WHAT WILL HAPPEN DURING THE COVER DESIGN PROCESS

HOW WE DESIGN COVERS

- We will design your cover using Adobe InDesign, Photoshop, and Illustrator, three professional design programs.

- For any text that appears on the cover, we require a **.doc or .rtf file**. This format can be saved from most word-processing software.

- We will first review all of the items that you provide, and we might check out other cover designs in your genre to get a feel of your market. Although we can't read your entire book, we do "skim" your text.

- If you have not provided an image for your cover, we will research possible stock images, and we will download any images that we think may work for a rough draft. Watermarks may be visible at this stage.

- Appropriate typefaces are chosen to compliment the cover imagery, as well as the "feel" of the book. Visual appeal, readability online or in print, as well as the audience are all considered.

- While we take into consideration your preferences for the design, we may choose to take our own approach if we feel that we have more marketable idea. Sometimes authors have a very literal approach to the cover design, when often a more abstract concept is needed. You know your book better than anyone, so we do carefully listen to your opinions. Ultimately, the cover is yours, and we want you to be happy with it!

- After we agree on the Design Comp of the cover, we will purchase the high resolution stock images for use on the cover finalize the design and print a proof.

WHAT WE DON'T DO

- **We don't provide illustration.** Custom illustration is best done by a professional illustrator in advance of the cover design process.

- **We do NOT edit, rewrite, or proof your content.** The files you provide must be thoroughly edited before you give them to us to save you money on later edits.

- **We don't "type."** All words on your cover need to be provided to us as a computer file, not provided on paper.

> **A TRULY GREAT JACKET IS ONE THAT CAPTURES THE BOOK INSIDE IT IN SOME FUNDAMENTAL AND PERHAPS UNFORESEEN WAY.**
>
> —Kyle VanHemert, *Wired* Magazine

CHANGES

- We will email a cover **Design Comp** for you to look at, to approve or adjust the design. We will then make those changes, and send the **Official Proof**.

- A **Proof Form** will be sent with every Official Proof, which must be filled out completely, signed by you, and returned to us before we can proceed to the next step. *We must receive a completed, Proof Form for every proof.*

The proof form

SOME BOOK-INDUSTRY STANDARDS THAT WE FOLLOW

- We change double spaces after a period to a single space.

- We remove the indents of the first paragraph of the back cover.

- We can make a barcode for you from the ISBN that you provide. Please let us know the ISBN and the price that you want to charge for the book.

- 300 dpi (high resolution) photos are used on your final design.

COLOR PRINTING

- You want your cover design to print well, and we do too. Our digital printer has a specific range of colors (gamut) that it is capable of producing. Some colors that can be seen on a screen are simply not printable at all, on any printer. Our equipment is calibrated daily to the newest color standards (G7). The only way to truly check color is by viewing a printed proof.