



## Design Policies

### Pricing

All pricing is fixed and specified on the pricing sheet.

### Payment Schedule

To make things run smoothly, I have the following payment schedule.

1. 50% deposit of total design cost up-front in order to secure your scheduled design time
2. Payment in full upfront for formatting services and any add-ons during the course of the project
3. Final 50% payment after rough drafts are approved.

You will not receive deliverables until the final payment has cleared.

All payments are made through Paypal's secure invoicing system.

### Scheduling

The process begins by submitting an inquiry form. If you are interested in proceeding and your project is accepted, you can secure an available design slot by paying the 50% deposit and signing the supplied contract.

If you need to **reschedule**, you must do so 30 days before the original slot begins.

My ability as your designer to meet deadlines is dependent on your ability to provide all required information in a timely manner. I cannot be held responsible for missed deadlines due to unavailable or inaccurate information, including (but not limited to): print specifications (page count, trim size, etc.), blurbs/taglines, author bios/photos, excessive revisions, etc.

If you're on a time crunch and want to check my availability, I recommend sending me an email!

### Beginning the Project

I must receive a signed acknowledgment of these Design Policies and a completed questionnaire seven (7) days before the project is scheduled to begin. Any delay in receiving these items will mean a possible delay in beginning the project (and subsequent delivery of final files) or even a loss of your scheduled slot, which must then be rescheduled. Forfeited time slots will not qualify for a refund of your deposit.

The following information should be supplied at the beginning of the process

- Final book title
- Author's name as it is to appear on the cover (correct spelling, pen name, etc.)
- ISBN numbers for ebook, paperback, hardcover and/or audiobook formats as applicable
- Proof-read copy for the blurb to appear on the back (paperback) or front flap (hardcover jacket) and any author bio to be included (along with high resolution author photo if you are using one on the cover).
- Name of Print-On-Demand (POD) vendor(s) (KDP, IngramSpark, Barnes & Noble Press, Draft2Digital, etc.) so that I can procure accurate templates and file specs
- Trim size of print version(s)
- Final page count of formatted print version(s) at correct trim size. Please note that this number **must be accurate**, and that this is **NOT** the page count of your unformatted manuscript document in Word, Google Docs, PDF, etc. It is the page count of the final file you intend to upload to your POD vendor.

### **Time frame**

In order to meet promised deadlines, all projects are scheduled in advance.

Design of an ebook or print cover takes anywhere from two weeks to a month. If selecting the Premium package, this time frame is extended. Series book projects will take a month or more, depending on the number of book covers to be designed.

This schedule and time frame can be effected by things such as extensive changes to the scope of the project, ongoing revisions or editing, failure of the client to supply necessary items, information or feedback in a timely manner, or circumstances beyond my control.

My advice is to schedule the design so that final files are completed one month before needed. As an example, if you want to upload your cover for pre-orders on June 1<sup>st</sup>, plan the book cover design so that final files are available by May 1<sup>st</sup> and schedule a design slot for the first or second week in April at the latest.

### **The Process**

Average lead times for a first draft cover are anywhere between 2 weeks to one month. Final design time also depends on the number of the revisions we make to the design.

An **ideal** project will go as follows (this is an ideal, not a commitment!):

1. You will receive your rough draft at the end of Week 1
2. Feedback will be due the Monday or Tuesday of Week 2
3. If only minor changes or revisions are needed, final files could be ready as soon as the end of Week 2.

Within two weeks from your scheduled start date, you will be presented with a draft of your cover design. This draft is rough in a nature and does not reflect the final product but is a way to determine things like overall layout and look, colors, imagery, fonts, etc.

You are expected to provide feedback in a timely manner following receipt of your rough draft.

Final file availability will be determined by the number and extent of the revisions and changes required.

## **The Design**

I will use the information supplied on your completed questionnaire and shared Pinterest idea board, along with current design and marketing trends in the book's genre, to come up with a unique cover design. The design can include (or may not include) original illustrations, stock photography, photo manipulation, and type stylization.

