DESIGNERS' E-BOOK

FORMATTING TIPS, HELPFUL LINKS, AND MORE.

FILE ACCESS

CLICK THE LINKS BELOW TO OPEN YOUR TEMPLATES

COVER BLENDERS

FRONT COVERS (NOT INCLUDED)

SPINES (NOT INCLUDED)

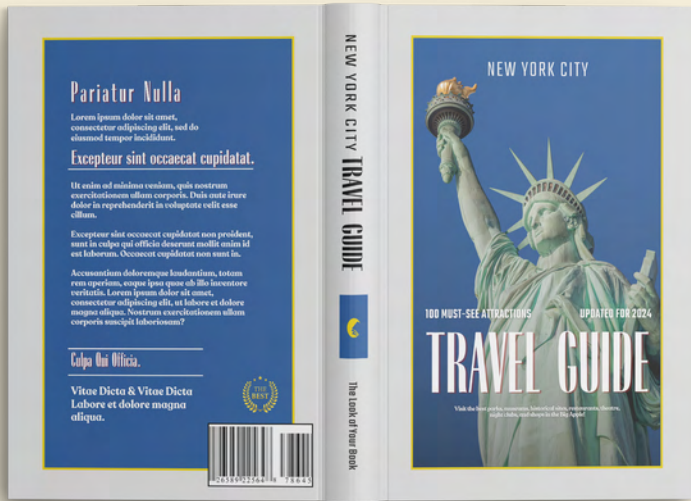**BACK COVERS** (NOT INCLUDED)

FONT LIBRARY (NOT INCLUDED)

COLOR PALETTES (NOT INCLUDED)

If you have any questions. Feel free to contact us!

THELOOKOFYOURBOOK@GMAIL.COM

The book cover (front and back) for "NEW YORK CITY TRAVEL GUIDE" featuring the Statue of Liberty, with placeholder back-cover text:

Pariatur Nulla

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

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Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

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Culpa Qui Officia.

Vitae Dicta & Vitae Dicta Labore et dolore magna aliqua.

Spine: NEW YORK CITY TRAVEL GUIDE — The Look of Your Book

Front cover: NEW YORK CITY — 100 MUST-SEE ATTRACTIONS — UPDATED FOR 2024 — TRAVEL GUIDE — Visit the best parks, museums, historical sites, restaurants, theatre, night-clubs, and shops in the Big Apple!

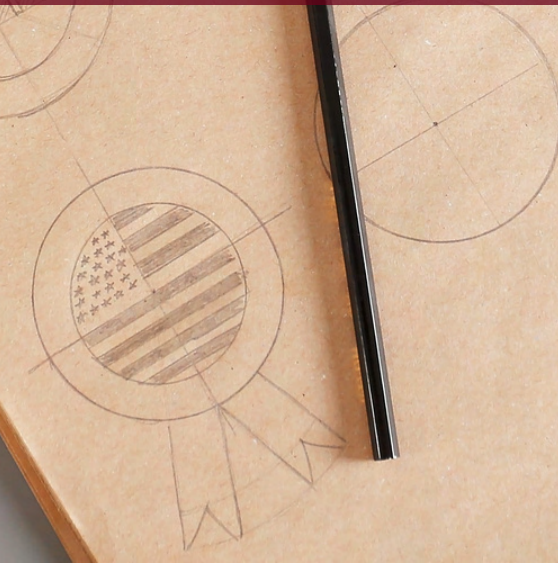# Get a free critique of your final draft

To help you nail your final design, we are providing one comprehensive book cover mark-up that highlights out any mistakes you're making - whether that be layout, contrast, font pairings, etc. The only requirement for this is to have used one of The Look of Your Book (TLoYB) templates in your design process and answer the following questions:

- How easy was it to use The Look of Your Book (TLoYB) templates?
- Which TLoYB templates did you use to create your design?
- How does TLoYB templates compare to what's on the market today?
- Which TloYB template pack was the most valuable to you?
- Are there any specific template features that could be added to improve your design process?
- Which e-mail would you like us to send the marked-up version to?

