NOVUS PUBLISHERS

SERVICE BRIEF

A Cover That Works at Any Size

Book cover design for print, ebook and the search results page

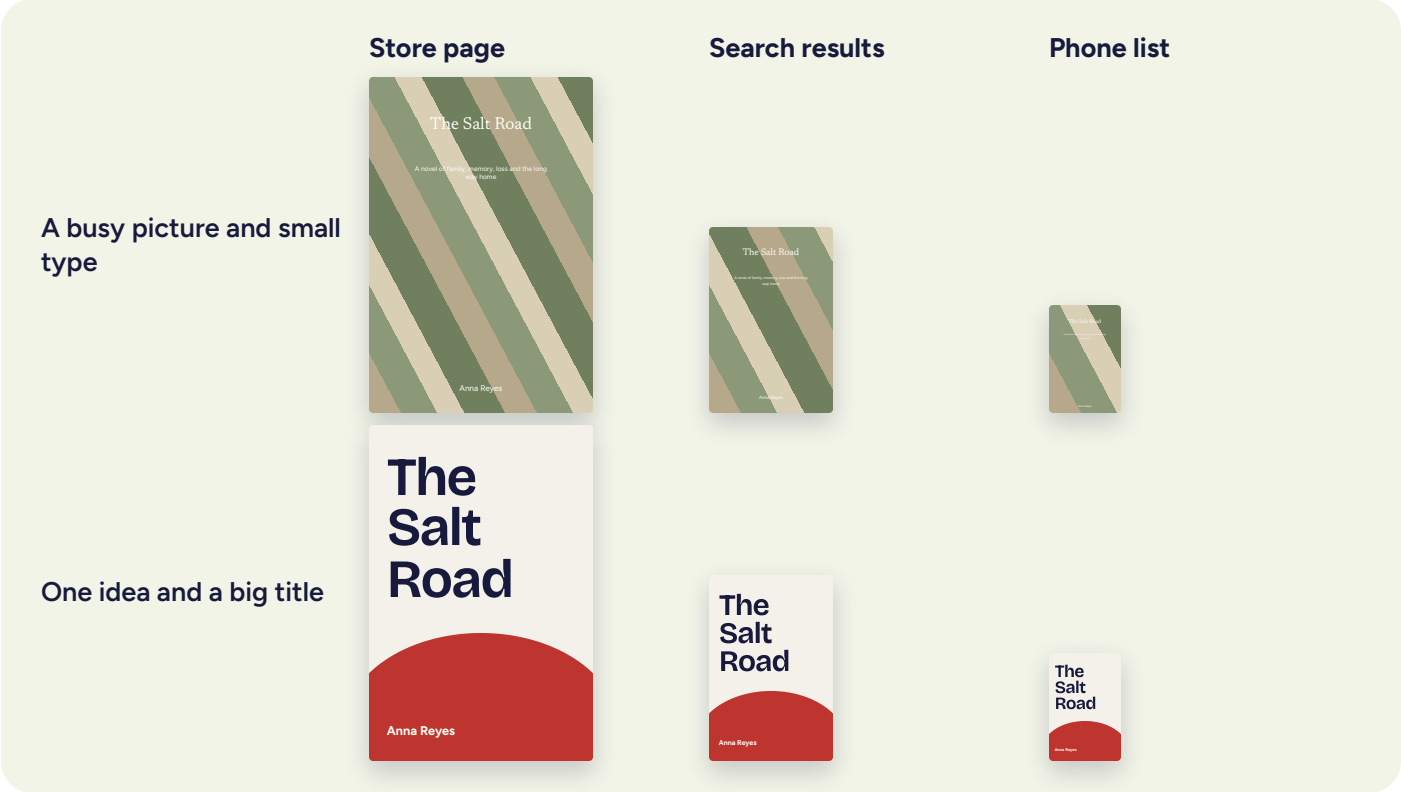


hello@novuspublishers.com

novuspublishers.com

A Cover Gets Read Twice

In a shop, a cover is the size of the book. On a retailer's search page, it's a thumbnail beside a dozen others in the same genre. It's easy to approve a cover at full size and never test it at the second.



Illustrative covers for a fictional title.

What a Cover Has to Do

Say what kind of book it is

Readers take genre signals from a cover before they read a word. It should look like it belongs with the books its reader already likes, and still be its own.

