

VIM GLOSSARY

The following glossary is designed to assist you in understanding the guidelines covered in Tech Data's Visual Identity Manual. You will find various printing/production-related terms, as well as concepts that are specific to Tech Data. The glossary concludes with definitions of Internet terms.

A Sizes

Standard ISO international trimmed paper size.

Air Brush

An instrument with a small reservoir containing liquid ink which blows a controlled current of air over the ink surface, which is broken down into an atomized spray and ejected through a nozzle. Used by artists to obtain graduated effects on drawings, photographs and lithographic printing surfaces.

Alignment

Horizontal positioning of type to ensure that the base of each character is perfectly in line with the next.

Art (paper)

Paper which has received a coating of china clay. It has a very smooth surface, which may be gloss, matt or dull.

Ascender

Top part of the lower-case letter stretching above the x-height of the character such as in d, h and k.

ASCII

American Standard Code for Information Interchange, used by almost all electronic equipment manufacturers.

Author's Corrections

Corrections made by the customer on galleys or page proofs that alter the original copy. The cost of making such alterations must be charged, in contrast to printer's errors or house corrections.

B Sizes

ISO international paper size range intended primarily for posters, wall charts and similar items where the difference in size of the larger sheets in the "A" series represents too large a jump.

Back up

To print the reverse side of a sheet.

Bleed

Printed matter that runs off the edge of the paper. For example, if you are printing a mailer with a blue background, then the 'bleed' would take the color outside of the margins or cutting guidelines so that when the finished mailer is trimmed after printing, it will not have a white line or white space along the edge.

Blue Bars

Graphic elements that appear at the top and bottom of Tech Data stationery and advertisements. The bars, which are Pantone® Reflex Blue C, should bleed off the printed piece.

Boiler Plate Copy

Paragraph that provides an overview of Tech Data, including its purpose, locations and recent sales figures. This text accompanies corporate press releases and appears on various marketing materials.

Branding

A valuable asset that encompasses perceived quality, loyalty and sustained market success. Branding covers a company's visual identity, including its image, advertising, communications, name, logo and graphic design.

Branding Column

Area that appears on the right side of Tech Data marketing publications such as NEWSflash and TOPseller. At 63 mm wide, the column brings consistent elements to the layout, including an area for vendor logos, icons and pictures. See Chapter 3 (Standard Marketing Tools) for more information.

Broadside

Any sheet in its basic size (not folded or cut).

Bromide

A photographic paper used in graphic reproduction and phototypesetting on which a photographic image is created. Logos are often supplied as bromides.

Business Units

To maximize its business opportunities, Tech Data maintains Business Units throughout the Americas, Europe and the Middle East. Focused on emerging and existing markets, these units provide a tailored product offering and dedicated resources to deliver the types of services and support that targeted resellers require.

C Sizes

The C Series within the ISO international paper sizes range is for envelopes or folders suitable for enclosing stationery in the 'A' sizes.

Chromalin

A "proof" to show how the finished item will look. Made up using the color-separated film, this is the least expensive method of producing a proof. Sometimes referred to as a matchprint. You should be aware that a chromalin will not give an exact representation of how the finished item will look because it is on high-gloss paper. Different paper stocks effect colors, so a chromalin should only be used to check that all logos, copy and pictures are in the correct position.

Clear Space

The area surrounding the Tech Data Logo in which no written information or other company logo (s) should appear. The minimum distance of this space consists of one-half the height of the logo bar.

CMYK

Colors used in the four-color printing process: cyan, magenta, yellow and black.

Color Separation

The process of separating the various colors of a picture, usually by color filters or electronic scanning, so that separate printing plates for each color can be produced.

Corporate Color

For the Tech Data Logo, the color is 100% Pantone® Reflex Blue (CMYK value = C 100%, M 72%, Y 0%, K 18.5%. RGB value = R 51%, G 51%, B 153%)

Crease

To mechanically press a rule into heavy paper or board to enable folding without cracking. Also referred to as scoring.

Descender

Part of the lower case letter falling below the x-height of the character, as in g, q and p.

Digital Artwork

Electronically originated design/artwork.

Digital Sender

Manufactured by Hewlett-Packard, Digital Sender is an Internet appliance that converts paper scans into e-mail or PDF files.

Dummy

A sample of a proposed job made up with the actual materials and cut to correct size to show bulk, style of binding, etc.

Duotone

Two half-tone plates made from the same negative but treated differently so that when printed in different colored inks the superimposed images produce an extended color range. Basically, a black & white photo effect but in one color.

