



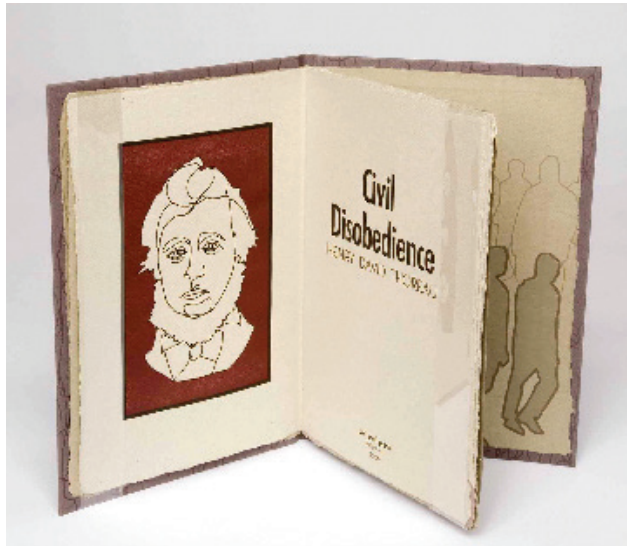
paper design

watermark trademark in paper with varying shades or lightness.

deckle edge rough edge of the paper, a result from making the paper where the paper seeps out.

paper sides most papers have a side carefully prepared for printing.

2-sided paper paper coated on two sides.



paper fibers

paper grain the direction individual fibers have been aligned during manufacture, cut or fold parallel to the grain, also grain must run parallel with the spine of a book.

long grain grain direction running the long dimension of the sheet.

short grain grain direction running the short dimension of the sheet.

paper mill - mill brand

epson presentation, photo, fine art paper

mohawk beckett, strathmore, mohawk

neenah environment, sundance, coronado, howard linen, classic

wausau royal, exact

domtar cougar, solutions, husky

paper finishes or coatings

matte finish dull finish without gloss.

glossy finish shiny coating, excellent contrast and color definition.

satin finish smooth, sheened finish.

antique finish rough finish, good for book printing.

linen finish embossing paper with a linen cloth, linen surface.

paper weights - grammage (use for laser printing)

lightweight 10 – 35 gsm.

textweight 35 – 70 gsm.

mediumweight 70 – 100 gsm.

heavyweight 100 – 120 gsm.

cardstock 120 – 150 gsm.

heavy cardstock 150 – 200 gsm.

artboard 200 gsm. +

Bond Paper A light-weight stock, also known as Ledger or Writing. It is commonly 24lb or 28lb Bond Weight, but 16lb–32lb options.

Text Weight Also known as Offset, Text Paper is thicker than Bond Paper, but not as thick as a Cover Paper. Stationery usually has a 70lb or 80lb Text Weight, but 50lb–120lb options.

Cover Weight Known commonly to be used for business cards and greeting cards, but can also be applied to brochures and flyers. It is commonly used as 80lb Cover Weight, although some brands offer cover weight paper that is 100 LB or heavier, usually 65–130lb options.

parchment paper thin & translucent, made from split skin of sheep.

vellum paper thin & translucent, full skin of calf, sheep, or goat.

newsprint paper lightweight & course – newspapers.

copy/xerox paper lightweight & low quality – copiers.

laser paper lightweight – laser printing.

writing paper lightweight with watermark – letter writing.

offset paper textweight & resists moisture – offset printing.

text/book paper textweight & may be textured – letterheads/books.

bond paper mediumweight & accepts ink – letterheads.

bristol/index paper heavyweight & smooth surface – index cards.

cover paper regular or heavy cardstock – covers and business cards.

tag board artboard – tags.

A, B, C, DL, RA, and SRA sizes

(A) Posters, magazines, letterheads, postcards.

(B) Books.

(C) Envelopes that hold A sizes.

(DL) Most common envelope size that comfortably fits a folded A4.

(RA) Oversized A sheet that compensates for “gripper edge”.

(SRA) Oversized A sheet (bigger than RA) that compensates for “gripper edge” and bleed.

ISO (International Standards Organization) paper size most recognized

A0 841 x 1189 mm. (33.1102 x 46.8110 in.)

A1 594 x 841 mm. (23.3858 x 33.1102 in.)

A2 420 x 594 mm. (16.5354 x 23.3858 in.)

A3 297 x 420 mm. (11.6929 x 16.5354 in.)

A4 210 x 297 mm. (8.26772 x 11.6929 in.)

A5 148 x 210 mm. (5.82677 x 8.26772 in.)

A6 105 x 148 mm. (4.13386 x 5.82677 in.)

A7 74 x 105 mm. (2.91339 x 4.13386 in.)

A8 52 x 74 mm. (2.04724 x 2.91339 in.)

North American paper size based on multiples of 8½ x 11 in.

letter 8½ x 11 in.

tabloid 11 x 17 in.

broadsheet 17½ x 22½ in.

other sizes 11 x 14, 13 x 19, 19 x 25, 23 x 35, 25 x 38 in.