

Common Terminology - Cook Advertising Specialties

Spot Color Printing - The process of printing one or more ink colors to a sheet without the colors touching to make another color.

Four Color Process Printing – The process of full color printing based on the separation of images in the four printing colors – cyan, yellow, magenta and black.

PMS – Pantone Matching System is a widely used system of color specification, using numbers for each color.

Camera Ready Art – It is a completely prepared artwork that is ready for camera or press reproduction. This may also include electronic artwork emailed or supplied by disc.

Logo – It is a trademark of a company, organization or product made up of pictures, symbols, text or some combination of them.

Gradations – It refers to one color blending smoothly into another with no visible steps.

Set-up or Screen Charge – Charges for preparing the image screens, plates or digitized program to imprint the products.

Run-Charge – Charges to print additional colors during the printing process. Each color printed is a multi-step process for the operator when screen printing.

Below Minimum Charge – This is a charge billed by some companies when they accept an order for quantities below their normal minimum order. Not all companies will accept below minimum orders and the charges vary from factory to factory.

PMS Color Matching Charge - This is a charge to match exact PMS color numbers. Most factories offer a variety of stock colors to meet most customer's needs, however, when a custom or unique color to their standard offering is required, a pms color match charge is incurred.

Overrun Charges - Some factories do not guarantee an exact run and reserve the right to charge for overruns that will be shipped. Overruns are usually limited to between 5-10% of the initial order quantity depending on the factory. Some factories do not charge for overruns and offer exact shipping quantities.

.EPS – Encapsulated PostScript is a format for storing object –oriented vector artwork.

.GIF – Graphic Interface Format is for saving solid color, images. It is not ideal for photographs or illustrations.

.JPEG – Joint Photographic Experts Group is a compression technique for reducing the amount of data needed to describe a full-color bit map.

.PDF – Portable Document Format

Pixel - The smallest unit of measurement on a computer screen. Screen with more pixels provide higher resolution image.

.TIFF or .TIF - Tagged Image File Format is used for storing gray-scale data, not object oriented images; the standard format for scanned images and for exporting gray-scale and color images to other programs.

Digitizing - It is the process of taking a two dimensional logo and recreating it with special software into a three dimensional design that can be read by an embroidery machine for output on apparel.

Stitch Count – Embroidery fees are based on a “per stitch count” Below are some ways to help estimate the stitch count for your image **(but until it is digitized, this is just an estimate)**:

- 1 solid square inch of embroidery equals approximately 2,000 stitches.
- 1 solid 1/4 square inch of embroidery equals approximately 125 stitches.
- Your letters should never be less than 3/16" in height and a letter that is 1/4" in height equals about 100 stitches.
- Drop shadows in your logo will translate into 200 extra stitches per inch.
- Straight lines under logos typically require 200 extra stitches per inch. Fabrics, colors and artwork detail will affect the amount of stitches.