

Questions Before You Approve a Print Proof

Use this handout with your printer to agree what this proof can demonstrate.

Job / client: _____ File / version: _____

Ask the printer	Agreed answer
What kind of proof is this, and what should I check on it?	_____
Does it represent final size, page order, folds or finishing?	_____
Is it intended for colour approval, or for content and layout only?	_____
If colour matters, what proof, profile and viewing conditions should we use?	_____
Does the proof use the final stock and production process?	_____
Which spot colours, coatings or finishes need a separate sample?	_____
What limitations should be recorded with the approval?	_____
Who can authorise production, and what is the deadline?	_____

Agreed approval scope: _____

Confirmed with / date: _____

An ordinary screen preview or office printout does not establish an agreed colour match. Confirm your supplier's proofing procedure for the specific job.

Guide: approvetrail.com/blog/digital-proof-vs-printed-proof