



Checking printers proofs

Helpful hints and tips

Grab a cup of tea and find somewhere quiet

You'll need a print-out of your final approved PDF for reference as you check your printers proof. It's easy to check what's on the proof, but all too often, people don't spot when an element has dropped off completely. Having both in front of you will help avoid this.

Get a fresh pair of eyes

After looking at the same job time and again, it's good to get someone else to check, particularly when it comes to proofing text. When you know what's coming next, it's easy to skim over words or fill in the blanks if something's missing. Reading the text out loud can help. This way, expression and punctuation errors become more obvious. Calling telephone numbers and typing lengthy URLs into your browser are simple ways of checking these details.

Don't get too hung up on colour

As proofs aren't printed on the specified stock, please bear in mind that there are bound to be some differences between the proof and the completed job. For example, using an uncoated paper will make a huge difference to the finished effect. If colour is critical, you can include Pantone colours or request a press-pass.

Take plenty of time

Checking is easier when you've stepped away from the job for a while. Usually, there's a day or two between sign-off and receiving the printers proofs. It's far better to wait a while to check a proof properly than rush and find the money for a re-print.

Proof checklist

Before you sign off your proof, make sure that you and your colleague have ticked all the relevant boxes below. Please also mark any final edits clearly on the proof.

- | | |
|--|---|
| <input type="checkbox"/> <input type="checkbox"/> Spelling and grammar
Watch out for words the spell check won't catch, such as it's/its, their/there, your/you're, were/where, then/than, and to/too. | <input type="checkbox"/> <input type="checkbox"/> General layout and colour/imagery
If it's a product shot, make sure it's the correct model and most up-to-date shot. Check any final retouching meets with your approval. |
| <input type="checkbox"/> <input type="checkbox"/> Consistent and correct spelling of specialised words
Such as product or brand names, and terminology. | <input type="checkbox"/> <input type="checkbox"/> Product codes and reference numbers |
| <input type="checkbox"/> <input type="checkbox"/> Duplication
Check for two identical words or numbers that are next to each other. | <input type="checkbox"/> <input type="checkbox"/> Overall consistency with other materials |
| <input type="checkbox"/> <input type="checkbox"/> Punctuation
Is it correct and consistent throughout? | <input type="checkbox"/> <input type="checkbox"/> Pagination
Is the document's size, page numbering and ordering correct? |
| <input type="checkbox"/> <input type="checkbox"/> Contact details
Check that contact names, telephone, and fax numbers are correct. Also check email and web addresses. | <input type="checkbox"/> <input type="checkbox"/> Small print
Have you added this where relevant and checked the content to ensure legal compliance? |
| <input type="checkbox"/> <input type="checkbox"/> Logo
Check it's the correct version, alongside consistency of size and positioning. | <input type="checkbox"/> <input type="checkbox"/> Has someone else read the proof and completed the checklist? |
| | <input type="checkbox"/> <input type="checkbox"/> Have you and a colleague signed the proof? |
| | <input type="checkbox"/> <input type="checkbox"/> Have you marked up and final amends on the proof and signed it? |
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Once you and your colleague have checked please sign below:

Signed: proof reader one

Date

Signed: proof reader two

Date