

ARTWORK CHECKLIST

IMAGES

- CMYK - 300dpi
- Max 130% - Min 30%
- Backgrounds colour of images correct
- No flipped text in images
- Crops OK (check spreads/gutters)
- Box doesn't cut off image
- Strokes bold enough 0.25pt min
- Image Backgrounds white
- Any brightening or saturation required
- Vectors high resolution

LAYOUT

- Page sizes correct
- folders, pockets, inserts will fit
- Alignments and margins
- Tables/bullets lined up
- 3mm bleed
- Check colours, CMYK/Pantone
- Rich blacks to 30/30/30/100
- Fold/perf in specific spot
- Check colour coding if required
- Check contents no's
- Mock up folders and boxes
- Exhibitions - Panel splits & venue height

TEXT

- Spell checked
- Text in images spell checked
- Double spaces
- Widows
- Text away from edge
- Contact details correct
- Dashes - - consistent
- Dates correct

REMEMBER

The more you rush the more you make mistakes.

Keep calm and check your work.

Get your team to check.

If you make a mistake, admit it, learn from it, don't repeat it.