

4. Prepress / print ready

PREPRESS / PRINT READY

Correct page size and orientation, with bleed where it is needed
Critical content inside the safe area, nothing touching the trim
Colour space right for the process: CMYK or spot, not stray RGB
Spot colours named consistently, and only the ones you intend
Images at adequate effective resolution at final size
Fonts embedded or outlined
Overprint and knockout behave as intended, especially white
Black text is a single black, not a four-colour build
Page count and imposition match the finished product
Finished size and quantity match the order, not the last job