



## **.eps**

Encapsulated PostScript, a high-resolution file format used primarily for vector graphics

## **.jpg**

File format for pixel graphics, does support transparency; loss of quality through compression

## **.png/.gif**

File format for pixel graphics, supports transparency; loss of quality through compression

## **.tif/.psd**

Preferred high-resolution file formats for pixel graphics, support transparency

## **2C**

Two print colours

## **4C**

Four print colours: Cyan, Magenta, Yellow, Key (CMYK)

## **Bleed**

The ad format corresponds to the full page size; the printing goes beyond the edge of the sheet before trimming

## **Claim**

Slogan (used alongside the logo) "arrive and revive"

## **CMYK**

Print colours: subtractive colour space consisting of the three colour components Cyan, Magenta, Yellow and Black as key plate

## **Colour profile**

Standardised colour space of a colour input or output device, e.g. monitor, printer, scanner etc. (also ICC profile)

## **Colour saturation**

Quality of colour effect; saturation determines whether a colour hue is perceived as vivid and strong, or dull and weak

## **Copy text**

Continuous text, informal text

## **DIN format**

Standard paper sizes; the ratio between width and height is always  $\sqrt{2}$

## **Free-form select**

An object is cut out along its contour lines and shown stand-alone against a transparent background

## **Illustrator**

Computer program for creating illustrations/logos, vector-based

## **InDesign**

Computer program for producing layouts; brings pictures, logos, illustrations and text together

## **Logo**

Combined word/figurative mark

## **Photoshop**

Computer program for image processing, pixel-based

## **Pixel graphics**

Graphics format based on pixels (dot, smallest picture element); incurs loss of quality on scaling

## **RGB**

Screen colours: additive colour space consisting of the three primary colours Red, Green and Blue

## **Sheet format**

Poster format where one sheet corresponds to paper size DIN A1

## **Spacing**

Space between letters

## **Spot colour/Pantone**

Special monochrome colour for printing

## **Transparency**

File formats that support transparency, allow motifs to be stored without a background

## **Type (area)**

The ad format is smaller than the page format; a margin is left blank

## **Vector graphics**

Graphics format based on polygons; scales without loss of quality

## **Web colour**

RGB colour triplets used for webpage design (etc.)