Pretty PDF

Ten-document self-audit

Check whether the documents your company sends look like one company. About twenty minutes.

You need: the last ten documents your company sent to someone outside, from at least three types (offers, order confirmations, datasheets, declarations, reports, letters). Use the files as they were sent, not the templates.

Score sheet

DOCUMENT SENT (TO WHOM, WHEN)	TYPE	1	2	3	4	5	6	7	8	"N"	PRODUCER (PROGRAM)
1.											
2.											
3.											
4.											
5.											
6.											
7.											
8.											
9.											
10.											

Columns 1 to 8: 1 Logo, 2 Colour, 3 Fonts, 4 Paper size, 5 Numbers and dates, 6 Company details, 7 Revision, 8 File details (explained below). **"N":** how many of the eight are N. **Producer:** the program that made the PDF, from the document properties.

Reading the result

"N" PER DOCUMENT	SCORE
0 or 1	**Green.** In good shape.
2 or 3	**Amber.** A copy has drifted, or it comes from a second source.
4 or more	**Red.** Made outside the template, or from an old version.



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Distinct Producers across the ten: one or two means one or two sources. Four or more means several systems each make their own version of your brand, and a better Word template will not reach most of them.

The eight checks

Answer **Y** (yes), **N** (no) or **?** (unsure) for each document.

1. **Logo:** the current logo, in the current colours.
2. **Colour:** headings and accents match your website.
3. **Fonts:** embedded, and the ones your brand uses (document properties, Fonts).
4. **Paper size:** fits the recipient (A4 for Europe, US Letter for North America).
5. **Numbers and dates:** formats fit the recipient's country.
6. **Company details:** address and legal details match your imprint.
7. **Revision:** datasheets and declarations show a revision and a date, in the same place.
8. **File details:** file name, Title and Author show no old names or a colleague's name.

Also note the **Producer** from the document properties: the program that made the PDF.

Next: mostly green, keep one owner and repeat each quarter. Amber, the free Word steps at prettypdfprinter.com/guides/make-company-documents-consistent. Red or many Producers, someone has to own the design across every source: prettypdfprinter.com/guides/document-design-service. This check covers format and brand, not content.