**Title of book:**

**Author name:**

**Date:**

**Design Brief**

|  |  |
| --- | --- |
| Ebook design | yes / no |
| Print book jacket required | yes / no |
| File formats required | jpeg / pdf / other |
| 3D view of book cover required | yes / no |
| 3D box set required | yes / no |
| Facebook head required | yes / no |
| Panel required for facebook advertising | yes / no |
| Advertising panel to use on your social media feed required | yes / no |
| Twitter head required | yes / no |
| Web site panel required | yes / no |
| Audio cover required | yes / no |
|  |  |
| **Required sizes** | |
| Print book jacket / ebook only (if known) |  |
| Size of cover (If known) |  |
| Where the book will be distributed |  |
| Size of spine (if known) |  |
| Number of pages |  |
| Trim (if known) |  |
| **Other pertinent information for your designer if required** | |
|  | |
|  | |
| **About the book:** | |
| **Fiction / non-fiction** | |
|  | |
| **Synopsis / blurb** | |
|  | |
| **Tag line / hook** | |
|  | |
| **Genre** | |
|  | |
| **Tone (serious, funny, romantic, etc).** | |
|  | |
| **Target audience** | |
|  | |
|  | |
| **Cover image:** | |
| **Images that represent your book**  Send your designer any images you might have downloaded in your research phase | |
|  | |
| **Symbols that represent your book**  Send your designer any images you might have downloaded in your research phase | |
|  | |
| **Photographs or illustrations**  Send your designer any covers / images you’ve found and where you’ve found them from. They will be able to download the high resolution file | |
|  | |
| **Stock or custom image**  Send your designer any covers / images you’ve found and where you’ve found them from. They will be able to download the high resolution file | |
|  | |
| **Examples of best sellers in your genre your designer should see** | |
|  | |
| **Examples of competition book covers your designer should see** | |
|  | |
| **Example of covers you like and state why** | |
|  | |
|  | |
| Other information |  |
| Barcode |  |
| ASIN number |  |
| ISBN number |  |
|  |  |
| Title of book |  |
| Author name |  |
| Publishers logo (if required) |  |
| Hook – provide text |  |
| Blurb – provide text |  |
| Author photo |  |
| Author bio |  |
| Date for completed work / deadlines |  |
| **Any other details** | |
|  | |