

BOOK COVERS

Whether you're planning to publish e-books or books, designing an eye-catching and attention-grabbing book cover is an essential part of your book distribution strategy.

A book well written with high educational or entertaining value has greatest chances of being picked up from a book shelf or a digital library, when the cover has on it design elements and colors that tell the potential customer *"Look at me, this is what you're looking for!"*

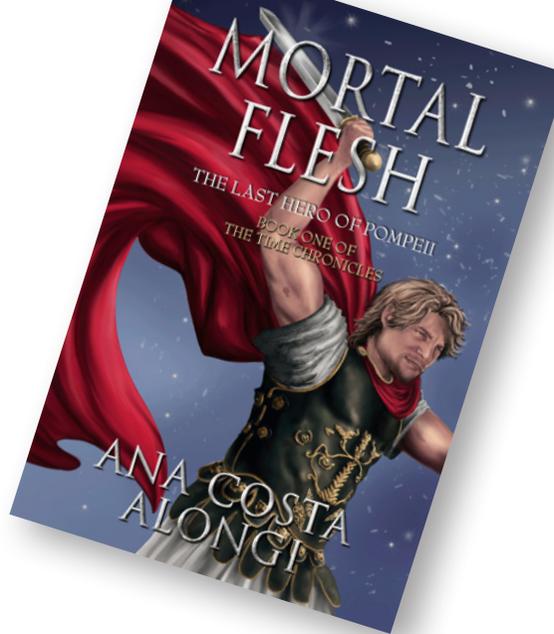
Book covers poorly designed results on low sales; sadly, people do judge your book by its cover.

If you're serious about getting your book to the world, if you want people to find your baby, then investing in a well-designed book cover, not only makes sense, but it is the right thing to do.

At Sigillum, we are committed to designing book covers that are attractive to the eye and are impactful, as well as, beautiful. We work closer with our authors to ensure the book cover reflect the text inside.

Some of the questions we heard from our customers are:

[I have a friend that is a graphic designer;](#)



[wouldn't I save money if I convince him to do my cover?](#)

A graphic designer can certainly make the graphics in your book look pretty; however, if the graphic designer is not a book design specialist, he might lack the skills set required to produce a book that adapts to the industry's conventions and that sells well in the marketplace.

[Why do I need a book designer?](#)

There're many elements to consider when designing a book cover file for print. Before designing the book cover, you'll need an ISBN number and a bar code. The book layout needs to be completed in order to calculate the width of the spine, which will also depend on the industry standard size of

the book and where you want to print it. Our services include a free book cover design consultation and we can help you doing all the technical task so that you can focus on what you love the most, writing great content!

How much it cost to design a book cover?

The cost of a book cover depends on what you need. If you need an illustrator to create an illustration for your book cover, it will cost you more than if you were buying stock photos. The book format and the type of cover authors want are different from one project to the next and that's why we like to evaluate each project with the author before quoting a price. With that said, we have very affordable options and packages that combine all your book publishing needs, in both, physical and digital channels.

