

Glossary

CMYK: Acronym for the four colors used in the printing process. Cyan, magenta, yellow and black ink are combined to create other colors.

Logo: Often referred to as the "signature," the official graphic combination of the symbol and word mark.

Pantone Matching System (PMS): Specific color inks.

Resolution: The number of pixels in an inch of a digital image. A high-resolution image, 300 dpi or greater, is recommended for all printed material. 72 dpi is acceptable for most Web and video applications.

RGB: The color space used in Web and interactive design.

Symbol: A graphic identifier that reflects the organization's spirit and philosophy and promotes immediate identification by the intended audience.

Vector artwork: Artwork created using mathematically plotted points instead of pixels, allowing it to be scaled and reproduced at any size without distorting the image.

Visual identity Program: A system of graphics, color and typography, coordinated in such a manner so an audience can easily identify the organization, its constituent parts and its messages.

Word mark: The institution's name, designed in a unique and individual typographic style.