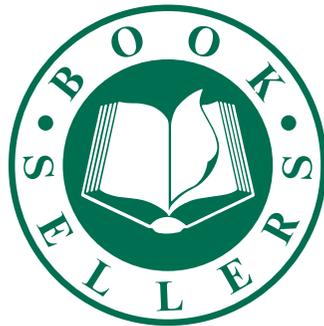


M C N A L L Y
R O B I N S O N

DIY Formatting Guide
for the
Espresso Book Machine



2013

Interior Design by Beth Steidle

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BOOK BLOCK

Basics

WHAT IS A BOOK BLOCK?

The term “book block” refers to all of your interior pages—from the very beginning to the very end. In general, the book block can be thought of as containing three main components:

- **Front Matter**

This is everything that precedes the main bulk of your book. It includes your cover page, copyright page, table of contents, dedication page, special thanks page, and so forth. There are no rules when it comes to front matter—not every book contains all of these elements, and you can incorporate whichever ones you want into your particular project.

- **Core Matter**

This is the meat of your book. It contains your novel, poems, photographs, essays, or whatever else constitutes your main content.

- **Back Matter**

This is everything that follows the main bulk of your book. It includes an About the Author page, epilogue, appendix, source list, etc. Again, your book may include all or none of these elements.

You can create your book in whatever order or method you prefer—just remember that ultimately your book will consist of one PDF for your book block and one PDF for your cover. Some people prefer using design programs, such as Adobe InDesign or Photoshop, while others use basic word-processing programs, such as Microsoft Word or Pages.

You don't need a fancy design program or a forty-year academic degree to create a great looking book. You do need a bit of patience, some time, and a little guidance. We believe that between this formatting guide and our personalized service, you will be able to create a book that will look professional and timeless.

For more information, read on!

FORMATTING OVERVIEW

We love consistency.

Remaining consistent throughout your formatting process will result in the best possible book block. This means using the same typefaces, font sizes, line spacing, margins, tabs, and so forth, throughout your entire book. Keeping things consistent helps to ensure the physical readability of your text and helps to make your book feel like a cohesive whole.

We love simplicity.

Simplicity is not equal to *boring*. Often, the most effective designs are deceptively simple. We recommend using only 2 or 3 fonts and font sizes throughout your book. Too many design elements makes a book appear cluttered and can deter readers.

We do *not* love WYSIWYG.

WYSIWYG stands for “what you see is what you get.” It is *not* a good rule of thumb for formatting documents. Your file will ultimately need to be converted to a PDF to ensure its readability on our book machine. While your file may *look fine* on your computer screen, when you convert an improperly formatted file to PDF crazy things will happen—letters get smooshed together, quotation marks turn into hollow boxes, paragraphs jump off the page... Thus, it is crucial to format properly from the very beginning.

Common WYSIWYG Don'ts:

- Do not use the space bar to create indentations at the beginning of paragraphs. Always use the tab key.
- Do not use the space bar to align text. For example, if you want something to be centered, highlight the text and use the center tool. Similarly, if you want to move text around on the page, or if you want to flush text left or right, be sure to use the alignment tools or change the tab settings.
- Do not keep hitting the enter key until you get to a new page. Instead use the Insert Page Break tool.
- Do not incorporate images by copying and pasting, or dragging and dropping. Instead use the Insert Picture option (in the File menu) to correctly place images within your document.

PAGE LENGTH

Minimum length: 40 pages

Maximum length: 800 pages

How to determine your page count

For our purposes, one page refers to one PDF page or one page of the book—not one sheet of paper. Each sheet of paper contains two pages, one on each side. Remember that the book machine does not do any folding, so your PDF should not contain any double-page spreads or signatures.

Your final page count will be the total number of pages in your PDF document—everything from start to finish, including blank pages, dedications, appendices, and both numbered and unnumbered pages.

TRIM SIZE

Trim size is the physical height and width of your book. Because of the nature of the book machine, some of the edges must be trimmed off. *This is why we cannot bind an 8.5" x 11" document.* It must be slightly smaller.

