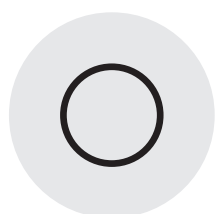


Crown Labels Proof Guide: Proofing Checklist

Sometimes checking an artwork proof can be time consuming, but it's well worth it to avoid design mistakes such as spelling errors or layout issues. We've put together this checklist as a handy guide for when you're approving artwork...



Basics

- ☐ Shape and Size
- ☐ Background colour
- ☐ Borders
- ☐ Cutter position



Will the design of the label work with its intended application?



Design

- ☐ General layout
- ☐ Font choices
- ☐ Logos
- ☐ Colours

Note: Colours may appear slightly differently on screen due to your monitor calibration settings



Does the design match my brand and requirements?

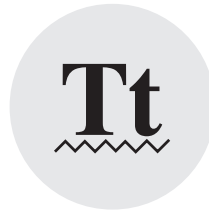


Data

- ☐ Contact and Company Details
- ☐ Barcodes
- ☐ Product Codes
- ☐ Ingredients



Is all of the essential included data current and accurate?



Text

- ☐ Spelling
- ☐ Punctuation and Grammar
- ☐ Regulatory information
- ☐ Overall consistency



Does the text read correctly, and is it all fully understandable?

Scenario 1

I need a change making:

- 1 Reply to our proof email with details of what you need adjusting
- 2 Wait for our design team to make your adjustments and send a new proof
- 3 Check your amended proof again for essential details and these changes

Scenario 2

The artwork is good to go:

- 1 Reply to our proof email confirming your approval for production

Can I get sample prints of my design?

We're happy to send out material and label samples of our previous work which match your specification.

It isn't feasible to produce samples of your Flexographic or Hot Foil printed designs due to the costs involved in print plates and setting up machinery.

In some situations we may be able to provide sample prints from our digital press. Please contact our team for more information.

crownlabels.co.uk/support