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.