PROOFING CHECKLIST

Checking proofs
Helpful hints and tips

Grab a cup of tea and find somewhere quiet
Youll need a print-out or a PDF on screen of your final artwork for reference. Its easy to check whats on the proof, but all too often, people don't spot when an element has dropped off completely or a word has been spelled incorrectly. Make sure you double check names, telephone numbers etc.

Get a fresh pair of eyes
After looking at the same job time and again, its good to get someone else to check, particularly when it comes to proofing text. When you know whats coming next, its easy to skim over words or fill in the blanks if somethings missing. Calling telephone numbers and typing lengthy URLs into your browser are simple ways of checking these details.
Its far better to wait a while to check a proof properly than rush and find the money for a re-print.

Colour
The printed proof for your offset job will not be printed on the same stock as your print job, due to setup cost prices. So therefore, please bear in mind that there are bound to be some differences between the proof and the completed job. If colour is critical, you should request a press check or an ISO proof (charges apply).

Images
When checking images on the PDF for approval it is important to be aware that they are not set up for print, they may appear at a lower resolution. This is to reduce the file size, ready to send through email.

Proof checklist
Before you sign off your proof, make sure that you and your colleague have ticked all the relevant boxes below.

☐ **Spelling and grammar**
Watch out for words the spell check won't catch, such as its/its, their/there, your/you're, were/where, then/than, and to/too.

☐ **Consistent and correct spelling of specialised words**
Such as product or brand names, and terminology.

☐ **Duplication**
Check for two identical words or numbers that are next to each other.

☐ **Punctuation**
Is it correct and consistent throughout?

☐ **Contact details**
Check that contact names, telephone, and fax numbers are correct. Also check email and web addresses.

☐ **Logo**
Check its the correct version, as well as consistency of size and positioning.

☐ **General layout and colour/imagery**
If its a product shot, make sure its the correct model and most up-to-date shot.
Check any final retouching meets with your approval.

☐ **Product codes and reference numbers**

☐ **Overall consistency with other materials**

☐ **Pagination**
Is the documents size, page numbering and ordering correct?

☐ **Small print**
Have you added this where relevant and checked the content to ensure legal compliance?

☐ **Has someone else read the proof and completed the checklist?**

☐ **Have you and a colleague signed the proof?**

I have completed the checklist... What's Next?
Simply click the appropriate link on your portal page...

| I need an Amendment made | Accept & Approve Artwork |

Note: Please ensure that you have taken the time to proof read your artwork correctly - any errors when proof has been accepted will incur extra charges and will delay the final artwork.

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info@mydesignmonkey.co.uk
www.designmonkey.co.uk