

GUIDE

Book Covers

Book and other publication covers

Authors can either supply completed cover design artwork for their publication or **THEPUBLISHING.CO.UK** will create something for them based on their brief and any image material they choose to have incorporated into the cover design.

If the author has no suitable images available for the cover design he or she can either provide some preferred written suggestions or simply leave it to our skills to provide a distinctive and appropriate cover design.

THEPUBLISHING.CO.UK has a library of thousands of royalty-free photographs and illustrations from which it can choose but if necessary illustrations or photographs can be sourced from online libraries or, in extreme cases, commissioned from suitable artists and/or photographers. Whichever way the cover design work is undertaken authors will be advised throughout with recommendations if appropriate, including any cost implications.

Authors on a tight budget can simply set a low limit on expenditure (from say £99.00) and the work will be carried out to that maximum. Regardless of the final agreed budget, visual(s) will be provided for review and sign off before the publishing project proceeds to final production and print.

Basic requirements

- authors may provide their own digital cover artwork but should provide details (via e-mail with attachment(s) as appropriate) for review before submitting print-ready file(s)
- if preferred authors may submit photographs and/or illustrations required to be scanned and used on the cover
- photographs and illustrations to be used on covers and provided as files should be minimum 300dpi
- authors who require a cover design service should provide a brief of how they would like their cover to appear, with or without images, preferred colours if applicable, and any other information which will aid the design process

- authors should provide back cover “blurb” with their brief if it is required along with inside flap text if the book is case-bound (hardback) and with a dustjacket
- including price information on covers is not advised
- unless an ISBN is not required it will be shown on the back cover along with a barcode. See more details in the ISBN guide.