For best results, the page size of your book block should match the intended trim size of your book. For example, if you want your book to be 6" x 9", the PDF document you submit to us for your book block should be 6" x 9". We can also accept a PDF of your text if it is formatted to the book's trim size and centered on an 8.5" x 11" document.

We cannot take text formatted as 8.5" x 11" and simply shrink it down. This will distort your text and degrade its legibility.

Minimum trim size: 4.5" x 5"

Maximum trim size: 8.25" x 10.5"

Standard trim sizes: 6" x 9", 5" x 8"

Because the cover wraps around the book block, the length of the book block also affects the trim size. The longer your book, the larger the spine. The larger the spine, the smaller your maximum possible trim size. Use the guide below to help you make sure that your book measurements will work with our machine:

Page Length	Max. trim width x height
40-100 pages	8.25" x 10.5"
101-200 pages	8.125" x 10.5"
201-300 pages	8" x 10.5"
301-400 pages	7.875" x 10.5"
401-500 pages	7.75" x 10.5"
501-600 pages	7.6" x 10.5"
601-700 pages	7.5" x 10.5"
701-800 pages	7.4" x 10.5"

IMAGES IN YOUR BOOK BLOCK

Photos, drawings, or other images can be a great way to enhance the overall look of your book's interior. Images are often used as part of chapter/section headers. Other times images are placed in the midst of text or take up an entire page.

However you want to place your images is fine with us! However, please keep in mind that it is your responsibility to place the images where you want them prior to converting to PDF.

Image Formatting

The book machine currently *only prints black and white interiors*. If you insert color photos, they will automatically convert to grayscale upon printing.

Photos and other images should be 300 DPI. DPI stands for “dots per inch” and refers to the crispness of an image's resolution. 300 DPI is standard for printing. To make sure your images are at the correct resolution, you can alter your camera settings or change the settings on your scanner to scan at 300 DPI.

Please note that the resolution for your computer screen and most websites is set at 72 DPI. So, while an image may look fine on your computer screen, this does not mean that it will look fine in print. It is not recommended that you pull images from websites. When 72 DPI images are printed, they will appear grainy or fuzzy. On the other end of the spectrum, you do not need to give us files greater than 300 DPI, as they will be automatically downsized on our software.

Checking the DPI of your images depends on which software or camera settings you are using. Often information on image resolution can be found in the *Properties* setting of your imaging software or in the menu of your digital camera. If all else fails, you can send the image to us and we will be able to tell you if it is suitable for printing.

Image Copyrights

Like everything else in your book, you must own the copyrights to or have permission to use all images. While Internet images can be easily obtained, this does not mean they are free for use. Be sure to check the sources of your images and pay the necessary copyright fees. You may need to contact the artist or relevant institution to obtain permission.

DIY in MS Word

Do not copy and paste images into your Word Document. Instead, save the image to your computer. Then go to *Insert* ⇒ *Picture* ⇒ *From File* or *File* ⇒ *Place*, dependent on which version of Word you are using.

SAVING AS PDF

What is a PDF and why does it matter?

Everyone's computer is different, each running on a unique combination of software, fonts, operating systems, and other technical mumbo-jumbo. This means that files made on one computer will not necessarily appear the same on another computer. For instance, an MS Word document that you've created may look significantly different on my computer than on your computer.

The solution to this is the PDF (Portable Document Format). A PDF file is designed to be viewable on all computers, regardless of operating systems or programs installed. When converting to PDF, you are essentially turning the entire document into a simplified image. This means that you can make your files in whatever program you like, so long as you convert them to PDF prior to submission. What's the drawback? PDFs are very limited when it comes to modifications.

