HERFF JONES

SPREAD
CHECKLIST DESIGN

CHECK THESE THINGS BEFORE YOU MAKE ANY SPREAD FINAL

☐ Photos are carefully cropped and the subject of each photo is thoughtfully featured.

☐ Photos all show action/reaction/motion/emotion.

☐ Each photo has a caption which includes names of those featured and the action.

☐ Any names underlined in blue have been name checked.

☐ Margins, bleed lines, and the gutter have been checked.

☐ We've looked at any images w DPI warnings on a high-res PDF.

☐ Colors used on the page are from our palette.

☐ Copy blocks have been checked for proper font, size, formatted lead ins, and no red underlines. We've proofread carefully.

☐ Folio is correct with page number, topic, and section shown as applicable.

☐ We've run our PDF and carefully checked it. What we see there is what we want to print.