



understanding printing jargon

VERY OFTEN
PRINTING IS CLOUDED IN
TECHNO-SPEAK

Very often, brochure printing is clouded in techno-speak. Below are some common terms used in brochure design and print:

- DL – a brochure measuring 99mm X 210mm
- DDL (also called double DL) – a brochure measuring 198mm X 210mm
- Triple DL – a brochure measuring 297mm X 210mm designed in three panels and folded to DL size
- A4 – a standard page size measuring 210mm X 297mm A5 – a standard page size measuring 210mm X 148mm (half an A4 size)
- Gloss – how shiny the paper is on which a brochure is printed dots per inch, the higher the number the more intense the print
- Matt – the opposite of gloss
- Grams – the thickness of paper (80g represents copier paper, 300g represents a single brochure that will stand upright, 350g is ideal for a business card)
- Jpeg – a format in which photographs and graphic design is saved for easy e-mailing