Common modifications that *can* be made to a PDF include:

- Increasing/decreasing margins
- Shrinking/enlarging pages *proportionally and minimally*
- Deleting page numbers (on individual pages); inserting page numbers (throughout the whole document, not on an individual basis)
- Inserting blank pages; deleting pages

Common modifications that *cannot* be made to a PDF include:

- Fixing typos; inserting or altering text
- Changing line spacing
- Sizing 8.5" x 11" documents down to standard book size (i.e. 6" x 9")
- Correcting unembedded fonts (See EMBEDDING FONTS)

Saving to PDF

Please note that often we cannot provide individualized PDF conversion assistance since we do not know all of the programs (and versions of programs) which you may have used to create your document. Plus, PDFs should, by their nature, be created on the same computer that the original file was created on. For PDF conversion instructions for some of the more common version of MS Word, please see EMBEDDING FONTS.

For Advanced Users

If you are using a design program and are given the option, save your PDF as an X1A.

HELP! WHERE DO I BEGIN?

We recommend starting with the core of your book. Why? Because ultimately, the size of your pages, line spacing, margins, and everything else is dependent on the bulk of your content. For books of poetry, you'll need to make sure that your page size and font choices support the length of your lines. For prose, you'll want to make sure that your line spacing, indents, and font size are easily readable over long periods of time.

Designing the core first will ensure that the most important part of your book is visually inviting and accessible. You can then use the design elements from your core matter (font, spacing, margins, etc.) and apply them to your front and back matter. Applying the same design elements throughout the book block will help tie everything together into one nice, well-designed package.

If you decide to create your book in three separate files (front, core, back) but aren't sure how to combine them, don't worry! You may submit your three files in PDF format and we will combine them for you, for a small fee.

BOOK BLOCK

Formatting Core Matter

PAGE SIZE

For your book to print properly, the document size should match the trim size. This means that if you want your final book to be 6" x 9", then your book block PDF should be 6" x 9". In order to make your PDF 6" x 9", the original document created in whatever original program you used (MS Word, InDesign, Pages, etc.) must be 6" x 9".

Shrinking 8.5" x 11" documents down to various trim sizes is not a good solution--it often results in distorted or illegible type, awkward line spacing, or margins that are too thick or too thin.

While the most common paperback sizes are 6" x 9" or 5" x 8", you are not limited to any preset trim sizes on the book machine. You can use any trim size you want as long as it falls within the minimum and maximum guidelines outlined on page 9. Viva trim size!

How do I decide on a page size? Ask yourself:

- When I envision my book in my head what size is it?
- What size books do I like? It may be helpful to measure some of the books on your shelf to get a sense of what you prefer.
- What size are other books that are similar to mine (in genre, content, length, etc.)?
- What size would best fit my content—physically and thematically?

DIY in MS Word

Go to *File* ⇒ *Page Setup* or *Page Layout*. Change the paper size to whatever you want the trim size to be. You will most likely need to create a custom size as your desired trim size isn't likely to be a default page size. To create a custom size, under *Paper Size*, scroll down to *Manage Custom Sizes*. Once you've chosen your page size either click *OK* or *Apply to Whole Document*.

M A R G I N S

Margins are the space between your text and the edge of the page. We recommend at least .8" margin on all sides for most standard book sizes. For books closer to letter size, margins of up to 1" are common.

DIY in MS Word

Locate the margins settings. These may be under *File* ⇨ *Page Setup* or *Format* ⇨ *Document*. Change the margins to the desired sizes and click either *OK* or *Apply to Whole Document*.

Feeling ambitious?

Some software allows you to set up “mirror margins”. This means that you can set the inside margins (those closest to the spine) to be a bit larger than the outside margins (those closest to the edge of the book).

Why would you want to do this? A little bit of extra room on the inside margins helps to ensure that none of your text gets lost by being too close to the spine once the pages are bound.

DIY in MS Word

Locate the margins settings. These may be under *File* ⇨ *Page Setup* or *Format* ⇨ *Document*. Click *Mirror Margins* and adjust the inside and outside margins. A standard setting for Mirror Margins is 0.8" top, 0.8" bottom, 0.75" outside, and 1" inside. Click either *OK* or *Apply to Whole Document*.

