

PROOF READING LIST

Click link for:
[AP Style Writing Guide](#)

GRAMMAR

- Correct periods for H.B. Fuller
- Check for typos, spelling errors
- Scan for proper punctuation (e.g., no ! or &)
- Check for broken hyperlinks
- Remove extra words
- Check apostrophes
- Review for unnecessary capitalization
- Do not use jargon
- Fact check names, numbers, and dates
- Do we have rights to media files

EDITING

- All paragraphs are clear
- Sentence meanings are clear
- Title is informative and simple
- Do not use acronyms

STRUCTURE

- Clear introduction, body, and conclusion
- Each paragraph connects to the previous one
- Minimum of three main points
- Properly listed citations
- Clear call to action

BRANDING

- [Click here for approved logo format](#)
- Approved fonts
- Key messages
- Primary or secondary corporate approved colors
- H.B. Fuller tone and personality



H.B. Fuller