

Print Quality Checklist



Using a print quality checklist can help ensure your artwork or design looks just as good (or better) on paper as it does on your computer. To get your order print-ready, review this checklist before sending your files, and you can expect a finished product that achieves the concept as you originally intended.

Copy & Layout

- Always start by running a spell check
- Proofread for grammar, punctuation, and flow
- Review your document for any words that split at line breaks
- Check for line length consistency
- Ensure all copy on the document looks uniform

Check for consistent folio placement

Confirm that the flat size, finish size, and page size of your piece match the specifications provided to your printer

Know that interior panels on wrap, letter, roll, and gatefolded pieces should be 1/16" narrower than exterior panels

TIP: Don't forget prepress proofreading, either!

Design & Fonts

- Check font spacing and confirm that the design, fonts, and copy work together cohesively
- Ensure that black text is made of only black, not any CMYK or RGB colors
- Confirm all critical elements are within the margins (or safety lines, if you used a template), keeping type at least 1/8" from trims so nothing gets cut off
- If you want your design to go all the way to the edge of the piece, be sure to extend it 1/8" beyond the full size of the page to allow for bleed trims
- Ensure your design file is at least 300 DPI

Confirm whether your printer needs you to provide crop marks

Remove any extra layers from your design file

Remove objects that are outside of the page

Remove any extra color swatches you haven't used

TIP: Color swatches will lock when colors are native to linked graphics

Ensure all fonts are embedded or outlined in the final file

If you can't embed or outline the fonts, send them along with the file or save the final file as a high-resolution image

TIP: Always save design files at the highest possible resolution to guarantee clarity when printing.





Color Accuracy & Images

Verify the design's color mode is in CMYK, as RGB will cause issues when printing

View your design on a calibrated screen to confirm accurate colors

Confirm you have the rights (or permission) to use all of the images in your piece

Link or embed all images

To avoid pixellation, double-check that all images are at least 300 DPI

Check the image properties to verify that images are also in CMYK

TIP: Be cautious with images from the internet, cell phones, or other devices, as they could be low-resolution and even lower quality. Stock photography is your friend!



Paper

Choosing the right paper for your finished piece is critical, as each type of paper provides a different feel and adds its own appeal to your design. Research paper types such as matte, semi-gloss, and high-gloss to determine what you want the finished piece to look and feel like. If you're not sure where to start (we know—it can be overwhelming), don't be afraid to ask your printer! They can provide recommendations based on your design, unique needs, and the appearance you're after.

TIP: If you're looking to create a gloss and dull contrast using printed images and varnish or coatings, it's best to begin with a gloss paper because it has the smoothest surface and best ink hold out.



Don't Forget a Hard Copy Proof

PDF proofs are helpful for viewing the intended print layout and performing a final proofread, but hard copy proofs allow you to see the finished piece and confirm it meets your expectations. Ask your printer for a hard copy proof to sign off on before sending the full job to print. This guarantees you'll be happier with the finished result and feel confident that your customers or clients will enjoy it too.

Need printing services? We've got you covered.

**Contact the Phoenix Group of Companies
for an estimate today.**



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