



PROOF  
**CHECKLIST**

- Are all pages included in the proof?
- Are the pages in the proper order & page numbers correct?
- Are all images/photos included and in proper placement?
- Are photos cropped correctly? Are all photos facing the proper direction?
- Do photos & graphics have good contrast?
- Are all fonts correct?
- Is the text crisp & spaced properly?
- Are the margins & page alignment(s) correct?
- Double check all names, addresses, email & web addresses, and telephone numbers
- Double check spelling & punctuation
- Are there any missing characters or broken type?
- Are there dust spots, printing marks, or dirt marks?
- Check color placement & color consistency throughout the pages. If you have received a color accurate proof, are the colors correct?
- Measure the final trim size and check folds for accuracy
- Verify any finishing elements like die-cuts, embossing, foils, varnishes, etc.
- Verify that bleeds extend beyond the trim marks
- Confirm the weight and color of the final paper stock