



proof checking guide.

This guide offers a simple explanation about the main checks you should make when proofing print products.

It's essential that all elements be checked prior to print, as Solopress cannot be held responsible for errors present in an approved proof, including spelling mistakes.

Checking The Proof

Before we can print your order, the proof must first be approved by you. This indicates that you've proofed the final copy before it goes to print and are satisfied with all the contents within.

Key Areas To Check

In particular, we recommend reviewing the following:

- Spelling
- Punctuation
- Grammar
- Details (phone numbers, email addresses, dates and times)
- Size (did you mean A6 or A4?)
- Picture and logo resolution

Spelling, Grammar And Punctuation

Often, our designers will retype the information supplied when creating your proof. For this reason, all elements of the card must be checked for spelling, grammar and punctuation.

Ex. Have you used the correct "your" and "you're?" "they're," "there" and "their?"

Details

Read through and verify that all the information you require is on your print product. Ask yourself if the address, email and telephone details are all up to date and correct.

Have any digits been transposed? If you're printing a letterhead or other company stationery, should a VAT number and registered address be included?



Size

Ensure that all the text included on your print is the size you expect it to be. Beware of common pitfalls like viewing a proof on 200% zoom and assuming that text is displayed is the size it will be on the final product. A great idea is to view the proof you're sent at exactly the final printed size, to check all text is clear and not too big or small.

Images And Logos

If you've supplied your own images or logos for your print products, please check that what you've sent will print clearly. As mentioned in our **Resolution Guide**, a typical computer monitor displays at 72dpi (dots per inch), while commercial print is produced at a much higher 300dpi.

Because of this, you'll have to zoom in 400% to check your logo or image and ensure it does not appear distorted. Also contained in our Resolution Guide are suggestions for how to resolve this common issue.

Once It's Checked

After making these checks, if you are happy with your proof please contact us to confirm that you approve it for print. We are unable to escalate a project to be printed until you've confirmed this for us.



www.solopress.com