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Proof Checking Guide.

Introduction To Checking Your Artwork Proofs

When you submit artwork for print, you'll be requested to 'proof' the final version before confirming the document is ready for print. Once you've said it's ready, it goes into the print production queue. This means it's unlikely any changes can be made, as we operate such a fast turnaround!

'Proofing' means checking the full document for any errors. This can be anything from spelling mistakes, missed phone numbers, or even brand color inconsistencies. We've created a checklist below of common errors to check when you proof your document prior to submitting for print.

Top tip: Get a friend or someone who hasn't been involved in the project to cast their eye over it, too. When you've been working on a document for ages, it can be easy to miss glaring mistakes, so a fresh pair of eyes can be very helpful!

What To Check On Your Proof

☐ Remember to always check:

☐ Spelling and grammar

☐ Contact details

☐ Dates

☐ Size required (and if the suitable bleed and safe zone have been included)

☐ Sharpness (or resolution) of images

Spelling

It can be easy for mistakes to drop into design documents. Designers will often copy and paste text from a Word document supplied to them. This means two things could happen: the wrong bits can be pasted in (or not pasted!), and any mistakes are transferred into the design document.

All elements on the document need to be checked. Don't rely on a spell-checker, though, as this may not pick up homophones: words that sound the same but mean

something different. Common errors like this include mixing up "your" and "you're", "their" "there" and "they're", or "its" and "it's".

Details

Are all of the dates listed correct? Do they also correspond to the correct day of the week, if it's listed? A very common error is the wrong day of the week next to a date – so anyone reading it doesn't know if it's the day or the date which is incorrect! For example, "Thursday July 21st 2017" could mean an event is on Friday July 21st 2017, or Thursday July 20th 2017.

Are all of the contact details correct, and clear? It's easy to try and squeeze in websites and social links at the last minute, but if they aren't easy to read there is little point in having them on the document. Make sure everything can be easily read, and that all phone numbers, emails, websites, and physical addresses are correct.

Size

Will everything on the document print at the size you expect? Has the document been set up with the correct bleed and safe zone (of an additional 0.125" on each edge than the final page size).

It's a good idea to view the proof at the intended original size to make sure everything looks as it should. For example, business cards are often viewed at 200%, but this may result in text printing much smaller than expected. If viewed at 100% it is easy to see where errors in size may have occurred.
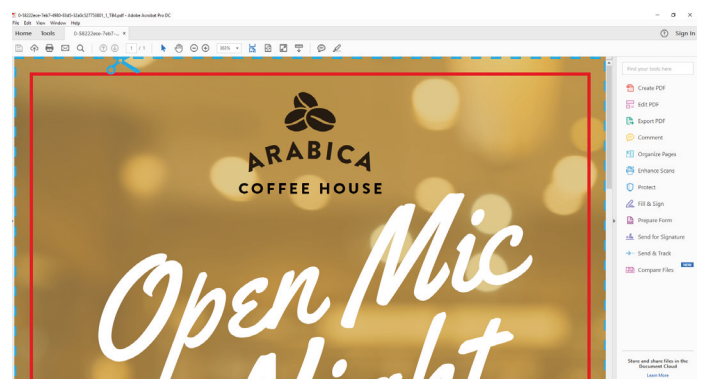
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Graphics

Are all pictures and logos easy to see? Are they a high enough resolution for print? A computer screen will only show you something at 72dpi, whereas print quality needs to be a minimum of 300dpi. To check your proof will be suitable for print, zoom in to the document images and graphics at 400%, as this will most closely represent the final print resolution quality.

You can either proof your document online in minutes using our online proofing tool once you've uploaded artwork, or you can send us an email to approve it. We can't start the print process until we've had confirmation that you're happy with the proof, so make sure you complete this essential step!

Approve