

## Proof Checklist

- **Pages**
  - Are all pages included in the proof?
  - Are the pages in the correct order and page numbers correct?
  - Are the page numbers on the content pages correct to the story pages?
  - Are all corrections made from previous proofs? Check the final proof against your last set of proofs to ensure the final corrections were made.
- **Photos**
  - Are all images/photos included and in proper placement?
  - Is each image in the right place?
  - Did any images break and/or disappear?
  - Are photos cropped correctly?
  - Are all photos facing the proper direction?
  - Do photos and graphics have good contrast?
- **Texts**
  - Are all fonts correct?
  - Are there any missing characters or broken type?
  - Are sentences & paragraphs lining up the way you intend? Check for unintended hyphenation and spacing.
  - Make sure italics, bolds, etc are used where you wanted them.
  - Double check all names, addresses, email & web addresses, and telephone numbers
  - Double check spelling, grammatical errors and punctuation.
  - Is the text crisp and spaced properly?
- **Colors**
  - Verify that spot colors are defined as spot colors and process colors are defined to separate as 4-color process.
  - Verify that the PMS colors are defined identically throughout all pages.
  - Check color placement and color consistency throughout the pages.
- **Layout**
  - Are the margins and page alignment(s) correct?
  - Measure and verify the final trim size and check folds and folded size for accuracy.
  - Verify that bleeds (by amount desired by printer) extend beyond the trim marks.
  - Verify that the finishing elements; such as varnishes, foilstamping, die-cutting, embossing, drilling and perforations are properly indicated.
  - Confirm the paper type, weight and color of the final paper stock.
- Have you let someone else go over your proof with this checklist too?

The more people who check your proof, the better. We want to make sure your project is printed exactly the way you envisioned it and we need your help.