Stay legible when small

The title has to survive the thumbnail. That usually means fewer elements, bigger type and one clear image idea.

Fit the book physically

Spine width depends on the final page count and the printer's paper and binding. These need confirming before the print wrap is finished.

Work in every edition

Ebook and print editions need separate final files. A hardcover and a paperback may too. We plan for the formats you're actually releasing.

The Service

1

Agree the direction

We start with the reader and the kind of book you're making. You share the summary, genre and covers you admire, and we agree on references, mood and imagery.

2

Develop the cover

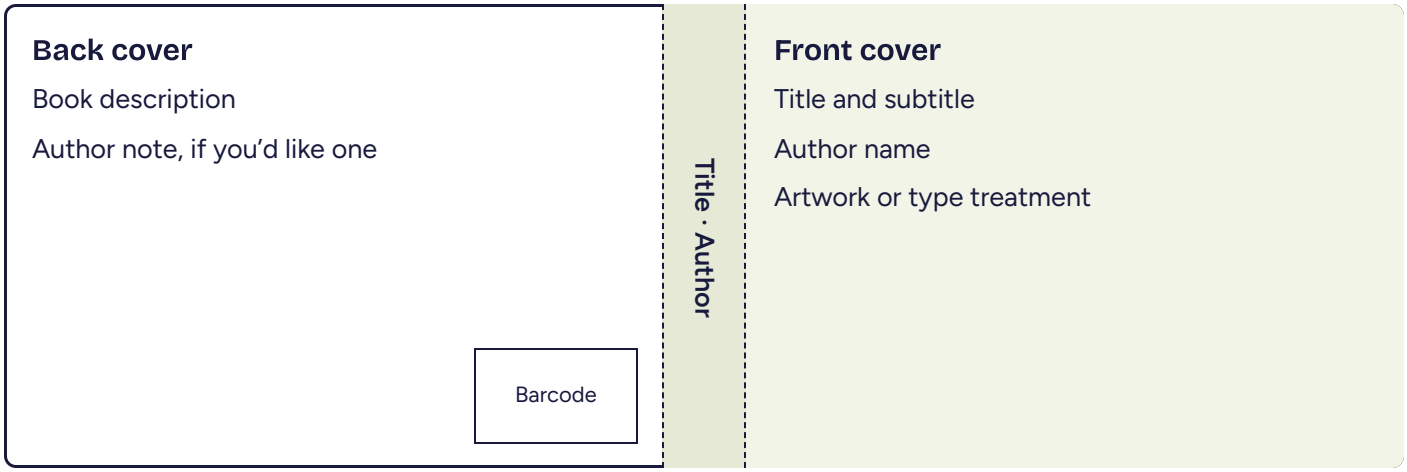
We develop the title, author name and artwork as one composition. You review the proposed directions, choose one, and we refine it through the agreed review rounds.

3

Prepare the files

We confirm the production specifications, then prepare the ebook front and print wrap for the formats in your proposal.

What a Print Wrap Includes



The dashed lines mark the spine, which changes with page count, paper and binding. The ebook edition uses the front cover alone.

What This Delivers

- **A cover built for your reader**, based on an agreed brief.
- **A design tested small**, so the title still reads in a list of search results.
- **Final files for each format** in your proposal, prepared to the specifications you confirm.
- **A clear record of the artwork**, with any custom or licensed material identified in the scope.

What's Included

Component	Details
Cover concepts	Initial directions for review within the agreed scope.
Refined design	The selected direction developed through the agreed review rounds.
Final cover files	Files for the print and ebook editions listed in the proposal.
Print wrap	Spine and back cover, when a print edition is part of the project.

Good to Know

Redesigns are welcome

Share the existing edition, the reason for the change and the files you have. Retailer and print updates may be a separate setup task.

Artwork comes in several forms

A cover may use illustration, photography, lettering or type alone. Custom artwork and licensed material are identified in the scope.

What we'll need from you

- The title, subtitle and author name exactly as they should appear
- A short summary, the genre and who the book is for
- A few covers you admire, and what you like about them
- Your formats, and the page count and printer once you know them

To get started, fill in the **Book Cover Project Brief**.



Show us the covers you wish were yours.

hello@novuspublishers.com

novuspublishers.com