

Cover

Please note that production of your book cannot start until the cover image has been finalised.

We will either consult with you to obtain a cover image for your book or ask you to provide one. If the latter, we will contact you with details of the format required; please wait for your image to be approved in-house before purchasing. You should not attempt to design the cover yourself or hire an artist or designer to do it as we have strict design guidelines that all covers must follow. Books in a series will usually follow the same design format as previous series titles and monographs follow one of a small number of template designs.

The best images should:

- be simple and colourful
- not contain any additional text
- be relevant to the book.

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

It is important to remember that the cover is a marketing tool. Its purpose is to catch people's attention and to make them want to pick the book up or click on the website link. The cover should give an idea about the book's subject and appeal to its market; it is not necessary for the image to reflect the entirety of the book's content or a particular key argument. Trying to portray the subtlety of a particular argument can lead to images that confuse the reader.

When choosing an image, bear in mind the following:

- The book cover will appear as a thumbnail image on booksellers' websites. Busy images with lots of elements won't work at this size.
- Think about the format of the image. Depending on the design, it may need to be cropped to fit the cover.
- Consider the main features of the image. Are there elements that we should focus on, or avoid covering up with text?

All cover images must be approved by Cambridge's editorial and marketing departments before we can agree to use them. We will check that the image is of high enough resolution, that it can be used effectively, and that it is appropriate for the market the book is aimed at.

Once it is approved, permission also needs to be obtained to use the image on the cover – this should be obtained separately to any permission to use the image inside the book and must specify that the image is to be used on the cover. Please see the AuthorNet guide *Permissions* for further 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.