

GRAPHIC DESIGN QUALITY CHECKLIST

Brief & Brand

- ☐ **Client Brief** — Client brief and instructions have been followed.
- ☐ **Brand Guidelines** — Design follows the client's brand guidelines, including colours, fonts, imagery and other relevant brand elements.
- ☐ **Inspiration & References** — Any supplied inspiration or reference material has been considered and followed where applicable.
- ☐ **External Assets** — External graphic assets are licensed for commercial use, unless supplied by the client.

Design & Layout

- ☐ **Visual Hierarchy** — Size, scale, colour and contrast create a clear visual hierarchy and support the intended message.
- ☐ **Spacing** — Spacing between elements is consistent and appropriate.
- ☐ **Balance & Alignment** — Elements are properly aligned and the overall composition feels balanced.
- ☐ **Typography** — Kerning, tracking, leading and text alignment have been checked.
- ☐ **Readability** — Text is clear and readable at the intended viewing size, including mobile where applicable.

Content

- ☐ **Copy** — All copy has been checked for spelling, grammar and formatting errors.
- ☐ **Content Accuracy** — Content matches the approved or supplied copy.
- ☐ **Key Information** — Names, dates, contact details, prices and other important information have been checked against the source material.
- ☐ **Links** — Embedded links are working correctly where applicable.
- ☐ **Placeholders** — No placeholder text, images or other temporary content remains.

File Setup & Export

- ☐ **Design Software** — The appropriate software has been used for the required output, such as Canva or Adobe apps.
- ☐ **Dimensions** — Artwork uses the correct dimensions.
- ☐ **Resolution** — Images and graphics have sufficient resolution for the intended output.
- ☐ **Colour Mode** — Correct colour mode is used: RGB for digital, CMYK for print.
- ☐ **Platform Requirements** — Relevant platform-specific requirements have been followed.
- ☐ **File Format** — The design has been exported using the correct file type and format.
- ☐ **Print Export** — Print artwork follows the relevant print setup and export requirements.
- ☐ **File Size** — Final file meets any required file-size limits.
- ☐ **Source File** — Source file is organised and editable, with appropriate layers and elements retained if it may need to be supplied to the client.

Final Check & Delivery

- ☐ **Final File Check** — Final exported file has been opened and reviewed for any export, formatting or quality issues.
- ☐ **File Naming** — Files follow the correct internal naming convention.
- ☐ **Google Drive Upload** — Files have been uploaded to the correct Google Drive folder.
- ☐ **HubSpot Images** — Images uploaded to HubSpot follow the relevant best practices.
- ☐ **Correct Version** — Correct and final versions are ready for client review or delivery.
- ☐ **Client Update** — The client/task has been updated within the expected timeframe.

Visit our website for
more free resources

