TIFF BRANDING GLOSSARY & HELPFUL TERMINOLOGY FOR BRAND ORDERS

When placing brand orders with Mundy or any brand production vendor, the following glossary of branding types and helpful terminology can support the ordering process. If in doubt, it is recommended that you contact the production vendor and seek clarification on different materials and use cases.

BRANDING TYPES / SUBSTRATES

Item Name	Item Type/Description	Use Case(s) / Restrictions
Wrap / Vinyl Wrap	Graphics used for larger/entire coverage of surfaces. Usually printed on a thicker material in single sheets of cast adhesive vinyl for application.	Larger surfaces or where entire coverage is needed. Use cases include: - Elevator doors - Pillars - Windows (where full coverage is needed) - Doors Can be used indoors and outside
Decal	Similar to wraps, but used in situations where only partial coverage is needed or graphics are only needed on specific areas of a surface. Decals can be more intricate in nature since they are die cut and not in a single sheet like a wrap. This includes letter cut outs or irregular shapes like logos.	Smaller coverage or specific application solutions. Use cases include: - Logo treatments on windows, doors where full coverage is not wanted - Lettering on walls/surfaces Whilst decals can be used indoors and outdoors, the nature of decals and their uses is such that they are primarily applied indoors (on the inside of windows for example)
Coroplast	A lightweight, corrugated and waterproof plastic sheet used extensively for signage. Comprising three layers, the outside facings are	A cost efficient, high quality board for general signage, wayfinding or where signage is expected to only last for single use (i.e. if it has a year printed on it).

	manufactured to provide a highly printable graphic surface, while the inside core is produced with specifically arranged flutes to provide maximum strength with minimum weight.	Due to it being waterproof and colourfast, it is excellent for outdoor uses.
Foam Core / Foam Board	Foam core/foam board is a display and printing material consisting of a dense foam core sandwiched between two sheets of matte paper. Foam cores are usually made from polystyrene, so it is very light.	Indoor use primarily. Outdoor use only in good weather conditions (dry). Best used for general signage and wayfinding at events, either placed in T-Stands, flat surfaces such as walls or as table top signage. Foam core/board is fragile and the outer surfaces can be damaged easily.
Gator Board	Similar to Foam core, however Gator board is thicker, has a denser foam and is covered in a wood veneer or thicker plastic sheet (melamine). Can be used as an alternative to plywood sheets for graphical purposes (such as stage flats). Gatorboard can come in varying thicknesses up to 3/4” or even 1” for heavy duty needs.	Better use case for outdoor applications or where longevity of the signage is required (due to its tougher exterior). Much heavier than foam core, so better suited for freestanding applications (see smart wedge) or more permanent fixtures.
Sintra / Sintra Board	Sintra board is a composite of PVC and fiberglass. This material is lightweight yet rigid and durable, as well as dent and scratch resistant. Typically available in 1/8” or 1/4” thicknesses.	Excellent material for sign boards,displays,photo-mount screen printing, hand held outdoor signs or any other type of signage that needs to be lightweight and durable Needs to be supported if in a larger size (i.e. Sandwich Board or T-Stand) as it is somewhat bendy and will

		bow in the middle if leaning against a wall.
Poster Board	Poster board is made from dense, high-quality paper with a smooth surface. With a substantial weight, poster board paper is thick and durable, providing a longer lifespan compared to regular paper. The outer coating gives the surface smoothness, good glossiness, and high whiteness. It also enhances ink absorption and inking performance, making it ideal for various applications.	Indoor use only (it is still paper). Can be used for things like posters and table top displays when durability over regular paper is required or it is required to be freestanding. Is still prone to tearing, bending and warping depending on size.
Card Stock	Paper that is thicker and more durable than normal writing and printing paper, but thinner and more flexible than other forms of paperboard (like poster board). Card Stock is measured in grammage and can range from 135 - 300 g/m2. Different weights are shown using a # symbol i.e. 110# with a higher number denoting a thicker stock.	Card stock is often used for business cards, postcards, catalogue covers, and other applications requiring more durability than regular paper gives. The surface usually is smooth; it may be textured, metallic, or glossy. When card stock is labeled cover stock, it often has a glossy coating on one or both sides; this is used especially in business cards and book covers.
Pull Up / Roll Up / Retractable Banner	A low-cost promotional advertising tool with a printed graphic Pull up banners are one of the most simplistic graphical displays where the printed graphic retracts from the aluminium base and is secured into place with an	Are ideal for lots of different events, but they are most commonly used in retail displays, reception foyers, exhibition booths, as well as at trade shows. Should be used indoors only. The nature of the graphic and support system act as a sail

