

Visual Aid Pre-Print Checklist

40 checks to run before a pharma visual aid goes to print. Use it twice: on the first proof, and again on the final file just before approval. Tick each box. Any unticked box is a reason to hold the file.

Brand: _____ Version: _____ Checked by: _____ Date: _____

1. Brand and composition (Owner: Brand manager)

- ☐ Brand name matches the pack exactly, including capitals and TM / R marks
- ☐ Every molecule spelled correctly (read aloud against the carton)
- ☐ Strengths, salts and release type (SR / ER / MR / DT) match the approved product
- ☐ Composition line identical on every page it appears
- ☐ Pack size and dosage form match the current pack
- ☐ Company name and logo are the current approved versions

2. Content and claims (Owner: Brand / medical team)

- ☐ Every claim traceable to a reference
- ☐ Reference numbers in text match the reference list
- ☐ Claims stay within approved indications and prescribing information
- ☐ Comparative claims are fair and backed by data
- ☐ Statistics show source, year and population
- ☐ No 'safest', 'best' or '100%' unless evidence supports it
- ☐ References page complete and readable

3. Story and page flow (Owner: Designer + brand manager)

- ☐ Page 1 says which patient this brand is for
- ☐ One main message per page
- ☐ Page order follows how the MR runs the call
- ☐ Brand name and composition visible on every product page
- ☐ Final page has a clear takeaway or dosing summary
- ☐ Index tabs labelled in call order

4. Readability and design (Owner: Designer)

- ☐ Brand name is the most dominant element on product pages
- ☐ Headline readable at arm's length across a desk
- ☐ Composition line not condensed or squeezed
- ☐ Maximum two font families in the book
- ☐ No text over busy photographs
- ☐ Enough contrast between text and background
- ☐ Images relevant and high resolution
- ☐ Brand colours consistent on every page

5. Print specifications (Owner: Person placing the order)

- ☐ Finished size confirmed (A4 / A5 / custom)
- ☐ Page count final and suits the binding method
- ☐ Paper GSM confirmed for cover and inner pages
- ☐ Lamination chosen: gloss or matt
- ☐ Binding confirmed: book-form / hardbound / spiral / table-stand
- ☐ File in CMYK with bleed and safe margins
- ☐ No text or logos too close to the trim edge
- ☐ Images at print resolution, not taken from a website

6. Approval and dispatch (Owner: Person placing the order)

- ☐ One named person gives final approval
- ☐ Approved file has a version name, e.g. BrandX_VA_v3_2026-09
- ☐ Quantity confirmed in writing
- ☐ Delivery addresses and receiving contacts confirmed
- ☐ Approved file archived for future reprints

Want a second pair of eyes? Send your visual aid PDF to RX Design Hub on WhatsApp (+91 91291 72980) and our team will run this checklist on it for you.