PRESS APPROVAL CHECKLIST

PREPARATION

- ☐ Review plan with print rep. Communicate key concerns.
- ☐ Find out timing and schedule. Advise attendees.
- ☐ Book travel, hotel. Confirm conference room, etc.

MATERIALS AND TOOLS

- ☐ Checklist of concerns.
- ☐ Latest version of proofs.
- ☐ Ink draw downs.
- ☐ Paper samples / dummies / swatchbook.
- ☐ Pantone guide / corporate style manual.
- ☐ Loupe magnifier.
- ☐ Utility knife.

APPROVE COLOR AND QUALITY

- ☐ Check paper grade, shade, finish, and weight.
- ☐ Check that sheet matches latest version of the proof.
- ☐ Check for most recent corrections.
- ☐ Check for proper fonts, text flow and line breaks.
- ☐ Check images for color, resolution and artifacts.
- ☐ Check text matter for weight, legibility and broken type.
- ☐ Check color balance across the sheet.
- ☐ Check spot and CMYK colors against color standards.
- ☐ Check for smooth gradations and tints.
- ☐ Check for moirés in patterned areas.
- ☐ Check for specks, voids, streaks or ghosted areas.
- ☐ Check margins and alignment of pages.

DOCUMENTATION

- ☐ Number each sheet with date, time and felt or wire side.
- ☐ Make notes of changes from sheet to sheet.
- ☐ Sign three sheets for printer, client and designer.

FOLLOW-UP

- ☐ Plan and timing for post-press finishing, if needed.
- ☐ Schedule for bindery dummy to be approved.
- ☐ Confirm packing and shipping instructions.

Notes
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