

These are the most commonly used proof correction marks used by designers and printers. These can be adopted when marking up corrections on printed page proofs. Where possible please apply the correction within the text (Textual Mark) and put a corresponding mark/symbol in the margin (Margin Mark). Marks should be made in a contrasting colour so they can be seen easily (ie. use a red pen on black text).

Instruction	Textual Marks – draw directly onto the text	Margin Mark
Delete Use vertical lines to define exact characters for deletion.	Established in 1992 and based in let Harrow, North	
Check – is this correct? Use when you are unsure.	West London, D4B is an independent, creative	
Leave unchanged (stet) This mark overrules any others you may have made.	communications agency. Since <u>1993</u> , we've worked	
Substitute word are we are enthusiastic about what we do and build	local, national and <u>multi-national</u> ; public and private.	
Insert new matter our business through open and productive	We strive to help our clients communicate effectively	
Substitute character partnerships that we have. Our team / of talented	are we are enthusiastic about what we do and build	
Wrong font used professionals produce first <u>class</u> creative solutions to	our business through open and productive	
Close space Close up space between words or characters.	get the best out of your marketing communications.	
Insert full point A full stop is referred to as a Full Point in typesetting. Use a circle for other small punctuation marks that may be hard to see.	Our experie <u>nce</u> spans business-to-business,	
Insert additional copy Supplied separately, marked with reference letter, eg. A.	business-to-consumer and internal	
Set in bold communications / Whether the challenge is to	communications <u>Whether</u> the challenge is to	
Change to italics <u>experience</u> to draw upon, we know how to deliver	inspire, educate, inform or persuade, our solutions	
	are designed to make your target audience sit up,	
	take note and remember your message. Our	
	strength is bringing flare and clarity to your	
	marketing communications. /	
	We give very project the original thinking and	
	attention to detail that <u>your business deserves</u> . We	
	are passionate about good design but value quality	
	of work and service just as highly. With many years'	
	<u>experience</u> to draw upon, we know how to deliver	

	solutions that are on-message, on-time and	
Change to bold italics.....	on-budget. We <u>get the job done</u> . We don't let our	
Change to capitals..... To change to small capitals use only two lines.	clients down. <u>where ever possible</u> , we prefer to	
Change to lower case.....	discuss things face-to-face, to help us 'get under the skin' and gain a <u>CLEAR</u> understanding of the	
Insert apostrophe.....	project objectives, production schedule, budget, approvals <u>process</u> , and so on... so that we can	
Take back to preceding line.....	maximise your budgets and produce the <u>most</u> effective communications that we can. We	
Change italics to roman.....	appreciate that some projects may be able to be briefed via telephone and/or <u>email</u> for convenience	
Run on – no new line	and we'll always work towards the most efficient use of your time. D4B have created a	
Insert space	<u>bespoke on-line Project Request Form</u> that allows clients to book projects <u>directly</u> in to our studio	
In typesetting this oblique hash is the symbol for space.	system, 24/7/365 from any internet enabled computer. <u>As soon as it is received</u> , each project is	
Start new paragraph.....	reviewed and acted upon, and where necessary we'll always call to discuss the details. <u>Each project</u>	
Take over to next line.....	is automatically entered in to <u>our</u> built-in project management <u>system</u> <u>'traffic'</u> .	
Transpose characters.....	The majority of our design and artwork projects are quoted <u>up-front</u> before we commence work. We	
Transpose words.....	provide regular updates as projects progress and <u>would look to agree any additional costs with you</u>	
Insert single quotes	before undertaking any extra work.	
For double quotes use same margin mark but with double quote.		
Indent text by amount		
indicated		

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