

### BOOK DESIGN INFORMATION GUIDE

Begin your design project by filling out this guide and submitting it with your package design materials. It will help to ensure that your project goes swiftly and smoothly, and that you'll get exactly what you want! Please include all materials requested on the forms to avoid delays and misunderstandings. Be specific in your instructions: your design and estimate will be based on the information you provide.

Name:

Address: Street City State Country Zip/postal code

Phone: Fax: Email: Website:

Author's Name as it should appear on the book cover

### INFORMATION

Describe your project: will it be a book cover? Will you also need interior page layouts? Will illustrations or photos be included? Hard-cover or soft? Please be as specific as you can.

Describe the book's content

Describe your book's prospective readership. Who do you want to appeal to? What message do you want to send with your cover?

### MOOD OR STYLE

How would you best describe the mood or style you want for your cover and content?

Examples: playful, dark, earthy, warm, contemporary, corporate, mellow, futuristic, psychedelic, slick, feminine etc.

### DESIGN SAMPLES (please attach files or web links)

If appropriate, provide samples of cover or page designs that appeal to you, for our reference.

This will give us a better idea of the look you are going for. Let us know specifically what you like about each sample.

Examples: color palette, font choices, etc. Please provide jpeg or png thumbnail images or web links.

What do you like about the sample? What *DON'T* you like?

SPECIFIC:

colors type fonts and styles  
Photos, graphics other elements

Samples included with my project materials (clearly marked as design samples!) Follow this web link to see my samples:

### ADDITIONAL COMMENTS

Is there anything else to keep in mind before work is begun on your design?

