

Choosing a Cover Image



Please note that production of your book cannot start until the cover image has been finalised and approved by Editorial, Sales, Marketing and Design. We will either consult with you to obtain a cover image for your book or ask you to provide one.

Finding an image

If you have been asked to suggest a cover image:

- Don't attempt to design the cover yourself or hire an artist or designer, as we have strict design guidelines that all covers must follow. For example, books in a series will usually follow the same design format, and many others follow our template designs.
- Don't purchase an image until it has been signed off by your Content Manager.
- Try to find two or three images that you like, so that we have a few options when deciding on the best image for your cover.
- Getty (<http://www.gettyimages.co.uk/>) is the Press's preferred supplier of images, as we have an agreement which allows us to purchase the royalty-free images on the site at affordable rates, and premium access (PA) Getty images are free. However, it's best to ask your Cambridge contact which library is best for your subject area.
- Think about the shape/format of the cover and the images' main features – will your chosen images be able to fit the cover?

The best images should:

- Be simple and colourful
- Not contain any additional text
- Be relevant to the book and give an idea of its topic
- Be attractive to the target audience and catch their attention
- Not try to summarise the book or its main argument – trying to portray to

subtlety of a particular argument will only confuse the reader

- Work well in thumbnail for booksellers' sites and catalogues – busy images with lots of elements won't work at this size.

Size and resolution

The image needs to be high resolution, at least 300dpi at final size. Please ask your Content Manager to confirm the minimum required image size if you are unsure. If you choose something that is not high enough resolution, then we will not be able to use it.

Once you've found some options, send them to your Cambridge contact. We will check that the image is of high enough quality, that it can be used effectively, and that it is appropriate for the market the book is aimed at.

Permissions

Once your image is approved, permission also needs to be obtained – this should be done separately to any permission to use the image inside the book as it must be specified that the image is to be used on the cover. Please see the guide on *Acquiring Rights in Third Party Materials* for more information.

We will begin design work on the cover before the typescript moves into production. We cannot start production without it. You will be sent a proof of the full artwork for reference only as the design will be final at this stage and cannot be changed; so if you have any expectations of how the cover will look, please make sure they are discussed with us before any work is done.

 authorhub@cambridge.org

 [cambridge.org/authorhub](https://www.cambridge.org/authorhub)



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www.cambridge.org