

19 Point Brochure Design Checklist

19 Things to check on a brochure design before giving final proof approval

Dates, Times, Facts and Figures

- Check the key information is present and correct on any events
- Triple check all pricing
- All special offers should have a start and end date
- Where applicable terms and conditions should be included covering price or event location changes

Contact Information (including social media handles)

- Address (and especially postcode)
- Telephone number
- Web address
- Email address
- Twitter
- Facebook
- LinkedIn
- Google plus
- YouTube

Spelling & Grammar

- Start with a computer spellcheck
- Get two other people to check, ideally one person within your team & one from outside the company.
- Once complete read cover to cover to ensure consistency, spelling and grammar

Compliance with Brand Guidelines & Design Brief

- Ensure correct logos have been used
- Ensure correct brand colours have been used/specified
- Double check slogans and strap lines for errors