

Sierra Nevada Conservancy Logo Concept Design Competition

Printing Technologies Glossary

4 Color Process (Also referred to as full-color printing)

The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors. May be called screen-build, process color or CMYK in graphic design programs like Adobe Illustrator or InDesign. (CMYK=cyan, magenta, yellow, black)

Spot Color

Printing with one or more solid ink color. This process adds color to a printed product without having to print 4 color process.

Black and White

Originals or reproductions produced in single color, generally in reference to artwork. May be called camera-ready art for spot color or single color art reproduction.

Font, Type or Typestyle

A complete set of upper and lower case characters, numerals, punctuation marks, and symbols of one specific typeface, size, and style. A graphical representation of an entire alphabet.

For more information, see:

<http://www.printusa.com/glos.htm>

<http://glossary.ippaper.com/default.asp?req=glossary/>

<http://www.printindustry.com/glossary.htm>