

proofing Checklist

Check proofs for accuracy against laser prints and mock-ups:

- Are all pages included in the proof?
- Are the pages in the proper order and the page numbers correct?
- Are all images/photos included and in proper placement?
- Measure the final trim size and check folds for accuracy.

Check for image quality and accuracy:

- Are photos cropped correctly? Are all photos facing the proper direction?
- Do the photos and graphics have good contrast?
- Check the color placement and color consistency throughout the pages. If you have received a color accurate proof, are the colors correct?

Check general accuracy of fonts, bleeds, and crossovers:

- Are all fonts correct?
- Is the text crisp and spaced properly?
- Are the margins and page alignment(s) correct?
- Are there any missing characters or broken type?
- Verify that bleeds extend beyond the trim marks.

Highlight hickies and miscellaneous scratches:

- Are there dust spots, printing marks, or dirt marks?

Double check setup and print specifications:

- Verify any finishing elements like die-cuts, embossing, foils, varnishes, etc.
- Confirm the weight and color of the final paper stock.
- Check indicia for accuracy (if the item is used for mailing).