T A B S

We all know about that lovely indentation that comes at the beginning of a paragraph. Bet you never thought that much about it. But when you change your page size, you'll want to be sure to change your tab size as well. This will keep everything looking nice and proportional.

Standard tabs are between .25" and .5".

In MS Word the default tab size is .5", so there is a chance you may not need to change anything at all. Regardless, it's a good idea to settle on a preferred tab size and apply the setting to your whole document. That way your tabs will remain consistent throughout the whole book.

DIY in MS Word

Locate the tabs setting. Go to *Format* ⇒ *Paragraph*. Click on *Tabs* and change the tab size. You can play with all the different settings but in general it is easiest and best to just keep things simple. Click *OK* or *Apply to Whole Document*.

LINE SPACING

Double spacing may be mandatory for that final paper in college, but it doesn't really have a place in book design. It's simply too wide. Single spacing is also discouraged, because it appears cramped and can become difficult to read over the course of many pages.

Therefore, we suggest a happy medium—something between 1.15 and 1.5.

DIY in MS Word

Locate the spacing setting. Go to *Format* ⇨ *Paragraph*. Instead of single or double, select *multiple* and type in the spacing size you want. Click *OK* or *Apply to Whole Document*.

FONT S (SERIF)

Fonts, fonts, delicious fonts! Choosing the right font and right font size is one of the most crucial visual elements for your book.

Standard font size for books is between 10 and 12 pts.

Serif fonts

In general, serif fonts are better than sans serif fonts for the bulk of the text. Serif fonts are considered more readable over long periods of time.

What is a serif font? Any font that contains those little flashy points along the edges of the letters. This guide is set in a serif font—Garamond, 11 pt. Some of the best serif fonts are:

Garamond

The quick brown fox jumps over the lazy dog in Garamond 12 pt.

The quick brown fox jumps over the lazy dog in Garamond 11 pt.

Times New Roman

The quick brown fox jumps over the lazy dog in Times New Roman 10.5 pt.

The quick brown fox jumps over the lazy dog in Times New Roman 11 pt.

Book Antiqua

The quick brown fox jumps over the lazy dog in Book Antiqua 10 pt.

The quick brown fox jumps over the lazy dog in Book Antiqua 11 pt.

Georgia

The quick brown fox jumps over the lazy dog in Georgia 10.5 pt.

The quick brown fox jumps over the lazy dog in Georgia 11.5 pt.

Palatino

The quick brown fox jumps over the lazy dog in Palatino 10 pt.

The quick brown fox jumps over the lazy dog in Palatino 11 pt.

FONTS (SANS SERIF)

Sans Serif Fonts

Any font that does not contain those little bells and whistles on the edges of the letters is known as a sans serif font. Many websites and digital documents are set in sans serif fonts. However, for print documents, sans serif fonts are best used as complementary fonts. They are an excellent choice for chapter headings, section headings, headers/footers, and page numbers.

Some of the best sans serif fonts are:

Arial

The quick brown fox jumps over the lazy dog in Arial 10 pt.

The quick brown fox jumps over the lazy dog in Arial 12 pt.

Gill Sans

The quick brown fox jumps over the lazy dog in Gill Sans 10 pt.

The quick brown fox jumps over the lazy dog in Gill Sans 11 pt.

Helvetica

The quick brown fox jumps over the lazy dog in Helvetica 11 pt.

The quick brown fox jumps over the lazy dog in Helvetica 12 pt.

Tahoma

The quick brown fox jumps over the lazy dog in Tahoma 10.5 pt.

The quick brown fox jumps over the lazy dog in Tahoma 11.5 pt.

Verdana

The quick brown fox jumps over the lazy dog in Verdana 10 pt.

The quick brown fox jumps over the lazy dog in Verdana 11.

DIY in MS Word

The options for bold/italics, font type, and font size are located in the toolbar at the top of your document. The *Font* tab at the top of the screen also provides a helpful drop-down list of your font options. Highlight the text you want to change and make your font adjustments.