To share your design with us, upload your design to our Canva Whiteboard template (click here to access). Upload your design in any format, input the answers to our questions, and **share a collaboration link that is editable** to thelookofyourbook@gmail.com. We will then mark it up and send it back to you.

BREAKING DOWN YOUR BOOK COVER

Think about your entire design first

Oftentimes, book covers look mismatched when placing the front, back, and the spine together in the final PDF format. This happens when a designer gets too involved with the front cover, not thinking about the spine and back until it's too late.

Yes, it's true that nobody looks at the final design the way you will. However, they WILL notice when you don't tie your three sections together. You don't want to signal to customers that your book is poor quality. Moreover, you don't want to discourage people from showcasing the book on their bookshelf once they do buy it.

There are many ways to get the front, spine, and back to look like they belong together. Most importantly, bring the fonts from your front cover to both the spine and back. Once that's done, Cover Blenders will take cohesion to the next level.

Included in these Canva Pro templates are 11 Cover Blenders to serve as a guide. Note that you'll need to resize the design to fit the exact dimensions of your cover.

How to use

A few things to consider when using Cover Blenders:

- **The easiest templates are located in the beginning,** and they progressively increase in difficulty.
- **If you choose a complex Cover Blender, refer to it often.** Otherwise, your front and back covers will appear off-balance.
- **Design the front cover separately.** Your ready-to-upload layout (that is, the front/back/spine combined) should only be used at the end to tie everything together. While you should begin with a rough idea of the overall look, start specific changes with one cover, since the wide layout hinders granular design decisions.
- **If you find yourself struggling with getting the right balance, don't spend hours trying to fix it.** Take a step back and try a simpler Cover Blender instead.
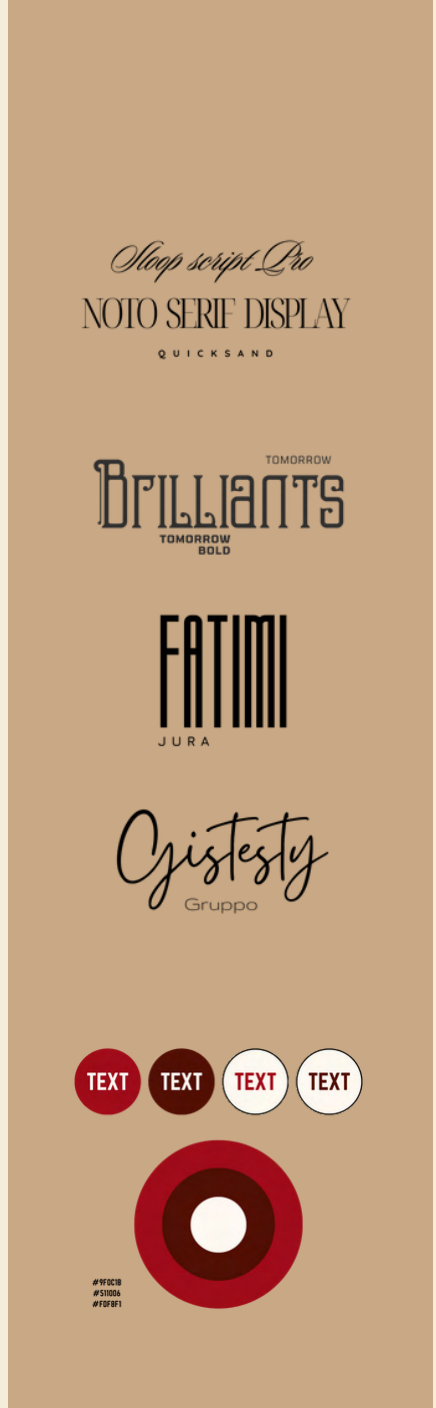
FONTS & COLORS

Getting the right text combinations is pretty easy with our Font Combination Library. Here's a few tips on how to use it effectively:

- Select your front cover layout.
- Count the number of fonts for that layout.
- Go to the Font Combination Library, and pick a combination that matches the number of fonts.
- Copy & paste the font combo text into your cover template.
- Using the "Copy Style" tool, select the font you want to duplicate and apply it to your template. Click here for additional instructions.
- Resize fonts to ensure that your pasted font height matches with the previously added fonts.