	upright pole. Pull up banner graphics are mostly vinyl with a glossy finish.	and the base has very little counterweight if a breeze/wind is present. Outdoor usage can lead to the system being easily damaged. Graphics can be changed out but require specialist installation which can be costly. Glossy nature of the graphic is not ideal for photos due to glare.
X Banner / Spider Banner Stand	A variant of the traditional pull up banner, Spider or X Banners use an X shaped flexible plastic or carbon pole support system that the front graphic attaches to via grommets, rather than a retractable system. The pole system provides tension to the graphic and provides a clean display. X Banner graphics are traditionally more of a polymer mesh or fabric.	X Banners can be used in place of pull up banners and can be a cheaper alternative (since they do not have a more expensive retracting system). Easier to change out graphics compared to a pull up banner so hardware can be reused for other graphical needs. X-Banners require a larger footprint compared to pull up banners.
Hop Up Wall / Accordion Frame	A portable frame system for step & repeat graphics. Hop up walls come in various sizes but the most common are the 8’ x 8’, 8’ x 10’ and 8’ x 20’. These are very easily erected and the graphic attaches via velcro strips.	Primarily indoor usage, but can be used outdoors if sufficiently protected from the elements and they are weighted/tied down to solid objects/ballasting. Can be tricky to get the graphic attached cleanly with no puckering or pulling. Locking points of the frame are prone to damage if an excessively high rate of installation and dismantling occurs over time.

Step & Repeat	A graphic that contains a repeated pattern of logos to be used primarily as a photo backdrop. The graphic itself can be composed of many different materials or use a variety of structures to be supported. Attachment methods can include (but are not limited to) adhesives, grommets, and velcro. Step and repeats can even be vinyl applications on windows and walls.	If being used as a photo backdrop, you should avoid vinyl materials or those that have a glossy finish as this can produce glare. If the option exists, choose a matte finish for the material. If using fabric materials, ensure they are rolled up for storage and not folded to prevent creasing.
Poster Box	A poster box is a freestanding or affixed display unit that houses a poster. Poster boxes can come in various sizes and formats which may impact print options (see Front-Lit / Back-Lit).	Ensure you get complete specs for the poster box including print safe areas/visible footprint within the poster box (as many have an enlarged border which can obscure parts of your graphic). If budgeting for poster boxes, ensure you have accounted financially for the box rental, installation and removal on top of the actual poster printing itself.
King Street Panel(s)	The King Street panels are the 13 8’ x 10’ spaces on the South side of King Street, just east of John. They are used during Festival to display large TIFF and Studio purchased displays.	The displays are a canvas stretched across a frame that is affixed to the metal structure by way of specialist clamps. King Street panels require specialist installation and correct budgeting needs to be completed to ensure you have factored this in. The panels require an application form to be

		submitted to the staff at David Pecaut Square and they need to also go through the signage bylaw exemption process.
Atrium Standee	These are the large wheeled poster display stands generally found in the Atrium/lobby of the TIFF Lightbox. Each standee can take two posters. There is a TIFF branded header (also double sided) at the top of the standee	There is no edge or frame to the perspex that houses the poster on the top and sides so the entire graphic can be viewed edge to edge. There is only a small frame at the bottom to secure the poster in place.
Scrim	Scrim is a material mainly used for graphics that are going on fencing, outdoor structures or barricades. It is composed of a blow through mesh that allows wind to pass through it whilst still providing a viable surface by which graphics can be applied.	Cinema Park structure branding, truss branding, construction and event fencing, and crowd control barricades should use scrim if being branded. Please account for correct ballasting if using scrim (especially on barricades and fencing) as scrim increases the wind load and adverse conditions can cause these to fall down. Scrim needs to be sized correctly to provide a taught, smooth finish against the structure it is attached to. You may account for the small amount of stretch that scrim has within your dimensions (so undersize slightly) For truss banners and fencing, the scrim is attached by way of zip ties so you will need to state how far apart you want your grommets (i.e. in each corner and every 12”).

