Layout Tips for Professional-Looking Book Design

#CMYK Creati

Outside Cover

Back Cover · **Spine** · **Front Cover**

Include a brief blurb about the book, which should take up about half the page.

Include great reviews or quotes about the book, or a brief bio of the author.

ISBN & barcode

Title

Author

Title in Largest Font on Cover

Subtitle in Smaller Font

Author

Include a great review, awards, copies sold, small blurb, etc.
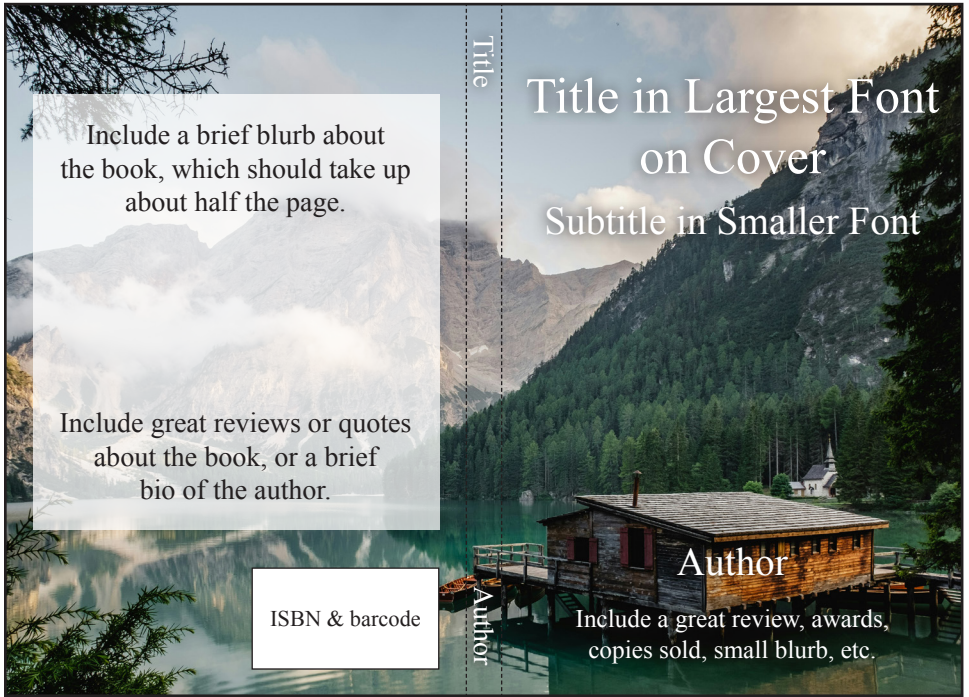
Notes:

✔ People do judge a book by its cover, so consider getting a professionally designed cover.

✔ Make sure the graphic elements flow from the front cover, to the spine, to the back cover. Due to small margins for variance, the spine may not always line up exactly on every copy. If your design elements flow, it will be less noticeable if the spine is a little off.

✔ If your spine is greater than .25 inches, include the title and author. Make sure the text flows as shown above. If your spine is less than .25 inches, it may be too small to accommodate text. Generally, you do not want to use fonts sized smaller than 8pt - 10pt. Ask us or check out our **Printing Guide** to calculate the width of your spine.

✔ Invest in an ISBN number and include it and the barcode on the back of your book. You will need these to sell in bookstores. Even if you aren't selling in bookstores to begin with, the ISBN and barcode help make your book look more professional.

✔ While it is personal preference whether to laminate the covers, lamination adds protection and a professional finish. We offer soft touch, gloss, or matte laminations. All work well depending on the circumstances. We highly recommend adding a lamination to full color covers.

Inside Cover

Notes:

- ✔ Most paperback books, including novels and nonfiction books, do not have printing on the inside front and back covers. One common exception to this is including the author's bio on the inside back cover.

- ✔ Magazines, catalogs, booklets, workbooks, journals, and other documents will often have printing on the inside front and back covers. This could be an advertisement, a table of contents, a short synopsis of the book's contents, etc.

Inside Pages

Left Side Example Page

Right Side Example Page

Author

This is a continuation of the last paragraph from the previous page.

This is the last paragraph in this chapter. If the chapter had ended on a right side page instead, this page would usually be left blank.

Book Title

Chapter Heading

This is the start of a new chapter. Often, the first letter of the chapter will be two or three lines high, the text will be justified, and the rest of the paragraphs in the chapter will be indented.

The second paragraph is indented, to visually make it easier to see that this is a new paragraph.

Notes:

- ✔ Leave plenty of white space on your page. There should be at least .5 inch on all four sides, plus an extra .25 inch on the bound side of the book.

- ✔ Although not required, most books have justified text with the first line indented. You can also include an extra line between paragraphs. The first letter in a new chapter will often be two or three lines high.

- ✔ New chapters should start on the right hand side of the page. Often, that will

mean inserting a blank page on the left hand side.

✔ The chapter title should be in a larger, bold font at least 1/3 down the page

✔ Page numbers should be in the middle of each page or on the outside edges, and not in the corners closest to the binding. Even page numbers should be on the left page and odd page numbers on the right page. Page numbers can be on the top or bottom of the page, although the bottom is more common.

✔ Typically, the author's name will be in smaller type centered on the top of the left hand page and the book title will be centered on the right hand page. Although it is shown in the example on the previous page, the small chapter title on the upper right side is usually not shown on the first page of the chapter.

✔ Typical pages in the front of the book include (starting with page 1, the first page of text on the right hand side when you open the cover):

   1. The title of the book written in a plain font, nothing else on the page, or reviews of the book
   2. Blank page
   3. The title of the book, subtitle, and authors, styled like the cover
   4. The copy right page
   5. Book dedication
   6. Blank page
   7. Table of contents, if applicable. Other things you will typically see before the first chapter starts are acknowledgments, a list of other books by the author, foreword, introduction.

✔ Typical pages in the back of the book include:
   • Author biography
   • Index
   • Footnotes
   • Advertisements for other books by the author

✔ If you have few graphics or photos in the book, 60# or 70# uncoated text works well. You might want to consider 70#, 80#, or 100# gloss or matte text if you have color-dense graphics or photos.

Still have questions?

We're here to help!

Give us a call at **1-877-977-3779** or email us at **help@publishingxpress.com**.