When using the Color Library, we recommend choosing a color palette prior to a background image. This will help you choose an image that will contrast well with your text. This is how you do it:

- Do some brief research on common colors in your niche.
- Pick a color palette to work off of. Copy & paste the palette into your cover template.
- Using the "Copy Style" tool, select the color(s) you want to duplicate and apply them to your text & background.
- Once your fonts and writing are the way you like, begin sourcing a background image that conforms to one of your palettes.

Sloop script Pro

NOTO SERIF DISPLAY

QUICKSAND

TOMORROW

Brilliants

TOMORROW
BOLD

FATIMI

JURA

Gistesty

Gruppo

TEXT TEXT TEXT TEXT

#9F0C1B
#511006
#F0F8F1

Tip: feel free to remove fonts in pairings that include 3 or more fonts. Since they all work together, removing one font won't alter the balance.

PURCHASE TEMPLATES

THE FRONT

It's happening - you're going to make an amazing book cover! But first, here's how you can make the most out of The Look of Your Book Cover Templates:

- **Skim through "Cover Blenders" and "15 Spine Designs" before choosing a front cover template.** This will give you an idea on how your spine is going to affect the front cover and will help guide design decisions.
- **Templates with a similar word count as that of your book title will be easier to design with.** The next page will show you how to do this.
- **Before adding colors and images,** make sure your fonts and book name work well with your template.
- **The white circles are suggested focal points.** You are not required to use these, but they are there to help you choose a background image.

Note: If your template starts to frustrate you, switch to a new font, color palette, or template. Sometimes changing things around is all you'll need to do!

If you're having trouble deciding what to put on your front cover template, here are some ideas:

- Title
- Subtitle
- Author Name
- Type of Book (Novel, Biography, Finance, etc.)
- Award
- Series Name
- Quote
- Tagline
- Publisher Name
- Author of: (another book name)

BOOK TITLES

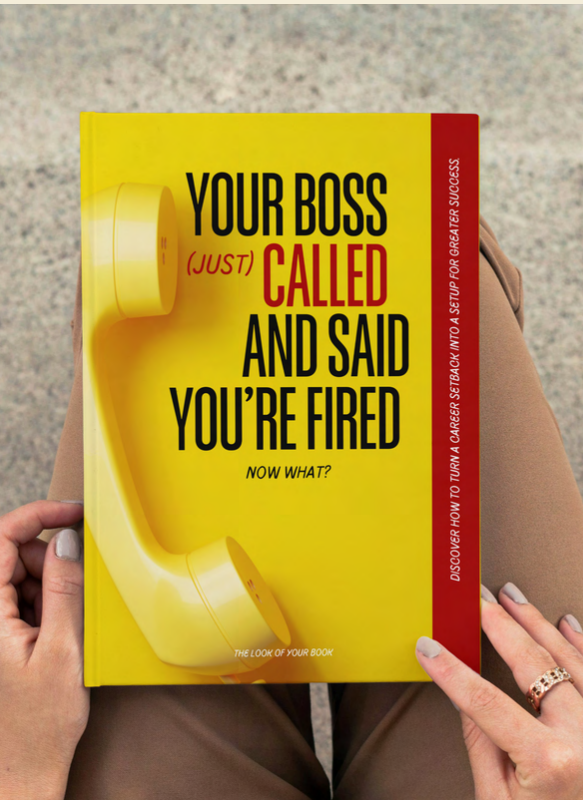Using AI to match character counts

You probably have an idea of what your book is going to be titled. However, you'll find that your name might not fit well within the allotted space of your desired template. If you're set on the name of your book, you will still be able to make a good design, however, the process will take longer and require a more hands-on approach. Keep this in mind while choosing a template and look for a template with similar character/word counts. This gets harder with larger-sized fonts.

