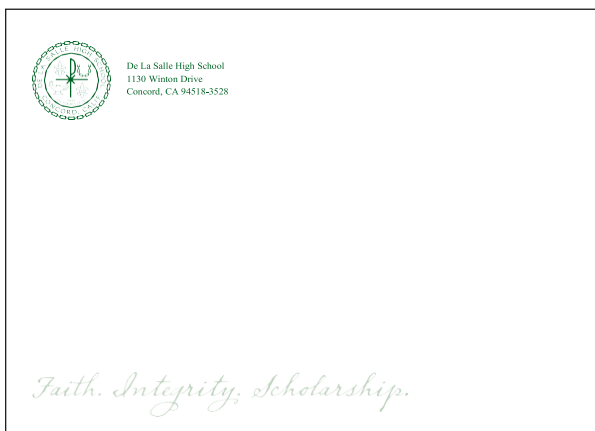
Blank Note Card (outside)



Prayer Note Card (inside)



Note Card Envelopes



DLSHS Note Cards

Blank Note Cards

Blank note cards have printing on the outside only and are used for general correspondence.

Note Card Stock and Size

80# Classic Linen cover, natural white.

The size is 7-inches wide by 10-inches high; 5-inches high by 7-inches wide when folded in half.

Ink Color

All printing is done using PMS 357 ink.

Prayer Note Cards

Prayer note cards are identical on the outside to the blank cards, but have 'praying hands' printed on the inside top panel. They are used when a prayer or condolences are being offered.

Prayer Note Card Stock and Size

80# Classic Linen cover, natural white.

The size is 7-inches wide by 10-inches high; 5-inches high by 7-inches wide when folded in half.

Ink Color

All printing is done using PMS 357 ink.

Note Card Envelopes

The envelopes are the same for both the blank note cards and prayer note cards.

Envelope Stock and Size

24# Classic natural white. The size is 7.25-inches wide by 5.25-inches high (A-7).

Ink Color

All printing is done using PMS 357 ink.

Note: The images on this page are representative only and are not shown at full size.

Trademark Infringement

Suspected trademark infringement or unauthorized use by any outside party or entity should be reported to the De La Salle High School Office of Advancement.

DLSHS

IMPORTANT INFORMATION



If the logo has an outline, do not make it too thick. The artwork contains the correct outline width.



If the logo has an outline, do not make it too thin. The artwork contains the correct outline width.



Do not stretch the logo horizontally.



Do not stretch the logo vertically.



Do not use unauthorized colors.



Do not combine multiple elements into a single 'new' logo.



Do not use the logo upside down or wrong-reading. There is an exception when using this logo on football helmets (please see section 1.3b, page ??????????????).



Do not change the size relationship of the elements.

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What Not To Do

The examples shown on this page are things to avoid when reproducing De La Salle logos and logotypes.

For the purpose of demonstration, only the Spartan Helmet with De La Salle Signature (with outline) will be shown. However, keep in mind that the examples shown here apply to all DLSHS and DLSA logos.

Minimum Sizes

Use best judgement when a logo is used at a small size. The guidelines on the previous pages are a good starting point; however the number of colors and type of reproduction (print, embroidery, etc.) will often determine what will look best.

Proofs

Whenever possible, obtain a proof on the intended material (paper, vinyl, cloth, etc.) and in the specified size and colors before proceeding with final production. Please contact the De La Salle High School Office of Advancement if you have any questions.

OVERALL: Who is the contact???

Common File Formats and Types

.doc. A Microsoft Word® document.

Sometimes it is necessary to print from a Word document, but a dedicated layout application (InDesign, QuarkXPress) is preferable for best results.

.psd. An Adobe Photoshop® file format that includes layers and other information used when creating a final file. Because these are “working” files, they can be very large and should not be used for printing or final output.

.eps. Encapsulated Postscript® is an Adobe® file format that works best with EPS-compatible printers. These types of files are usually of high quality and larger than more compressed file formats such as jpps. Many PCs cannot read or output .eps files—they usually work well on a Macintosh® platform.

.jpg (.jpeg). These are often Adobe Photoshop files that are “saved as” .jpg files. Saving a file as a .jpg compresses the file size to some degree, but may result in a lower quality image. However, when saving a .jpg at its highest quality level, it will save disk space while being virtually identical to the original.

.pdf. Adobe portable document format file.

Files from many different applications (Word, Quark, InDesign, etc.) can be converted to .pdfs. These converted .pdf files are convenient when sending documents to viewers who do not have the original applications.

.qxp. Quark XPress® file. Quark is a high-quality page layout application used by many graphic designers.

.tif (.tiff). Tagged image format file. This is a file type that often times originates in Photoshop. These types of files are not usually as compressed as .jpps and usually take up more disk space.

.indd. Adobe InDesign® files. InDesign is a high-quality page layout application similar to Quark.

Bitmap (.bmp) file. See side bar information.

Vector-based (outline) file. See side bar information.

File Formats

While there are many different electronic file formats used in graphic design and print production, the ones defined on this page are the most commonly used.

File formats vary not only by application or program (Microsoft Word or Adobe Illustrator, for example), but also vary by how they will be used. It is important to match the file type to the way in which it will be used.

Bitmap Files

All .jpg and .tiff files are bitmap files, meaning they are made up of very small bits of information. Because of this, there is only a certain amount of picture information available at any given file size. If a bitmap file is displayed at too large a size, the picture will begin to degrade in quality. Often times this will look as if the picture is “pixilated” or broken up.

