DEFINITIONS

CMYK An acronym used to identify full-color process print reproduction and the four specific colors used. When printed as overlapping screens of dots on paper, these four colors create the illusion of a wide range of colors. The four process colors are: cyan (process blue), magenta (process red), yellow (process yellow) and black. The letter K is used for black.

EPS (or **AI** = Adobe Illustrator) Encapsulated Post Script is a standard format for importing and exporting Post Script language files in all environments. EPS or AI files are vector graphics or illustrations that have the ability to scale limitlessly.

Grayscale Tints of black between 1 and 99%.

Hexadecimal - "HEX" numbers are a base-16 numbering system used to define colors on Web pages; a HEX number is written from 0-9 and then A-F.

JPG is a compressed photographic file format. JPGs reduce the original image size by simplifying complex images, allowing them to transfer more quickly across an Internet connection. JPG is a common file format for use in print and web publishing.

PDF Portable Document Format is a universal native file that can contain any combination of text, graphics and images in a simple format. These documents can be very simple or extremely complex with a rich use of fonts, graphics, colors and images.

PNG Portable Network Graphics is a raster (photo) file format for the web that supports lossless data compression and greater resolution reproduction, versus the GIF, and is most commonly used for having a transparent (or knocked-out) background.

PMS Abbreviated for the PANTONE® Matching System, an international system of ink formulas developed for spot colors.

RGB - A color model used on displays where red, green, and blue light are combined to make millions of colors. Color mode is primarily used with internet graphics and not traditional printing.

Serif Fonts Term used to describe typeface font with headers and footers within the character letters. Small horizontal lines that rest on the tops and bottoms of character staffs of the font. JFC has adopted Trajan Pro as our official serif font.

San Serif Fonts Sans serif typefaces do not have the characteristic small horizontal lines at the tops and bases of characters as serif fonts. JFC has adopted Frutiger as our primary sans serif font. Primary use is for subheads, captions, tables and lists where readability at smaller sizes is essential.