

HELIX ARTS.

Steps to signing off promotional material

Logos

- Partner logos
- Artists/organisation logos

Layout

- Are all pages included in the proof?
- Are the pages in the proper order & page numbers correct?
- Are all images/photos included and in proper placement?
- Are the margins & page alignment(s) correct?

Images/photos

- Are photos cropped correctly? Are all photos facing the proper direction?
- Do photos and graphics have good resolution?
- Do photos & graphics have good contrast?
- Are all photos, images or graphics credited? Has permission been granted by the creator?

Text

- Are all fonts correct?
- Is the text crisp & spaced properly?
- Double check all names, addresses, email & web addresses, and telephone numbers
- Double check spelling & punctuation
- Are there any missing characters or broken type?
- Are there dust spots, printing marks, or dirt marks?
- Have all contributor's been acknowledged appropriately?
- Is it legible?
- Are there any equal opportunity issues that need to be taken into account eg: text size or colouring for visual impairment?

Printers Proof

- Check colour placement & colour consistency throughout the pages. If you have received a colour accurate proof, are the colours correct?
- Measure the final trim size and check folds for accuracy
- Verify any finishing elements like die-cuts, embossing, foils, varnishes, etc.
- Verify that bleeds extend beyond the trim marks
- Confirm the weight and colour of the final paper stock

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Checklist of acknowledgements and logos

ACKNOWLEDGEMENTS

- Explain the project – use project overview to write something succinct
- Include acknowledgement of the funder(s)
- Include information on partners – name of organisation and brief synopsis of their work

e.g. “ The X project is funded by x and is a collaboration/partnership between:

- List partners”

“With thanks to:

- Artist(s)
- Participants “for their dedication and hard work” or similar
- Support worker (s)
- Project partner(s)
- Venue staff
- Marketing staff from partner organisations
- A n other(s) involved in making the project happen”

Include information on the designer:

- “Design by: x at email address”

LOGOS (in order)

- Project Partners:
- Project Funders:
- Organisation’s Funders:
- Other Support (In Kind):
 - Catering companies
 - Venue(s)