



Glossary

Artwork - The files that are used to create print. These files need to be presented to Storm according to the following requirements: -

Insert Storm standard artwork requirements or link to them on website.

If you are unable to present artwork that follows these requirements the Storm studio are able to help - we are happy to provide a quote upon request.

Bleed - This is when the print will 'bleed' off the end of label/decal or larger than the image - allowing for any trim and to make sure the print runs to the end of the label.

Bubble Badges - Also known as domed badges these are badges that have are printed on vinyl with a clear dome added to give a 3D effect. They are used for a wide variety of uses but can commonly be seen on the side of caravans - *link to bubble badges page*

Colour matching - This is particularly important if you are running a campaign that is made up of a number of different items. The print machine is adjusted to match to a particular colour - please talk to our team about how to plan this. Inks/dies respond differently depending on the base ie cloth, paper, vinyl this is why the print machine needs adjusting to match

CYMK - Cyan, yellow, magenta and black - this is the basis for four colour printing process. A mixture of these inks is used to create most pantone colours. If you ever see a pantone reference card, you will notice the percentages need of each colour to make a specific tone.

Digital Print - A process that allows small quantities to be printed at a reasonable cost as there is less preparation required and fewer items wasted when setting up the print.

Domed Badges - Also known as bubble badges - see above. This is the more common name of labels that have had a clear resin domed added after the print process. This clear dome gives a 3D effect to the label/badge.

DPI (Dots Per Inch) - As the name suggests it is the number of dots per inch in a line used by a printer. If you look at most print through a magnifying glass, you can actually see the dots that make up an image. In the print process each dot is a dot of colour that combined gives the effect of many different colours.

If you are interested in a more technical explanation Wikipedia has a great section on this - https://en.wikipedia.org/wiki/Dots_per_inch.

EPS - Encapsulated Postscript File. This is a way of saving an image, it is much less flexible than a jpeg but is great for any images that are not for rescaling.

Full colour print or four colour process - Full colour, four colour or CMYK printing process uses dots from each of the CMYK inks at different percentages and screen angles to create a range of colours. If you look at a pantone reference book you will see how the various colours are made up. This process cannot produce all colours.

JPEG - (Joint Photographic Experts Group). It is normally used for images and is a format Storm can accept when adding images or logos to artwork.

PDF* - (Portable Document Format) This is software created by Adobe who provide a 'reader' free as a download -
<http://www.adobe.com/support/downloads/product.jsp?platform=windows&product=10>

It allows documents to be shared easily across many different platforms without losing its integrity/formatting (ie: the image will always look the same).

PMS (Pantone Matching System) - This is the most popular colour matching system in use. Each colour variation is given a 'pms' number - each of these numbers has its own formula using the CMYK pallet. Some of these numbers are colours in themselves such as metallic colours.

Proof/s - Prior to print Storm will send you a graphical representation of your project. This will normally be a pdf* document - please be aware that depending on your screen resolution the colour may look different from what you expect. If you need an exact match with a particular colour then our team will be happy to help you achieve this.

Resin - for most of us resin is something that comes from trees and plants. In the world of resin badges, it is a polyurethane technology based substance that produces a completely clear dome on our badges.

RGB (Red, Green, Blue) - This is another colour format normally for visual use (such as monitors) similar to CMYK. Files submitted in this format will be converted to CMYK for print.

If you would like more technical information on RGB then visit the Wikipedia site -
https://en.wikipedia.org/wiki/RGB_color_model

Screen Print/silk screen - as its name suggests uses screens to apply print to a media (such as paper or vinyl). The image to be printed is fixed onto a screen then ink is 'wiped' over the screen to print on to the media.

Spot Colour - This process mixes a specific colour of ink - it does not use CMYK during the print process but instead uses the specific colour mix.

Substrate - are the base materials that the print is going to be put on. They include a whole range of materials such as vinyl, paper, wood, plastic or fabric.

Vinyl - no not the record type but the base for our durable, indoor/outdoor bubble badges.