Suggested elements

Text elements

Standard text elements we set all booklets with, unless requested otherwise:

1. Headlines
2. Subheaders
3. Page numbers
4. Headers/footers
5. Contact details (Usually added to back cover)

Other text elements we can include and suggest the client to consider:

6. Pull quotes
7. Standfirst
8. Image captions
9. References/Further reading

Design elements

Suggested design elements to include:

1. Logo
2. Images
3. Colour - Background, borders, text etc. Often client company colours unless requested otherwise.
4. Graphic elements - Shapes, details, particular layout styles etc. For example, these can be included to mirror the logo or website.
5. Font - Client can request fonts to be used in the eBook. We may request client to send font files if we don’t already own them.

Brand guidelines - We are happy to follow any brand guidelines sent to us by the client.

Images

We request all images to be supplied as the original, high quality image file. eBooks are set to a minimum 300dpi. If the image quality falls below this we can replace with images from www.istockphoto.com. The client is free to choose any images from iStock they wish.

We request images to be sent in vector or rasterized format - jpg / png / pdf / eps etc. They can also be supplied as Illustrator or Photoshop files.

Please do not supply images on Word documents or Powerpoint.