



ny 212.941.8300 sf 415.433.3488 dc 202.462.5436 uk 0203.170.8700 sp 34.93.327.88.37

You will receive five sets of ink on paper proofs or 1 set of digital proofs. Mark one set and return it to your sales representative. When marking proofs:

- ✓ Use a red marker to write comments on the proofs and send a memo indicating which pages have corrections and what type of corrections they are.
- ✓ Clearly mark "OK" or "passed for press" sign on all pages that have been approved.
- ✓ If text corrections are requested on the proofs, circle the area of the pages to which the corrections apply. The designer should make corrections to the file and supply new pages on disk with a printout. The revised printout should be stapled to the proof for reference. If all color is approved on a page, only a plotter ozalid will be sent.
- ✓ When marking color corrections, please be sure your comments are simple and direct. For example: "too much magenta, subtract 5% yellow," or "please match closer to transparency."
- ✓ Once you have approved the color proof for an image you should keep the original art or transparency. We will use the approved proofs for color reference.

REDUCE DOT SIZE	○	MAKE GOOD BROKEN LINE OR TYPE	X
INCREASE DOT SIZE	●	IMPROVE REGISTER	☒
REDUCE INK DENSITY (ON PRESS)	▽	PASSED FOR PRESS	✓
INCREASE INK DENSITY (ON PRESS)	△	RE-PROOF	△
REDUCE CONTRAST	□	CYAN	C
INCREASE CONTRAST	■	MAGENTA	M
IMPROVE DETAIL/MODELING	▣	YELLOW	Y
TOO HARD-SOFTEN	U	BLACK	K
TOO SOFT-SHARPEN	^		