
Print proofreading checklist

Use this when you check a proof before approving it for print. Once a proof is approved, production starts and any errors in it are printed, so check it slowly, ideally with two people.

JOB NAME AND VERSION

PROOF TYPE (PDF / HARD COPY)

1. Words and numbers

- ☐ Read every line for **spelling and grammar**, including headings, captions and small print.
- ☐ **Names and job titles** are spelled correctly, especially people and partner organisations.
- ☐ **Prices, dates, days and times** are right, and days match dates (e.g. Saturday 14 November).
- ☐ Offer codes, reference numbers and **expiry dates** match the campaign.
- ☐ Text is complete: no placeholder copy, missing paragraphs or text running out of its box.

2. Response details

- ☐ **Phone numbers dialled** and answered by the right team.
- ☐ **Web addresses typed in** and landing on the right, live page.
- ☐ **QR codes scanned** from the proof on more than one phone.
- ☐ Email and postal addresses (including Freepost or reply addresses) are correct.

3. Legal and compliance lines

- ☐ Company or charity name, registration number and address are present where required.
- ☐ Terms, conditions and any regulatory wording have been **approved by the right person**.
- ☐ Privacy or opt-out wording for mailings matches your current privacy notice.

4. Design and layout

- ☐ Logos are the **current version** and brand colours look as expected.
- ☐ Images are the right ones, the right way round and not pixelated.
- ☐ Page numbers, contents and cross-references are correct and in order.
- ☐ Consistent styling for headings, bullet points, capitals and number formats.

5. Print-specific checks

- ☐ Nothing important sits within 5mm of the trim edge; backgrounds run into the bleed.
- ☐ Folded pieces: **panels in the right order** and no text across a fold.
- ☐ Booklets: page order checked by folding a printout, cover and inside covers correct.
- ☐ Spot UV, foil or emboss areas marked as intended.

6. Personalised and mailed items

- ☐ Sample records checked, including the **longest name and address** in the data.
- ☐ Variable fields (name, salutation, amounts, codes) **pull from the right columns**.
- ☐ Records with blank fields still read correctly (no "Dear ," or empty lines).
- ☐ Address shows fully through the **envelope window** on a folded sample.

7. Sign-off

CHECKED BY (1)

CHECKED BY (2)

APPROVED FOR PRINT BY

DATE

CHANGES REQUESTED

Remember: on-screen proofs do not guarantee exact colour on press. If colour is critical, ask for a hard-copy colour proof. Fretwell's proofing is calibrated to ISO 12647-2.