

A guide to correcting proofs submitted by designers and printers. These are the most commonly used marks based on BS-1259 part 2, a revision which replaced some traditional written English Margin Marks with internationally recognisable symbols. Don't worry about getting the delete mark perfect, just do your best. Always use a Textual Mark AND, using either margin, a corresponding Margin Mark. **Draw all marks in RED.**

INSTRUCTION	Draw Textual Marks directly onto the text	Margin Mark
Delete Vertical lines help define exact word or characters for deletion.	Positive Concepts produce a he 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>since 1985</u> and work exclusively for marketing professionals in a	
Substitute word	wide also diverse range of businesses and organisations all over the United Kingdom.	
Insert new matter	Communicating with your target market can	
Substitute character	seem like scattering seeds in the wind - your message won't always reach fertile minds. So	
Close space Close up space between words or characters.	what we str o ive to do is help you increase awareness and response rates by designing to	
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 or semicolon etc.	the minds of as many recipients as possible .	
Insert additional matter Copy supplied on separate sheet marked with corresponding letter.	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 .	
Set in bold	Design that simply looks good is not enough.	
Change to italics	Wherever you are based in the U.K. we will be <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>	<u>positive concepts</u> produce a <u>wide</u> range of	≡
Change to lower case <small>This replaces the old /c sign.</small>	and B2B Literature, ADVERTISING, Exhibitions,	≠
Insert apostrophe	We've been around since 1985 and have	ʹ
Take back to preceding line	<u>wide</u> and diverse range of businesses and]
Change italics to roman	Communicating with <u>your</u> 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	awareness and responderates by designing to]
Take over to next line	communicate, not just decorate; to influence]
Transpose characters	the minds of as many recipients as possible. We]
Transpose words	go much deeper than the surface to create]
	material with a fusion of imagery, words and]
	visual psychology to attract, inform and where]
	persuade necessary.]
Insert double quotes <small>For single quotes use same margin mark but with single quote.</small>	Design that simply looks good is not enough	“ ”
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.	

Positive Concepts

Full service creative agency - from design through to implementation.

For full contact details please visit our website or phone 01733 327001

Email: mail@poscon.co.uk

- Promotional Literature
- Logos and Brands
- Packaging
- Exhibitions & Displays
- Press Advertising
- Websites