FONTS (FANCY SCHMANCY)

We all



a good fancy font.

No problem, right?

Well, sort of. *When properly formatted*, your book can look like whatever you want. You can have photographs, illustrations, and fancy fonts to your heart's content.

First word of caution—many exciting fonts can be downloaded for “free” from numerous websites. However, when downloading fonts, always make sure to have the appropriate copyright permission before using them. You may need to contact the font’s author, make a donation, or purchase the font outright prior to use.

Second word of caution—not all computers have the same fonts installed. When you open a document generated by someone else, on a different computer, not all of the fonts may appear correctly on your end of things. This is especially true of fancy fonts, which are rarely consistent from computer to computer.

To combat this problem, you must be sure to *embed all fonts* when converting your document to PDF. *You do not need to embed fonts prior to PDF conversion, but you do need to embed the fonts on the original computer used to create the document.* Embedding fonts essentially turns all of the letters into images instead of text, making them universally viewable.

Page 21 details some possible ways to embed your fonts. However, we cannot provide instructions for all versions of Word or every operating system. While we will do our best to assist with compatibility issues, we cannot always provide the technical support necessary to format your file. If the instructions below do not apply to you, you may want to do a Google search specific to your needs, or contact a tech support service.

EMBEDDING FONTS & CONVERTING TO PDF

DIY in MS Word:

To embed and convert to PDF on a Mac

Go to *File* ⇒ *Print*. Click on the *PDF* button in the lower left and choose *Save as PDF*. Make sure the file name you choose ends in *.pdf* and then click *Save*.

To embed fonts in Word 2003 for Windows

Under *Adobe PDF*, choose *Change Conversion Settings*.* Click on the *Advanced Settings* button. Choose the *Fonts* folder in the upper left. Next, check the box labeled *Embed All Fonts*. Make sure that the textbox under *Never Embed* is completely empty. Save these settings. You are now ready to convert to PDF (see below).

To convert to PDF from Word 2003 for Windows

Click on the *Convert to Adobe PDF*, located under *Adobe PDF*.* Once you have created and saved your PDF, open the PDF in Adobe Acrobat. Go to *File* ⇒ *Properties*. Click on the *Fonts* tab. You should see that all of your fonts have been embedded. Also check the *Security* tab and make sure it is set to *No Security*.

To embed fonts in Word 2007 for Windows

Select the *Acrobat* tab.* Click on the *Preferences* button near the upper left. Click on the *Advanced Settings* button in the pop-up window. Choose the *Fonts* folder in the upper left. Next, check the box labeled *Embed All Fonts*. Make sure that the textbox under *Never Embed* is completely empty. Save these settings. You are now ready to convert to PDF (see below).

To convert to PDF from Word 2007 for Windows

Click on the *Create PDF*, located under the *Acrobat* tab.* Once you have created and saved your PDF, open the PDF in Adobe Acrobat. Go to *File* ⇒ *Properties*. Click on the *Fonts* tab. You should see that all of your fonts have been embedded. Also check the *Security* tab and make sure it is set to *No Security*.

*The *Adobe PDF* option and *Acrobat* tab are sometimes located in the *Print Dialogue* box. If you cannot locate the PDF/Acrobat settings, use the *Help* tab or your friend Google.

CHAPTERS & SECTIONS

Beginning a Chapter

99% of the time, each chapter begins on a new page. Often, but not always, book designers will position chapters to begin on the *right side* of the book.

Pages on the left side will always be even-numbered in the file; pages on the right hand side will always be odd.

Therefore, if you want your chapters to consistently begin on the right side, you will want to make sure the beginning of each chapter falls on an odd-numbered page. Keep in mind that you may need to insert a blank page in order to do so. (For more information on page placement, please refer to the Front Matter section.)