Smart Wedge	Smart wedge signs are free standing bases that a graphical board is inserted into and secured. Most common smart wedge signage is 2’ wide x 6’ high. The graphics need to be printed on a thicker material (like 3/4” gator board so they can be properly secured and they do not wrap or bend under their own weight.	Indoor use only. These are unstable in adverse weather conditions. Great for in venue signage, terms and conditions of entry, code of conducts or anywhere where significant amounts of information need to be displayed due to the real estate the enlarge size provides as well as their small footprint.
Marquee	A marquee is a large illuminated sign designed to attract attention from afar. Typically featuring large letters and lights they are often used on the front of theatres and cinemas. More modern marquee signs can be digital to feature multiple branding assets in a looped playlist	Digital marquee signs generally have very low resolutions (due to the format of the screen - they do not use the same pixels as other display screens), so do not be surprised if you see resolutions like 608 x 160px . As such, branding assets need to be seen from distance to be coherent.
Front-Lit / Back-Lit	Generally terms linked to poster boxes or poster displays, they denote the direction of whatever integrated or external light source is illuminating them. This can have an impact on the type of print production needed.	Front Lit displays (for the most part) are smaller and the graphic is installed against a solid surface. Front Lit graphics are not directly impacted by the light source and so ‘standard’ printing applies. Back-Lit displays are larger due to their eye-catching nature and the poster is applied against a translucent surface so the light source behind it illuminates the graphic. Back-Lit graphics can appear washed out if not accounted for so make note of any back-lit displays in your brief.

T-Stand	Free standing display unit for poster board, foam core, coroplast type signs. T-Stands come in a variety of sizes but the most common size (at least the most common used by TIFF) is 22” x 28”.	The graphic is installed by sliding it down from the top. Please note that T-Stands have a maximum thickness of sign/material they can handle. It can damage the sign if you try and wedge something too thick into one. T-Stands, whilst of metal construction, do require ballasting if being used outdoors.
Sandwich Board/A-Frame	Sandwich or A-Frame boards are a free standing display in the shape of an A when looked at from the side. They can display two graphics, one on each side. Whilst size can vary, the most common is 24” w x 36” h	Sandwich boards are great for outdoor usage such as opening hours, promotions, wayfinding etc. Please note that sandwich boards have a variety of constructions and support methods for the graphic/poster going in them. Some have a solid back to them so thinner stock material (like card stock or poster paper) can be used. Others have an open back so thicker, more rigid materials like coroplast need to be used. Double check the type of Sandwich board you are using when preparing your quote request. If in doubt, supply a photo of it as part of your submission.

PRINT PRODUCTION TERMINOLOGY

Term	Description
Glossy Finish	A glossy finish is a shiny surface finish that can make colors more vibrant, however it is reflective and can cause glare.
Matte Finish	A matte finish is a duller surface finish that reduces light reflection and glare. Matte finishes are good for printed materials going behind glass or a transparent reflective surface, or anything being used as a photo backdrop.
Satin Finish	A satin finish is a middle ground between gloss and matte. It provides a lower shine and glare level than gloss but enhanced colours when compared to matte. Satin finishes will give a subtle sheen to the surface of your print. Please note that not all vendors will offer satin finishes as standard.
Grommets	Metal reinforcements for attachment points punched into printed materials such as fencing scrim, fabric banners or anything that needs to be hung off of the floor.
Trim To Size	If providing artwork that is larger than your desired final size, Trim to Size would be a request to the print vendor that they trim it down as part of the final finishing process to the size required (see crop/trim marks).
Bound/Binding	Print binding is the fastening together of individual sheets of paper allowing for materials like catalogs, booklets, magazines, calendars, books, and more to be created. The binding process usually consists of stitching, gluing, stapling or punching holes and connecting pages with wire or plastic.
Single/Double Sided	A term referring to whether you wish graphics to be printed on just one side of the material or both (in case it is going to be seen from both sides)
Embossing	Embossing is when you press into paper or card stock from underneath. This means the finished design stands out from the paper, giving it more of a 3D effect.
Debossing	Debossing is when the imprinted design causes depressions in the material leaving a depressed imprint of the image on the paper or card stock.
Foil Stamping	Foil printing, also known as foil stamping or hot foil stamping, is a specialty printing process that uses heat, pressure, and foil (which comes in a variety of colours) to add a shiny or matte effect to designs or graphics. Used in applications like invites, business cards, letterheads and stickers.

