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print design

web design

logo design

client checklist

Design Proof

- Phone numbers/address correct
- Folds and perfs marked and correct
- Postal indicia, if necessary, is there and correct
- Page numbers (if book) are there
- Pages in order
- Headers and footers (if publication) are correct
- Size of pieces correct
- Pages back up correctly (head to head, head to foot)
- Pantone colors are correct

Paper Selection

- Not too much show-through
- Weight appropriate for piece (is it mailing, standing alone?)
- Color of stock with ink colors will be OK?

Printer Proof

- Folds and perfs are marked
- Postal indicia, if necessary, is there and correct
- Page numbers (if book) are there
- Pages are in order
- Headers and footers (if publication) are correct
- Size of pieces correct
- Pages back up correctly (head to head, head to foot)
- Logos and images clear
- Pantone colors are correct
- Mark any hickies (white dots) on proof
- Diecut (if applicable) is correct