DIY in MS Word

Remember that if you are working in MS Word, you do not want to continually hit the space bar to advance to a new page. This can cause problems when you convert your Word document to PDF. Instead, go to *Insert* ⇨ *Break* ⇨ *Section Break (Next Page)*.

Chapter Headers

Chapter headers are an important design element which can be flashy or subtle. Depending on what type of book you're printing—novel, poetry, nonfiction, etc.—you may have chapter headers which are wordy, numeric, or simply not have headers at all. No matter what, it's important to keep your chapter headers consistent throughout your document.

Every chapter header should start in the same place on the new page, whether that's right near the top, a quarter of the way down, or in the middle of the page.

Every chapter header should also be the same font and same font size throughout. Sans Serif fonts often make effective chapter headers. Consider using a complementary font in a larger size than the body of your text (increase 2 pts or so) or in bold.

Section Headers

Section headers are most common in nonfiction books or textbooks, where it can be helpful to have chapters broken down into smaller elements.

Every section header should also be the same font and same font size throughout. Often designers will use the same font for section headers that they used for chapter headers, but in a smaller size or not in bold.

PAGE HEADERS (RUNNING HEADS)

Some books, but not all, have headers at the top of each page which reiterate the title of the book, author's name, or chapter information. You may even see alternating headers with, for example, an author's name at the top of the left page and the book's title at the top of the right page.

Font

For page headers, consider using the same font as the font for your main body of text or the same font as the font for your chapter headers. Regardless of which you choose, we recommend making the Page Header font smaller than the main text (decrease font size by 1 to 2 pts). You may also want to try italics.

Placement

Page headers can be inserted at any point in the design process. Centering page headers is the easiest placement option. Alternatively, you can set your page headers to the outside of the page. However, if you want your page headers to be offset, remember that when a book lays open there is a page on the left and a page on the right. *If you set up your document with all page headers set solely to the right or left side of the page, you will have some header text get lost in the spine.*

DIY in MS Word

Go to *View* ⇒ *Header/Footer*. When you do this, your cursor should automatically appear in the header space at the top of the page. Type your text and format it by highlighting the header text and using the standard font tools. If you want offset headers, click on the *Different Odd and Even Pages* option (which should appear in the toolbar). Then justify the header on your odd pages to the right; justify the header on your even pages to the left.

PAGE NUMBERS

Where to Begin

Page numbers can be added to your book at any point in the design process. Page numbers traditionally *do not appear* in the front matter, although the front matter may be incorporated in the page count. So, if you have ten pages of front matter, you may wish to start your visible page numbers in your core matter on page eleven. Other people choose to start the first page of their core matter at page one.

Fonts

We recommend that you use the same font for your page numbers that you've used for the body of your text or the font that you've used for complementary elements within your text (i.e. chapter headers). You want the page numbers to feel as if they are an integral part of the text—not to be attention grabbers. To make the page numbers a bit more discreet, try making them 1-2 pts smaller than your main body of text.

Placement

Traditionally, page numbers are placed at the bottom of the page (although you are welcome to put your page numbers wherever you like!). Centering page numbers is the easiest option. Alternatively, you can set your page numbers to the outside of the page. However, if you want your page numbers to be offset, remember that when a book lays open there is a page on the left and a page on the right. *If you set up your document with all page numbers set solely to the right or left side of the page, you will have some numbers get lost in the spine.*

DIY in MS Word

Go to *View* ⇨ *Header/Footer*. When you do this, your cursor should automatically appear in the header space at the top of the page. Feel free to insert your page numbers at the top of the page, or use your cursor to click in the footer at the bottom of the page. Using the header/footer toolbar (which should automatically appear), click on the # symbol to insert page numbers. Highlight the page number and format the font by using the standard font tools. If you want offset page numbers, click on the *Different Odd and Even Pages* option (again in the toolbar). Then justify the numbers on your odd pages to the right; justify the numbers on your even pages to the left.

Or...

Go to *Insert* ⇨ *Page Numbers*. Select the position and alignment. For further options, click on *Format*. This option will allow you to start your page number at whatever number you choose.