Pantone Reference	A pantone reference is a worldwide standard adopted by the print industry to define colours. Many brands have distinct colours within their brand guidelines and these may have a specific pantone reference number associated with them. This is so designers and printers can ensure that the colours being used are correct, regardless of how is doing the design and printing.
CMYK Colour Space	CMYK (Cyan, Magenta, Yellow, and "Key," or black) are the ink colors used during the printing process. Items being designed for physical print should be created using a CMYK colour space so the colours on screen will most closely match the final printed product. If you create your document in RGB, the colors in your printed product may vary slightly since many of the bright values produced by your monitor cannot be exactly reproduced in print.
RGB Colour Space	RGB (Red, Green and Blue) are the colors of light used by your monitor to display your document on-screen. If designing something that will exclusively be used digitally, the RGB colour space should be used so the colours you see on screen will be the same on whatever end display is being used.
Crop/Trim Marks	Crop marks (aka trim marks) are small lines placed in the corners of print-ready artwork. They're used to indicate the intended edges of the final print product; in other words, they simply tell the printer where to trim.
Bleed / Bleed Area	Bleed is a term that refers to printing that extends off the edge(s) of a printed piece. Any printed elements — photos, color blocks, text — that bleed must extend 0.125” beyond the trimmed edge of the piece. This additional “bleed” allows the printer to print the piece slightly larger and trim down to the final size, eliminating the possibility of any unprinted areas remaining along the edges of the piece.
Print Safe Area	This is an area inside the trim/crop marks. The safe area is a smaller dimension than your final design size and is important to pay attention to because this is where you should place your most important information within your design. Any content outside of this area is in risk of being cut off as part of the crop/trim process.
Print Ready PDF	These are PDFs that are created for the specific purpose of printing. The PDF itself is the artwork the printer uses and normally these are configured as single pages with crop marks and bleed.

Embedding Images / Fonts	Embedding fonts and images in print documents has several advantages. First, it guarantees that your design will not be affected by missing or incompatible fonts or images on the printer or the viewer's device. Second, it protects intellectual property and prevents unauthorized use of fonts or images
Font Outlining / Outline Fonts	Outlining fonts means converting the specific font text into vector shapes, so that a printer does not need the font data or the specific font file to install on their machines. This is different to embedding fonts as once outlined, they are no longer editable as a letter font, they are now a shape.
10% / 25% / 50% Scale	This is the ratio that the graphics have been designed in. Creating very large graphics at actual size can be exceedingly difficult, not to mention taxing on a computer's resources so designers create them at a smaller scale (generally, the larger the print file, the smaller the scale). When it comes time to print the file, the printer simply multiplies the print size by the required factor to get it to reach 100% (i.e. if designed at 25% scale, the printer will print it four times as large (400%) to reach the desired resolution and size). Image resolution is important to consider when designed at smaller scales (see DPI)
DPI	Dots Per Inch, it is the ratio of pixels available in a digital image for each physical inch of the print. Most printers will stipulate a minimum DPI that images can be provided in (such as 150 DPI). When using images inside a scaled down design, you must ensure that the DPI of that image is going to be sufficient when the printer goes to print at the multiplied size, or else the image will appear pixelated. For example, if you are designing at 50% scale and the printer states the minimum for raster images is 150DPI, you need to ensure that those images are at least 300 DPI to get the correct resolution when printed at 200% scale.

IMPORTANT POINTS TO CONSIDER / ADDITIONAL CLARIFICATIONS

- **Wrap vs Decal - what's the difference?**

These terms get used interchangeably when talking about graphics. There are more similarities than differences but knowing what the differences between a wrap and decals are, will help you to better understand what you want when it comes to requesting quotes and completing design briefs.

A printed wrap is the way to go if you want full coverage of a surface with multiple design elements included within the printed wrap. A wrap is a graphic that is printed on one large piece of cast adhesive vinyl and is then wrapped around or applied on top of the surface in question.

Digitally printed graphics that are decals are printed and laminated like a wrap but are then die-cut with a plotter. These decals do not provide full coverage and allow for some of the original surface to still be shown or seen through (in the case of windows). This is the preferred method of producing graphics that have complex design elements, shapes (like logo treatments) or in the case of lettering.

