

PROOF APPROVAL FORM



ATTENTION!

WE URGE YOU TO READ THIS PROOF THOROUGHLY & COMPLETELY & RESPOND WITH ANY & ALL CHANGES OR WITH FINAL APPROVAL.

PLEASE NOTE! ONCE ARTWORK IS APPROVED, IT IS SENT IMMEDIATELY TO PRINT!

NO CHANGES MAY BE MADE AFTER APPROVAL IS GIVEN. THE PRINTER IS NOT RESPONSIBLE FOR ERRORS IF WORK IS COMPLETED AS PER CUSTOMER'S FINAL APPROVAL. **IF A REPRINT IS NECESSARY AFTER APPROVAL IS GIVEN, THE CUSTOMER WILL BE RESPONSIBLE FOR ANY & ALL CHARGES ASSOCIATED WITH THE REPRINT.**

8 POINT CHECK LIST:

(Please note additional considerations at right.)

- | | |
|-----------------|-----------------|
| 1. Font Usage | 5. Brand Colors |
| 2. Imagery | 6. Dates/Times |
| 3. Spelling | 7. Trim Size |
| 4. Color Breaks | 8. Pagination |

If your print project includes, variable data printing (VDP), please confirm that all variable data matches the information in the source data.

Please confirm that you've reviewed the attached proof and instructions and that we are approved to print.

IF CHANGES ARE REQUESTED, ANOTHER PROOF WILL BE FORTHCOMING. **FILE WILL NOT BE PRINTED WITHOUT FINAL APPROVAL FROM THE CUSTOMER.**

833 Nandino Boulevard
Lexington, Kentucky 40511

Web wearebluegrass.com
Phone 859.231.7272
Toll Free 800.928.6245

Additional Considerations:

1. Our presses use the industry standard CMYK color space as opposed to the RGB color space used on the internet. This can result in color shifts that need attention.
2. Printing presses require image resolutions over 3X that of images used online (300 dpi vs. 72 dpi).
3. Presses normally gain red over the space of a print run as a general rule.
4. Unless your computer monitor is color-corrected for printing, you may view greens and blues very differently than how they will print, especially when it comes to pastel colors. They may even appear gray.
5. Colors appear much brighter on-screen than on paper because of the RGB color shift and the illumination of your screen's light source.
6. The ambient light in your office space can change color perception.
7. Large areas of solid color need to use shades of CMYK inks to create depth such as the use of Rich Black instead of just one color black for best ink coverage.
8. Oversaturated color breaks, such as 100% of each of the four CMYK colors are not acceptable as this creates drying issues on press. If you are unsure, please ask your Bluegrass sales person or project manager to help you with interpreting these issues. We are all striving for the same outcome: your satisfaction with the end product.