

## COVER DESIGN QUESTIONNAIRE

To: \_\_\_\_\_

Date: \_\_\_\_\_

Please return by: \_\_\_\_\_

### INFORMATION ABOUT YOUR BOOK

Author/Editor Name(s) (exactly as you would like it to appear on your cover):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Final Title/Subtitle (confirm with your Acquiring Editor):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### JACKET/COVER DESIGN

As the person who is best familiar with the content of your book, we value your insight. The questions below will aid in clarifying and targeting the message of your book, thus enabling one of our professional and award-winning designers to communicate that message visually. Please continue your thoughts on an additional page if necessary.

#### MESSAGE

Ideas to address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Ideas to avoid:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### TONE

Please select 2 or 3 words that reflect the (desired) tone of your book so that the designer can respond to them in the design. You may choose from the words below or list your own.

- |  |  |                                    |   |                                     |
|--|--|------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> minimal             | <input type="checkbox"/> subtle        | <input type="checkbox"/> scholarly | <input type="checkbox"/> dark               | <input type="checkbox"/> spirited   |
| <input type="checkbox"/> edgy                | <input type="checkbox"/> authoritative | <input type="checkbox"/> amusing   | <input type="checkbox"/> flashy             | <input type="checkbox"/> commercial |
| <input type="checkbox"/> historical          | <input type="checkbox"/> natural       | <input type="checkbox"/> ornate    | <input type="checkbox"/> classic            | <input type="checkbox"/> dynamic    |
| <input type="checkbox"/> spiritual/religious | <input type="checkbox"/> light         | <input type="checkbox"/> retro     | <input type="checkbox"/> uplifting/positive | <input type="checkbox"/> trendy     |
| <input type="checkbox"/> loud                | <input type="checkbox"/> elegant       | <input type="checkbox"/> _____     | <input type="checkbox"/> _____              | <input type="checkbox"/> _____      |

## JACKET/COVER DESIGN (CONT.)

### COLORS (optional)

Please provide any colors that you think would help or hinder your book's message:

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### COVERS YOU LIKE (optional)

Please list the title, author, and publisher of books covers that you like, particularly in the subject area/field of your book. Attach images of these covers if possible.

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## JACKET/COVER ART

### COVER ART SUGGESTIONS (optional)

Is there a specific person, place, or thing you would like to see on your cover? Attach relevant image(s).

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Do you have a particular photo/artwork in mind for your cover? Attach the artwork if possible.

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Are there images used in your book that you would like/dislike on your cover? Attach relevant image(s).

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Do you know who holds the copyright to your suggested image(s)? Do you expect difficulty or expense in securing permission to use the image(s)?

**NOTE TO AUTHORS: Do not pay for cover/jacket artwork prior to confirming art with the press.**

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