Putting this into the context of the Festival, the graphics applied to the elevators at TLB and Princess of Wales would be wraps. They are covering the entire surface of the door and as such are printed as one piece.

For The TIFF Logos placed on the front doors of the Industry Centre at the Hyatt would be decals. They are die cut into circular shapes and do not cover the entire window surface so patrons and the public can still see through the doors.

- **Weather Conditions**

This is an important component of the print production process, not just in terms of materials used, but also with regards to installation and removal of any artwork affixed to surfaces.

Extreme fluctuations in temperature can degrade adhesives or cause materials to become soft or brittle, which in turn can make graphics look aged much faster, or be prone to damage. If your printed graphics are going to be present during times of the year where these fluctuations are a known factor, ensure that you speak to the print vendor about best use materials and how they can be affected. You may need to reconsider your options or look to the print vendor to supply alternative installation options to avoid these issues.

Moisture is also something to be wary of, especially during installations. Decals and vinyl wraps are susceptible to installation issues if they are installed in particularly humid or damp environments before the adhesives have had the required curing time. If

- **Timelines/Deadlines/Time Required for Production**

Production of branding materials should be given as much time as possible. This ensures there is sufficient time for prints to properly cure/dry/off-gas, as well as ensure that there can be a proper QA process in the event there are rare defects or issues with the print.

The table below outlines the ideal production time given to a variety of print/collateral types. Ideally these should be adhered to where possible. Not everything we print is listed here but this should give you a general idea of the time taken for the items we tend to print the most each year.

Item Type	**Print Timeline**
Fabrics (hanging banners, aluminum wall graphics etc.)	4 weeks
Spider Banners/pull up banners	1 week (depending on quantity)
Decals/vinyl wraps (depending on size)	1 week (per batch if multiple batches being sent)
King Street Panels	2 weeks
Barricade Wraps	2 weeks
Poster Boxes/Posters	1 week
Fence Scrim	2 weeks (depending on quantity)
King/Widmer building wrap	2 weeks
Step & Repeat walls	3 - 4 weeks
T-Stand coroplast	1 week (depending on quantity)
Wayfinding signage	3 weeks (larger quantities & multiple variants) 1 - 2 weeks (smaller quantities)
Flyers/Badges	1 week

- **Budget/Price vs Quality**

This is a factor that will likely require frequent consideration when it comes to print production. We all have a finite amount of budget and are always seeking to get the most out of it. This could lead to circumstances where a lesser quality material or method may be entertained to maximise quantity.

Whilst our print production vendors will always seek to give us best pricing, as well as multiple material and production options, there is only so much that vendors can do in light of material costs, printing costs and external factors such as supply chain pricing. This has led to instances where the price/quality threshold has been crossed with subsequent issues with longevity, installation and overall quality of the finished print.

Our production vendors have been empowered to inform/warn TIFF when suggestions as to cost cutting measures could impact quality. It is highly recommended to heed these warnings and look for alternative options within your assigned budgets to ensure that the quality of the finished product is maintained. This could include:

- Reducing quantity (as long as this reduction does not impact per unit pricing).
- Alternative substrates/materials based on production vendor feedback.
- Increasing print timelines to minimise the actual production part of the per unit cost.
- Increasing budget where possible/reducing other budgetary elements and apply these savings to production costs.

Ultimately, if there are production defects, it is on the vendor to fix these, however the frequency of these can be mitigated by carefully considering the price/quality threshold.

Dimensions for branding production briefs & quotes

Within a creative or production brief, the inclusion of accurate dimensions within industry standard formatting is paramount. Creative teams and production vendors should not be expected to rely on the following reasoning/brief inputs when either creating artwork, preparing accurate quotes or producing the finished product:

- “Same dimensions as last year”
- “Same dimensions as this piece of artwork”
- Mixed units of measurement (i.e. feet/inches and inches, or inches and cm - only one unit should be used)
- Missing measurements (i.e. you include the width but not the height)
- Approximately measurements (i.e. “around 12” by 12”)

Measurements should ALWAYS be included, even if you have already gotten that particular item designed, and/or produced. As standard the print industry works in width x height format (width is always listed first i.e. 12 x 24” would be 12” wide by 24” high).

To avoid doubt, you should place W and H after each respective measurement (i.e. 12”w x 24”h).

Not following this could mean delays to artwork design and/or delays to production, not to mention increasing the amount of back and forth communications required.