Embossing

The process of raising, by an uninked block, letters or designs on card or tough paper already printed.

Finishing

All operations after printing, e.g., cutting, creasing, folding, varnishing, perforating, collating.

Fit

Proportion of space between dots or letters which can be adjusted.

Font

A set of characters of the same typeface design, e.g. Courier, Helvetica and Bookman.

Four-color Process

Color printing by means of three primary colors (yellow, magenta and cyan) plus black. The colors of the original have been separated by a photographic or electronic process.

Galley Text

Rough/draft copy not laid into place.

Gutter

The binding margin of a book/brochure.

Hard Copy

Typed or printed copy used for proofing before typesetting.

Headline

A line of type at the top of a page.

Icon

A small text or graphic element that represents a portion of a business, product set, market, etc., usually used in conjunction with the organization's logo.

ISDN

Integrated Services Digital Network. Used to send digital files over a telephone line.

Justification

The even and equal spacing of words to a predetermined measure.

Laminating

Application of transparent plastic film, usually with a high-gloss finish, to the surface of a printed matter to enhance its appearance and increase its durability.

Leaf

A sheet of a book/brochure, containing two pages, one on each side. A brochure containing 32 leaves has 64 pages.

Litho Printing (Lithographic Printing)

A process in which the printing and non-printing surfaces are on the same plane and the paper makes contact with the whole surface. The printing part of the surface is treated to receive and transmit ink to the paper, usually via a blanket. The non-printing surface is treated to attract water and rejects ink from the ink roller which touches the whole surface.

Logo

An image or symbol constructed from shapes, designs and letters, designed to represent a company, organization or trademark.

Make Ready

The operations involved in preparing a printing machine to run, e.g., fitting plates, applying inks/Pantone colors, etc.

Matt Art

An art paper with a dull eggshell finish.

Media

The Web, newspapers, publications or television.

Overs

In printing: the quantity of brochures or mailers delivered above the amount ordered, usually charged at a run-on rate. In direct mailing: the number of remaining brochures/mailers after a mailshot.

Pantone

A professional color system developed to ensure color standards and reproduction. The majority of our work is four-color process litho printing, as most Pantone colors can be reproduced in four color using the PMS system. In our case, the Pantone references are usually used only to allow a designer to match the exact logo color. In screen printing (t-shirts, bags, etc), Pantone ink will be used.

Pantone Matching System (PMS)

A color reference system developed to allow better standards of color reproduction. It gives the four-color process breakdown of a Pantone color. For example, Frontline red is Pantone PMS 200. The four-color breakdown is shown as: 100M, 65Y, 15B (100% Magenta; 65% Yellow; 15% Black)

Perfecting

Printing both sides of a sheet: backing up.

Phototypesetting

The setting of type matter on film or paper.

Pixel

The smallest unit of a digitized picture that includes information related to color or levels of gray. Pixel is a contraction of the words “picture” and “element.” Photos must be submitted to Tech Data in this format. Adobe PhotoShop is the preferred program.

Progressive Proofs

A set of proofs showing each plate of a color set printed in its appropriate color and in registered combination to act as a guide for the printer.

Proof

A version of a brochure/mailer/ poster produced specifically for the purpose of review prior to printing.

Registration

Printing of two or more plates in juxtaposition so that they complete a design if printed on the same side of a sheet or back up accurately if printed on opposite sides.

Retouching

The treatment of a photographic negative to modify tones or delete imperfections.

RGB

Colors used for electronic publishing: red, green and blue.

Right Reading

Paper/film positive/film negative from a phototypesetter which can be read in the usual way, that is – left to right.

Scamps

Hand-drawn/rough visuals showing a design concept.

Scans

Electronically scanned images or pictures.

Score

To partially cut/crease with a rule into heavy paper or board to break the grain and more easily enable folding.

Screen Printing

Often called silk screen printing from the material formerly used for the screen. Used for printing t-shirts, bags, hats, etc. A stencil processing with the printing and non-printing areas on one surface. The printing image area is open and produced by various forms of stencil. The print medium is placed under the screen and ink is passed across the top of the screen and forced through the open (printing) areas onto the print medium below. Uses one screen per color.

Set-off

The marking of the underside of a sheet by the transfer of (wet) ink from the sheet on which it lays.

Specialized Business Units

Business Units throughout the Americas that focus on emerging and existing markets such as Licensing, Supplies & Accessories and Digital Imaging.

