

Artwork Pre-Flight Checklist

01 COMPLIANCE – CHAPTER 3

- All mandatory information present in Arabic; other languages identical in content
- Arabic at least as prominent as English; font minimums met for the pack size
- Product name states the true nature of the food
- Ingredients in descending order; allergens emphasized; E-numbers named per GSO 2373
- Every additive verified against the destination positive list (per market)
- Halal-risk E-numbers screened; supplier source declarations on file; no alcohol carriers
- Nutrition panel rebuilt to GSO 2233; trans fats, cholesterol, added sugars, fiber, sodium – per 100 g/ml
- No prohibited claims (weight-loss rates, professional endorsements, unsubstantiated "healthy")
- Dates: day/month/year, production + expiry, printed on the original label – shelf-life math done against transit time and buyer's MRSL clause
- Country of origin correct and consistent with the legalized certificate of origin
- GS1 GTIN valid and registered
- Halal mark (if used) from a certifier recognized by the destination authority – verified on the official database
- Imagery and content reviewed against Islamic-values requirements (Chapter 4)
- Artwork pre-cleared by importer/regulatory consultant in the destination market

02 TYPOGRAPHY – CHAPTER 5

- Arabic-aware software configured (World-Ready engine / RTL workflow); no silent letter-breaking possible
- Arabic typeface professionally drawn; no system fallbacks anywhere in the file (check every text frame, including legal microcopy)
- Latin-Arabic pairing matched by family or by x-height/contrast/color; Arabic line-height +10-15%
- No tracking on Arabic, no fake italics, no word-space justification; kashida manual and rare
- One numeral system, consistently
- Body Arabic 14pt equivalent or larger, tested at print size on the actual substrate – and at thumbnail size for quick-commerce
- Text ~20% expansion budgeted in every window and claim zone
- Identity layer register chosen deliberately from the map (and defensible in one sentence)
- Wordmark: emulation not imitation; custom-drawn by Arabic-fluent hands; no Frankenstein
- Final laid-out artwork proofed by a native reader; Arabic outlined before handoff
- Font licenses cover Arabic, in writing

Twenty-five lines. Every one is a documented rejection cause – or a native reader's three-second verdict – somewhere in the book.

CLEARED