



THE CATALOG WORKS

## Proof Approval Checklist

### All Proofs

- Final trim size is correct?
- Typefaces are correct? Check headline and body copy text.
- Check the font styles. Is everything bold or italic as you intended?
- Check copy flow. Compare final proof to the last proof you looked at. Make sure each line ends with the same word.
- Do the elements bleed where you intended?
- Are the margins as you wanted?
- Are the graphics, logos and images scaled and positioned correctly?
- If the piece is die cut or perforated, are these indicated correctly on the proof?
- Have all the corrections to the last proof been done correctly?
- Are there any misspelled words or typographical errors?
- Double check company names, addresses, phone numbers and email addresses.

### Digital Dylux Proofs

- Are the pages in the correct sequence?
- Do the pages back-up correctly?
- Does the piece fold correctly?
- If there are crossovers, do they line up?
- Are the color breaks correct? You can't check accurate color but make sure each element is in the correct color family.

### Contract color proofs

- Is the color accurate?

### Press proofs

- Do you like the color? Even if the color matches the contract proof you approved you may not like it. This is it—the last chance to change the color.
- Is the stock correct?
- Are there any "hickies" or blemishes?
- Does the ink look smooth over the entire press sheet?
- Is the ink color consistent over the entire press sheet?
- Is the trapping of type and elements correct?
- Do the fronts and backs line up correctly?