If you're willing to edit the title of your book, you can experiment by finding synonyms, shortening, and lengthening your title to match your design. This will allow you to get your messaging across while making the design process MUCH simpler. A quick way to do this is by going to https://chat.openai.com and type the following sequentially into the prompt, inserting your relevant info within the curly braces {}:

1. *How many characters are in the following? {Latin-like text section that you are replacing}*
2. *Say "{your book's text}" in {number of characters from step 1} characters +/- 15%.*
   - **if GPT struggles with this prompt, increase the +/- percentage.**
3. *Tell me in 15 ways.*

Edit the final result by telling it which words you want to delete, keep, or add. Then copy & paste into your cover templates.

If you are concerned with using SEO-based keywords on your cover, remember that the subtitle will help you rank, too. This means you should likely keep your predetermined subtitle without affecting the balance of your overall design, since it will be a smaller font size. Remember that GPT can help you include SEO keywords in a natural way.

Note: your chosen fonts may have different widths and heights. These instructions are meant to be used only as a guide, and you may need to further edit your writing once you get the final result to achieve the closest match to the original template.

THE SPINE

I remember how I first started designing my own book spines. I just slapped my title on and called it a day, hoping none of my customers would ever notice or care.

That was until I ordered an author copy. I knew immediately that no one would proudly display my book, with the exception of my aunt Kathy...

You can do better than this. You're now able to get your book to stand out no matter its orientation. Considering they're usually stored standing up, that's a pretty big deal.

Before you get started designing your spine, you'll want to get a vague idea on how it's going to fit with the rest of the cover. Take a look at "Cover Blenders" to determine whether your spine is going to extend to the front and/or back cover.

GETTING STARTED

First, make a duplicate copy that you can revert back to. Failure to do this will result in a loss of the original spine design once you start customizing it. Depending on the page count and height of your book, you're also going to need to resize the spine templates to match your specific cover dimensions. KDP Cover Calculator is a useful tool to help you calculate the exact cover dimensions for your book (including your spine) that you can reference to when duplicating the templates.

Use the spine dimensions to resize the templates. You can do this manually or by downloading the KDP PDF and upload it to Canva. Overlay the image with 50% transparency to determine the proper placement and add guides to simulate bleed and trim lines. These guides will help you center your text properly.

PURCHASE TEMPLATES

WIDTH RESIZE

There are two ways you can design your spine. You can either:

- **Design the spine standalone, using your calculated spine dimensions.** The benefit of this is that you can isolate the spine design without being heavily influenced by the rest of your cover. The downside of this is that you won't be able to merge the spine with the front/back cover at first if you've chosen a complex Cover Blender.

- **Design the spine using the full cover dimensions.** The benefit of this is you can see your whole design - front, spine, and back - come together in one place. The downside of this is that your book will never look like this in real life, since books are usually closed when not in use. This can alter your perception significantly and we do not recommend doing this unless your front cover is complete.

Once your spine size is calculated, create a new Canva document:

1. **Copy and paste your chosen template into a new, resized document.** You'll likely find it easier to choose up to 3 spines to work with, since your chosen fonts will work differently depending on the spine.
2. **Choose anywhere between 1-3 fonts to use.** Get these fonts from your front cover and (optionally) your interior fonts.
3. **Replace the generic fonts with yours and add the text, logos, pictures, etc.** Once finished, confirm that your spine works well with your front cover by placing them side-by-side in the full-sized cover document and confirm that you're following the rules for minimum bleed, font size, etc.

Note: Because the spine templates are narrow, you may have trouble selecting elements. To fix this, zoom in to at least 84%.

THE BACK

Throughout the history of book cover design, it has become commonplace to include the following information on the back cover. We recommend using as many as your template will allow, however, you obviously don't need to pick all of them - just use the ones that work with your book and your template.

