

Graphic Production Checklist

Colors



- ❑ **Document Color Mode**
CMYK for print logos and RGB for digital logos (File > Document Color Mode)
- ❑ **Appearance of Black**
C=0, M=0, Y=0, K=100 for print logos | R=0, G=0, B=0 / #000000 for digital logos
- ❑ **Overprinting**
Confirm that no shapes are set to overprint using the Attributes Panel
- ❑ **Delete Unused Swatches**
Choose “Select All Unused” from the Swatch Panel flyout menu then click the trash icon

Text



- ❑ **Convert All Text To Outlines**
Select all text, Type > Create Outlines (Shortcut: Shift + Command or Ctrl + O)

Shapes



- ❑ **Expand All Shapes**
Make sure appearances are expanded and strokes are expanded to outlines (Object > Expand)
- ❑ **Clean Up**
Clean up stray points, unpainted objects, and empty text paths (Object > Path > Clean Up)
- ❑ **Inspect Your Artwork Closely Zoomed In**
Check artwork for imperfections and bad path joins
- ❑ **Fit Artboards to Artwork**
Make sure there is no extra white space on artboard around logo (Object > Artboard > Fit to Artwork Bounds)
- ❑ **All Layer Visible**
Have all layers visible and disable or delete nonessential layers