If you want to include specific imagery that is not available as stock photography on Shutterstock or Adobe Stock, additional fees may apply to procure or produce that imagery.

I will make every effort to make substantive revisions as needed to make the cover perfect for you. But sometimes, an artist's "style" might not meet the author's vision for their cover. In the event that you're not happy with the design after the allotted three revisions and wish to cancel the project, the 50% deposit paid at the beginning of the project will not be refunded in order to cover the cost of work completed to date.

## **Revisions and Changes**

Major revisions are not permitted after sign-off of the revised rough draft. I will make a couple of changes (tweaking certain individual elements of the cover, changing colors, moving elements, changing text placement and/or fonts, and resizing) as necessary but within reason. If you want to make large changes, such as a new title, a different book trim size, or a new page count, these changes will involve extra charges based on the scope of the work involved.

The best practice is to have the details of your project pretty well locked in before we begin the process.

The pricing for cover designs include one main design plus the opportunity for you to make up to three rounds of revisions. If you're not happy with the designs at this stage, you must pay in full for all of the work produced up to that point, and you may either cancel this contract or continue to commission me to make further design revisions at the hourly rate set out on my Price Sheet.

## **Deliverables**

All rough drafts are sent via email.

When a project is complete, I will create a Dropbox folder with your name on it and send you the link. You can download your cover files or access them using the link any time. The only people

who can access your Dropbox folder are those with whom you share the link. I do not share your folder with anyone other than you, unless you tell me to in writing/email.

Ebook covers will be delivered as a high-res JPG file, optimized for Amazon/Kindle Direct Publishing (and suitable for other ebook platforms).

Print covers and interiors are delivered as print-ready PDFs to the specifications of your named POD vendor.

Additional items are delivered in the appropriate file format (JPG, PNG, PDF) for their intended use.

Package prices include designing printed covers to the specifications of one (1) print on demand vendor. If you would like files to use for additional vendors, please consult the Pricing Sheet.

Please also note that print cover pricing includes designing for one (1) book trim size. If you need additional sizes, there will be an additional charge. This does NOT include the Premium Package which includes covers sized for both one (1) paperback and one (1) hardcover, which are usually different sizes.

Original artwork files (Illustrator, Photoshop, InDesign) are **NOT** available and remain the property of Max & Millie Publishing LLC.

### **Ownership and Copyrights**

Once final payment is received, you will retain all copyrights to the book cover design. You may use the design in advertisements or promotional materials as well as post it on social media or elsewhere online.

Designs **CANNOT** be resold under your name as original artwork.

I utilize companies that have cleared their fonts for personal and commercial usage (such as Adobe and Google) or purchase commercial licenses from font sellers. Any images used are either designed by me (illustrative artwork) or are purchased/procured through sites that provide Standard Image Licenses, such as Shutterstock or Adobe Stock. Those usage agreements will pass to you and you do not need consent or permission to use the design as described in the Standard Image License terms.

While I promise that your cover design will be unique and exclusive and never sold or offered to another author, I may use stock photography or imagery which may appear in other works created by other designers. I will NOT use the same stock imagery for more than one client if it appears on the final cover design of another client. Any "left over" illustrations, images, designs, or ideas not used in your final design remain the property of Max & Millie Publishing LLC and may be used in other projects.

Max & Millie Publishing LLC retains the right to display any final designs in their portfolio and to use them for marketing purposes only after the design has been revealed to the public. Max & Millie Publishing LLC is not obligated to promote any design.

## **Licensed Content**

All elements used for your cover will be either royalty-free resources or properly licensed from stock websites such as Shutterstock. However, if you request specific elements that are not royalty-free (such as commercial fonts, etc.), you may be responsible for the cost of the license of that element.

You may also provide your own photographs for use on covers, but I do require that a signed model release form and all proper permissions/documentation be submitted to me before I can use the images on your cover. Any images you supply must be approved for quality and proper resolution. I reserve the right to refuse to use client-supplied images if I feel that the proper permissions have not been obtained, the quality is not sufficient for a good outcome, or if the imaging is inappropriate, offensive or illegal.

