

Book Cover Designer Briefs

In this Annex, I am going to supply you a couple of examples of the kind of briefs that I prepare before I contact a designer.

Although some designers can accept your (pre-prepared) brief in its current format, a lot of the larger designers have their own template layout for speed and efficiency. You can cut and paste a lot of the information from your brief into the designer's template.

Designer Templates

Different designers tend to ask for similar information but have their templates laid out in a different order.

As you don't normally get to see the templates before you have paid your \$10 I have provided a couple of examples of the layouts of templates I have been provided in the past.

With each of the templates, I have also provided a Sample brief (completed template) to help you to prepare your own brief in advance:

Template 1

1. What industry does this order relate to? (Optional).
2. When I submit an order back to you, you must click "Request Revision" so the order goes into my queue for edits, not clicking this your order will autocomplete.
3. Book Title and Sub-title.
4. Author Name.
5. Design preferences:
 - Do you have any color preferences?
 - Do you have any covers that you like the style of (provide links here)?
6. Do you have any customer artwork:
 - Provide author photos (optional).
 - Provide sample artwork or book covers to mimic.
7. Do you have any stock photographs:
 - If you haven't uploaded a photo but have seen a stock photo that you would like us to use, please provide the 8-9 digit number.
 - You may decide to let us choose a stock photo but most authors have an image already in mind.
- 8 Required for print covers (Createspace etc.):
 - Book size.
 - Final Page Count.
 - Back cover Text.
 - ISBN number if you have it.

Template 2

1. What industry does this order relate to? (Optional).
2. Color preferences (if any).
3. Dimensions of the cover (if not Amazon standard e-book size, be specific about the size in inches or pixels).
4. Images for the cover:
 - Please pick a photo/graphic from 888888.com (send us the link or ID number and we'll purchase it).
 - We will not choose a picture for you, because of the way that we work.
5. Text on the cover (title, author, subtitle).
6. Send links, attachments or names of a few books that you like the design of.

Designer Sample Briefs

Book Cover Brief 1

Hi***

1. I would like you to provide a book cover design for my new book (insert book title & sub-title):
 - The book genre is *****
 - I have included an image of ***** that I would like to include on the cover.
 - The rough design provided is only an example and I encourage you to provide some creative input.
2. Please find attached examples of some of the book covers for the (bestselling books) in this genre.

Aspects of these covers that I like are:

- The Clean font of the book title, that makes it easy to read.
3. I have also attached a copy of a couple of my other book covers so that you can see the kind of brand that I am trying to promote. Some of the criteria in my current covers:
 - The use of a lot of white space.
 - The layout of the title at the top, a small image and the sub-title underneath.
 - The presence of the color [insert your color] as the main color.
 4. Greyscale

A high percentage of Kindle readers' purchase on their Kindle (from a black and white thumbnail image):

- It is therefore important that there is enough dark/light color contrast.
 - The text and the images on the cover must be legible in black and white.
5. The specifications for the finished cover (as per KDP requirements) are:
 - To be in jpeg format.
 - The Ratio of the width to height of the image is to be 1:6.
 - Minimum size is 2813 x 4500 pixels.

NB. When you are publishing your first book you may not have a full idea of the kind of book cover or brand that you are trying to produce so I have provided an example of a shorter brief here.

Book Cover Brief 2

Hi [insert name of Designer]

1. I would like you to provide a book cover design for my new book (insert book title & sub-title):
 - The book genre is [insert genre].
2. Please find attached examples of some of the book covers for (the bestselling) books in this genre.
3. I invite you to be creative and provide a cover in a similar vein.
4. Colors Greyscale.

A high percentage of Kindle readers' purchase on their Kindle (from a black and white thumbnail image):

- Please use similar colors to the samples provided, but only a maximum of two colors in total (not including black and white).
 - It is very important that there is enough dark/light color contrast.
 - The text and the images on the cover must be legible in black and white.
5. The specifications for the finished cover (as per KDP requirements) are:
 - to be in jpeg format.
 - The Ratio of the width to height of the image is to be 1:6.
 - Minimum size is 2813 x 4500 pixels.

N.B. Be aware that some of the bigger design companies on Fiverr will have different variations of this layout for you to complete. Although you will have to enter your information in a different order than the way it is laid out above, you will save a lot of time by already having the information prepared in advance.