Stitch/embroider

To sew, staple or otherwise fasten together by means of thread or wire the leaves of a book or pamphlet. Different styles include:

- Double stitch: where two loops of a single thread are fastened in the center of the fold.
- Machine stitch: where a lock stitch is made.
- Saddle stitch: where the center of the fold is placed across the saddle in the machine and wire staples are driven through and clenched on the inside.
- Side stitch: where the thread or wire is stitched through the side of the fold.
- Single stitch: where a single loop is drawn through the center and tied.
- Wire stitch: in which staples are made, inserted and clenched by a machine from a continuous piece of wire, as in the saddle stitch.

Sub-branding

Unique elements that create the image and identification of a division within Tech Data. For example, Focused Business Units have sub-brands.

Tagline

Tech Data's tagline, a brief statement that appears in advertising and promotional material, is "The Difference in DistributionSM."

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Tints

Mechanical shading in line blocks or the percentage of solid color.

Transparencies

A photographic slide.

Varnishing

To apply oil, synthetic spirit, cellulose or water varnish to printed matter to enhance its appearance or to increase its durability.

Vector Graphics

Images that have been created as line work. They may be sized without distorting their output. Logos must be submitted to Tech Data in this format. Adobe Illustrator is the preferred program.

Web Offset

Reel fed offset litho printing. The paper is wound on a roll of web and is generally used for producing lower quality, high-quantity publications such as magazines and newspapers.

GLOSSARY OF INTERNET TERMS

Banners

Advertisements on the World Wide Web, usually small graphics, which are linked within HTML documents as GIF or JPEG files. Banners usually link to the page of the advertised product or company.

Browser

A program which displays data from the Internet and/or forwards commands. A browser serves as the user interface that enables a comprehensible navigation of the World Wide Web.

CGI (Common Gateway Interface)

The communication standard used between servers and external programs and scripts.

Chat

Online "conversation" that is usually conducted via keyboard.

Cookies

A cookie is a small piece of information sent by a Web server to store on a Web browser so it can later be read back from that browser. Cookies are used in applications such as online ordering systems, site personalization, Web site tracking and targeted marketing.

Copyright

Provisions for copyright on the Web are based on prevailing binding copyright criteria and on the principle of “fair use.” Clarification of this copyright before use of foreign intellectual property is the only way to preventively prevent legal problems.

DNS (Domain Name Server)

Special servers that transform an address formulated as a name into its numerical digit address, which is what the Internet recognizes for the purpose of transferring information.

Frame

Program element for HTML pages that partitions a structured page into several defined sections.

FTP (File Transfer Protocol)

Standardized protocol that enables transmission of all data between two computers independent of system types.

GIF (Graphics Interchange Format)

Graphics format developed by CompuServe (provider) that is used on the Web.

Homepage

A site’s starting or entry point, serving as the initial introductory overview to the site. The home page is tantamount to a company’s “business card” on the Web

HTML (Hypertext Markup Language)

Programming language for Web documents.

HTTP (Hypertext Transfer Protocol)

Data transmission protocol for HTML documents in the Internet.

Hypertext

A specific form of text defined by the interactive character of the Internet. Linking of individual hypertexts yields an individual user-defined reception of text.

Java

A platform-independent programming language from SUN Microsystems that enables programs to be transmitted over the Internet.

JPEG (Joint Photographic Expert Group)

Graphics format used on the Web, similar to GIF, but which has a higher compression and allows for better graphics.

Link/Hyperlink/Hotlink

Linking of various otherwise unrelated documents or different sections within the same document, by accentuating locations positioned within text or graphics. When the user clicks on the link, he/she is transferred to a different position within the text, to a new file or to a new site.

MPEG (Moving Photographic Expert Group)

The compression standard used for film or sound.

Morphing

A special effect borrowed from film designating the transition from one image into another by changing the condition of aggregation.

Navigation

Navigation coordinates the kind of “forward motion” within a site. A user has several different kinds of navigational help at his/her disposal through the browser, as well as within the respective site itself.

Netiquette

Rules of behavioral conduct when using the Internet.

Newsgroups

Newsgroups serve for the exchange of knowledge within specific groups having a precisely defined theme or focal point of interest.

Search Engine

Using search engines, a user enters a search term and thereby queries databases containing references on many providers and documents on the Web.

Site

Designation given to a document maintained by a server on the Web, meaning its home page and all of its subordinated pages, including all graphics, sound files, etc.

URL = Unique Resource Locator

A Web addressing procedure that integrates all Internet services to date and provides a unique identification for each resource (as, for example, an HTML document).