

Helpful Cover Design Information

Sage has an in-house design team with years of experience and an expanse of resources. We can't wait to work on your cover design! A few things that will help the designer create the best possible cover:



Details About Your Book

- Who is your **primary market** and how do you want the book perceived?
- **What do you want this book to convey** about the subject?
- **Key words** and descriptors can also help convey the tone of the book—see suggestions to the right.
- It's best to **find images only to help convey concepts** rather than expecting the designer to use them exactly.
- When asking for representations of people, **specify age range and any other requirements**. Include any notes or goals for sensitivity toward specific groups and/or diversity on your covers.

Sage is committed to diversity, equity, and inclusion in our books program, and this commitment extends to our book covers. We will work with you to determine which images from our photo vendors best represent the content in your book. Please speak with your acquisitions or sponsoring editor to discuss ideas for covers and best practices.



Feedback on Designs

- **Remain objective** and try not to let personal taste be a factor. Why would a design not be appropriate for your audience? Saying you “like” or “don't like” is subjective, as is design—some people may love a design and others may hate it—it's all about what conveys the content of the book while intriguing the audience to open it up.
- **Be specific and clear as to what is or isn't working.** For example: The design is too fun and not serious enough for this market—perhaps an image of adults working together in an office building would better convey the content.
- **It's better to describe the problem than to give specific instruction.** Don't say “move this here” or “change this color”. Instead, say something such as “the title doesn't stand out enough”; “the subtitle gets lost”, etc.

Helpful Key Words:

sophisticated
colorful
vibrant
modern
inviting
serious
educational
playful
fun
high-tech
multicultural
simplistic
children ages 7-10
diverse adults
above 50 years in age

Abstract Image Descriptors:

scenery (e.g. sunset)
linear/precise
typographical
paint strokes
geometric/circular
textured
delicate/soft
serious
loud/ bold
techy
fun/light-hearted
multicolored
intersecting

