












PROOFREADING MARKS FOR PRINTED DOCUMENTS

These symbols were originally developed for the printing and publishing industries, where they are still in use today. The best way to use this free tool is to print a copy for yourself, and anyone else within your organisation involved with publishing printed matter. Alternatively, store the PDF file on your phone, tablet, laptop or PC. Always use a **Textual Mark PLUS**, in either margin, a corresponding **Margin Mark** (always in red).

INSTRUCTION	Draw Textual Marks directly onto the text	Margin Mark
Delete Vertical lines help define exact word or characters for deletion.	Our designers produce a le wide range of marketing communication including consumer	
Check – is this correct? Use when you are unsure. Clear with author before next proof.	and B2B Literature, Advertising, Exhibitions, Packaging, Corporate and Brand identity.	
Leave unchanged (stet) This mark overrules any others you may have made.	We've been around <u>for 10 years</u> , working exclusively for marketing professionals in a	
Substitute word	wide also diverse range of businesses and organisations all over United Kingdom.	and the
Insert new matter	Communicating with your target market can seem like scattering	m
Substitute character	seem like scattering seeds in the wind – your message won't always reach fertile minds. So	
Wrong font used	what we str ive to do is help you increase awareness and response rates by designing to	
Close space Close up space between words or characters.	communicate, not just decorate; to influence the minds of as many recipients as possible	
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 define, like comma, colon, semicolon, etc.	We go much deeper than the surface to create material with a fusion of imagery, words and visual psychology to attract, inform and, where necessary, persuade.	
Insert additional matter Copy supplied on separate sheet marked with corresponding letter.	Design that simply looks good is not enough.	
Set in bold	Wherever your business is based, we will be	
Change to italics	<u>delighted</u> to visit you to discuss any current or	
Change to bold italics	future projects <u>large or small</u> .	

Change to capitals <small>To change to small capitals use only two lines.</small>	our design team produces a wide range of	≡
Change to lower case <small>This replaces the old l/c sign.</small>	and B2B Literature, ADVERTISING, Exhibitions,	≠
Insert apostrophe	We've been around for 10 years, and have	ʹ
Take back to preceding line.....	wide and diverse range of businesses and]
Change italics to roman	Communicating with your target market can	4
Run on – no new paragraph.....	message won't always reach fertile minds.	~
Insert space <small>In typesetting this oblique hash is the symbol for space.</small>	So, what we strive to do is help you increase	Y or #
Start new paragraph	the minds of as many recipients as possible. We	└┘
Take over to next line.....	go much deeper than the surface to create	[
Transpose characters	material with a fusion of imagery, words and	[
Transpose words	visual psychology to attract, inform and, where	└┘
	persuade. necessary	└┘
Insert doublequotes	Design that simply looks good is not enough	“ ”
<small>For single quotes use same margin mark but with single quote.</small>		
Indent text by amount <small>An em is equal to the body size of the type – most people prefer to use millimetres these days.</small>	Wherever you are based in the U.K. we will be	[1em
	delighted to visit you to discuss any current or	
	future design/marketing projects large or small.	

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