



# READING PROOFS

Client \_\_\_\_\_

Project \_\_\_\_\_

Dates \_\_\_\_\_

Printer \_\_\_\_\_

## BLUELINE

- Y  N  Are all of the pages correctly placed?
- Y  N  If the piece has crossovers, do they line up properly?
- Y  N  Are photos and graphics correctly placed?
- Y  N  Are photos and graphics correctly cropped?
- Y  N  Are any photos facing the wrong direction?
- Y  N  Are fonts correct?
- Y  N  Is any type (including headlines) missing or in the wrong place?
- Y  N  Is type sharp?
- Y  N  Are there any broken characters?
- Y  N  Do reverses and/or tints, if they are used, appear to be accurate?
- Y  N  Are there any marks, specks or other flaws on the blueline?
- Y  N  Are folds correct?
- Y  N  If special finishing techniques are required, are they correctly marked?

## LOOSE COLOR PROOF

- Y  N  How does the separated color compare against the chrome?
- Y  N  Does the separated color you see meet your objectives for the printed piece?
- Y  N  Do any images have scratches and other imperfections that need to be retouched?

## COMPOSED COLOR PROOF

- Y  N  Does color match the approved loose color proofs?
- Y  N  Are color breaks correct?
- Y  N  How is the color alignment?
- Y  N  Are colors trapping accurately?
- Y  N  Do reverses and/or tints match the laser color output?

Client Signature

Date

Printer Signature

Date