A good rule of thumb for these types of files is to output them at no larger than 100 percent of their size at the target output resolution.

Vector-based Files

Vector files have an advantage over bitmap files in that they are made up of information described mathematically as points and curves in the file. It is especially important when line drawings or text is to be displayed. Vector files, like Adobe Illustrator .eps files, can be scaled upwards to almost any imaginable size without the loss of file information or resolution. This is very useful when creating large graphics, such as banners and signs.

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Graphics Terms and Definitions

Bleed. A printing image or color that extends fully to the edge of the page.

Blueline. A somewhat outdated term describing a printer's proof produced on blueprint paper, thus rendering the images in shades of blue. This proof does not represent the actual printing colors.

Camera-ready artwork. Copy, illustrations, photographs, charts, graphs, tables, etc. that have been prepared for pre-press or printing. Origin: Prior to digital, reproduction art work was photographed to make printing plates from film.

Caps and small caps. Two sizes of capital letters used together.

CMYK. Acronym for the four process colors used in printing a "full-color" image: cyan, magenta, yellow, and key or 'k' for black.

Color build. A color created by combining various screens of colors used in process (four-color) printing: cyan, magenta, yellow, and black (CMYK).

Color separation. The division of an image into its component CMYK colors for process printing.

Cover-weight stock. Heavy weight (thick) printing paper usually used for the covers of brochures.

Crop. The portions of a photograph or illustration chosen by the designer to be reproduced. Also used to describe 'crop marks' indicating the final trim size of a printed piece.

Die cut. A print-finishing process that cuts special shapes such as pockets or windows.

Digital. The process by which a computer electronically translates information into visible images on monitors or paper.

Finish. The surface characteristic of printing paper, i.e., dull, gloss, matte, vellum, etc.

Flush left. Type aligned evenly on the left side of the column. This glossary is set flush left. See also Ragged and Justified copy.

Font. This term is often used interchangeably with 'typeface;' however there is an important difference. A font is the particular style of letter from within a typeface. For example, while Arial would be the typeface, Arial bold italic would be the font.

Four-color process. The method used to represent the full color spectrum in printing. Four colors—cyan, magenta, yellow, and black—are used in various shades to achieve the effect. Also written as 4CP.

Gradient blend. The gradual blending of two or more colors in a single application. For example, an image box that starts as blue and gradually turns to green.

Halftone. The process of converting an original photograph to small dots for reproduction.

Justified copy. Type aligned on both the left and right sides of a column.

Kerning. In typesetting, the adjustment of the space between letters.

Knock out. In printing, a negative image that appears in white on a background color or black. Also known as reverse.

Lead (or leading). The space between lines in typeset materials. Origin: thin strips of metal inserted between lines in composing metal type for printing. Pronounced as 'led.'

Logo. An identifying mark or symbol.

Logotype. A name (De La Salle) designed in a graphically unique type arrangement.

Glossary of Graphics Terms and Definitions

The terms and definitions on this page are only a small sample, but should prove helpful when communicating with a print vendor or graphic design professional.

More Information

A very good reference guide on the subject of printing and graphic design concepts and terminology is *Pocket Pal: A graphic arts production handbook* by International Paper.

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Graphics Terms and Definitions (cont.)

Mechanical (or mechanical art). Another outdated term for the original artwork furnished to a printer. This usually refers to hard copy, not digital artwork.

Mock-up. A preliminary layout showing the position of type, illustrations, photos, etc. as they will appear in a printed publication.

Pantone® (PMS®). Pantone Matching System®. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information.

Printer's dummy. An accurate mockup given to the printer containing final text and graphics that closely represents the final piece. Ideally it should be made at 100 percent size and show all bleeds, folds, perforations, etc.

Perfect binding. The trade name for a binding process that creates a square backbone by gluing the cover to the text pages. Generic name: Glue-on cover.

Perforation. Done during the bindery process, perforations are small holes or gaps punched into a printed piece enabling the reader to tear off a portion. Often used for things like reply cards.

Pica. A standard unit of measurement in the graphic arts industry. There are 12 points in a pica. One pica equals 1/6 of an inch.

PMS. See Pantone. For instance, De La Salle green is PMS 357.

Point. A standard unit of measure used to measure the vertical size of a typeface. One point equals 1/72 of an inch.

Process printing. See Four-color process.

Ragged. In typesetting, lines of type of unequal length. The type in this glossary is flush left, ragged right.

RGB. Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen.

Reverse. In printing, a negative image that appears in white on a background color or black. Also known as a knock out.

Saddle stitch. In binding, to fasten a booklet with wire staples through the fold.

Screen (or tint or screen tint). A printing process used to print a lighter shade of a color or black at less than its full strength. A screen is described as a percentage of a color. For example, a 50% screen is half the darkness or intensity of the original color.

Sans serif. Typefaces without serifs (stylized tips or bases) having a tendency for equal stroke weight. This typeface, Arial, is sans serif.

Serif. A typeface with short lines projecting from the main strokes of the letter form. The type you are reading, Times New Roman, is a serif typeface.

Signature. The collated pages of a sheet of paper, printed on both sides, folded and trimmed, making up one section of a bound book.

Stock. Printing paper

Text-weight stock. Printing paper of a medium weight (thickness), typically used for the text section of a brochure.

Typeface. A set of one or more fonts designed with a stylistic 'family' unity. Usually identified by a name given by the designer, i.e. Garamond, Futura, Arial, etc.

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