## **Revision of Services:**

You can decide to add services at a later date if you choose (for example: if you purchased an e-book only package, you can choose to add the print cover later). You will be charged accordingly for the services you are adding. Along the way, I may ask you to put these requests in writing so that I can keep track of changes.

## **Design Credit**

Cover design credit must be included in all copyright page text and should read:

*Cover Design by Max & Millie Publishing LLC*

## **Final File Uploading**

While I will go directly to your print-on-demand vendor to obtain the correct template and specs for your cover, I will **NOT** upload your final artwork files. You are responsible for uploading any final files to your chosen vendors in accordance with their guidelines.

## **Rescheduling a Project**

I will allow one rescheduling of a start date without penalty. There are no guarantees that your project will be able to be rescheduled at a particular time.

## **Pausing a Project**

There will be no refund of deposit if you pause your project less than thirty days before your scheduled start date. In order to resume your project, an additional 25% of your fees must be paid. If your project is not resumed within 90 days, the full amount will be due before resumption of your project. After 180 days, the project will be considered cancelled and treated accordingly. No files will be released at any stage – including rough drafts – without full payment of all fees.

## **Cancellation and Refunds**

If you cancel your project less than thirty (30) days before your scheduled start date, a 25% cancellation fee will apply. No refunds of deposits will be offered once work has begun.

If you have received the first draft and choose to cancel the contract, you forfeit the full amount of the deposit. Depending on the number of revisions made to the design at that point, you may be subject to an hourly art fee as specified on the Pricing Sheet.

Refunds will not be granted if you decide not to publish your book at any point in the process.

If for some reason I need to cancel our contract due to an emergency or otherwise, you are entitled to a full refund. Any delays of up to two (2) weeks due to illness or unforeseen circumstances will not qualify for any refunds. I will make every effort to notify you if there are any unexpected delays.

## **Advice**

While I'm happy to offer advice on some things, especially when it comes to your cover design, I don't have the ability to advise on the entire process of becoming a published author.

There are multitudes of excellent YouTube tutorials that I'm happy to recommend. Plenty of fellow authors who have been through the process many times have generously shared their wisdom. They can take you through everything from researching the various publishing options all the way through uploading your files and marketing your book.

## **Communication**

All communication is done via email unless there are extenuating circumstances.

## **Designing Series Books**

Purchasing the *Series Books Cover Design* package is recommended **IF** you know in advance how many books will be in the series and details such as titles, character information, themes, etc. If you know in advance how many books, titles, etc. involved in your series, we can do an overall plan to maintain a consistent look and feel through all of the covers. All book covers will be designed at the same time. Minor changes can be made at a later date. Extensive revisions would require additional fees.

Otherwise, series book covers will be designed on a one-by-one basis using single book cover design pricing.

If you are coming to me with a book that is not the first title in the series, I will want to see what prior covers look like so I can mimic the overall aesthetic that we are trying to accomplish to maintain consistency.

You are not obligated to use my services if I design the first book in a series. However, if you choose to use a different designer for subsequent books, I will not be able to supply original design files (Illustrator, Photoshop, InDesign).

### **Interior Formatting**

Interior formatting services has a separate Policies Sheet, but here are some basics.

All fees for interior formatting are due before the project begins.

Fees for print books are for the layout of one (1) trim size only. Additional trim sizes will require additional fees.

Before I provide the final price, I require a sample of the manuscript to determine the complexity of the layout and if any pre-formatting is required, which will involve a \$50 fee. Complex formatting for things such as poems, use of images, footnotes, bibliographies, workbook pages, excerpts, etc. will incur additional cost.

### **Legal stuff**

You agree that Mac & Millie Publishing LLC will not be held liable to you, or any third party, for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the use of the finished design.

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Acknowledgement that I have read and understand all of the policies described in the Mac & Millie Publishing LLC Design Policies document.

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Signature

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Date

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Printed Name