- As featured in: (Forbes, Huffington Post, etc)
- Category Section (i.e. Juvenile fiction, Action & Adventure, Survival Stories)
- Testimonials/Quotes
- Copyright Information
- Series Information
- Referencing another book of yours
- Social Media Handles
- Business Address
- Author's Blurb
- E-mail Address
- Website address
- Call to action
- Author Bio
- Publisher/Business Name
- Tagline
- Other available formats (e-book, audiobook, etc)
- Awards
- Attributions
- Book Title
- Appropriate Age Range
- Logos
- Author Photo
- Printed in the (USA, Malaysia, etc.)

Instead of a generic copy & paste template, each one of these back covers are are designed for you to pick and choose what you want to write on them. All of the designs can be made with just 2 fonts, but you can use as many as you'd like. Here's how we recommend going through this process:

1. **Make sure your FRONT cover is complete.** Choose 2-4 fonts that you wish to bring to your back cover.
2. **Without adding information, choose a template** that fits well with your front cover.
3. **Duplicate your template page** so you can refer back to the original.
4. **Without adding any writing, add the back covers font/colors/imagery** so it matches your front and spine.
5. **Begin writing.** Fill out the sections that you can easily complete first, and leave out the sections where you get stuck.
6. **Refer to the list on this page** to choose what to put inside the missing sections.

GETTING IT RIGHT

If you want your book's text layout to look as close to the template possible, it is important you use a similar amount of words in each section. You can do this on your own; however, we recommend going to https://chat.openai.com and typing the following sequentially into the prompt, inserting your relevant info within the curly braces {}:

1. *How many words are in the following paragraph? {Latin-like text section that you are replacing}*
2. *Say the following in {number of words from step 1} words +/- 15%: {your book's back cover text}*
   - **if GPT struggles with this prompt, increase the +/- percentage.**

Edit the final result by telling it which words you want to delete, keep, or add. Then copy & paste into your cover templates.

Note: your chosen fonts may have different widths and heights. These instructions are meant to be used only as a guide, and you may need to further edit your writing once you get the final result to achieve the closest match to the original template.

PURCHASE TEMPLATES

HELPFUL LINKS

DESIGN TIPS

How can I make the text stand out?
Click here for 17 tips on designing with type on a photo.

What font colors should I use?
Click here to get a list of tri toned color pallets with text-optimized color contrast.

What color palettes should I use for my niche?
Click here to type in a niche and scrape the top 20 images on google to provide color palettes.

How can I make sure I'm not violating copyright?
Click here - to learn what you can and can't do with Canva designs and stock imagery.

FORMATTING

How do I calculate my spine and cover dimensions?
Click here for the free KDP cover calculator. You will be provided exact dimensions of your cover (including spine) and you will have access to download the PNG.

How do I center my text on my book cover to match the bleed?
Click here to learn how to add guides on your book cover. Do this step after you have gotten your cover, bleed, and trim dimensions calculated. These guides will help you center everything after placed on your document.

How can I make my cover look less dull when I upload it to KDP?
This is an easy trick - just download your final cover file as a PNG at 3.125x size. Then, instead of uploading the print-ready PDF, **launch KDP cover creator** and upload the PNG there. Delete the placeholder text and submit your design.

HELPFUL LINKS

CANVA TIPS

How can I quickly bring fonts/colors from one design to another?
Click here to learn the "copy style" function. This will speed up your design process significantly.

How can I make my text more unique?
Click here to learn all about "text effects" in Canva.

How do I create a whiteboard?
Click here and click "create a blank whiteboard"

How do I share my design with someone?
Click here for detailed instructions on how to do this.

Does Canva have an AI writing tool like Chat GPT?
Click here to learn more about the Magic Write tool to generate book blurbs and titles.

How do I upload an image?
Click here - for detailed instructions on how to do this.

How do I export my book cover?
Click here for detailed instructions on how to do this.

If you have any questions. Feel free to contact us!

THELOOKOFYOURBOOK@GMAIL.COM