BOOK BLOCK

Core Matter Samples

S a m p l e P a g e # 1

Primary font: Book Antiqua 11 pt.

Chapter Header font: Trajan Pro Bold 18 pt.

Section Header font: Trajan Pro Bold 15 pt.

Page Header: Book Antiqua Italic 10 pt.

Page Number: Book Antiqua 10 pt.

Line Spacing: 1.25

Tabs: .25"

Margins: .667"

Justification: Headers centered; body fully justified

CHAPTER HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris laoreet tincidunt magna id iaculis. Curabitur faucibus sollicitudin mollis. Nunc est odio, tempor ut malesuada non, consequat sed orci. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Curabitur ac elit sapien. Suspendisse potenti. Quisque nisi tortor, facilisis vitae porta non, iaculis non massa. Morbi lorem ante, commodo a ultricies id, ullamcorper in metus. Cras ut lacus nisl, nec ornare mi. Mauris euismod urna ut purus mollis auctor. Curabitur volutpat, sapien tempor sodales tincidunt, ligula dui ornare magna, id pulvinar dolor orci eget eros.

SECTION HEADER

Vestibulum vel lectus a ligula ullamcorper facilisis. Donec erat nunc, varius a dignissim sit amet, rhoncus quis metus. Phasellus quis velit quam. Nulla sed laoreet augue. Curabitur convallis ante at neque hendrerit vitae tristique nibh tempus. Suspendisse erat sem, vulputate nec feugiat quis, lacinia non neque.

Maecenas eu blandit eros. Curabitur ac tortor vitae diam molestie convallis ac in metus. Sed id eleifend elit. Suspendisse mi elit, placerat non suscipit quis, venenatis eu nunc. Nulla sem urna, aliquam eget egestas non, accumsan nec turpis. Nunc adipiscing dictum accumsan. Pellentesque eget ligula dolor.

Donec eleifend nulla pellentesque justo aliquet laoreet. Vivamus et lorem arcu, at lobortis dolor. Donec consectetur risus eu augue luctus non sollicitudin nunc feugiat. Mauris euismod urna ut purus

S a m p l e P a g e # 2

Primary font: Palantino 11 pt.

Chapter Header font: Gill Sans 20 pt.

Page Header: Gill Sans 10 pt.

Page Number: Gill Sans 10 pt.

Line Spacing: 1.5

Tabs: .5"

Margins: .667"

Justification: Headers centered; body fully justified

CHAPTER HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris laoreet tincidunt magna id iaculis. Curabitur faucibus sollicitudin mollis. Nunc est odio, tempor ut malesuada non, consequat sed orci. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Curabitur ac elit sapien. Suspendisse potenti. Quisque nisi tortor, facilisis vitae porta non, iaculis non massa. Morbi lorem ante, commodo a ultricies id, ullamcorper in metus. Cras ut lacus nisl, nec ornare mi. Mauris euismod urna ut purus mollis auctor. Curabitur volutpat, sapien tempor sodales tincidunt, ligula dui ornare magna, id pulvinar dolor orci eget eros. Vestibulum vel lectus a ligula ullamcorper facilisis. Donec erat nunc, varius a dignissim sit amet, rhoncus quis metus.

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Sample Page # 3

Primary font: Garamond 11 pt.

Chapter Header font: Fancy Schmancy Font

Page Header: (none)

Page Number: Verdana 9.5 pt.

Line Spacing: 1.4

Tabs: .25"

Margins: .667"

Justification: Headers centered; body left justified

Fancy Schmancy Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris laoreet tincidunt magna id iaculis. Curabitur faucibus sollicitudin mollis. Nunc est odio, tempor ut malesuada non, consequat sed orci. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Curabitur ac elit sapien. Suspendisse potenti. Quisque nisi tortor, facilisis vitae portanon, iaculis non massa. Morbi lorem ante, commodo a ultricies id, ullamcorper in metus. Cras ut lacus nisl, nec ornare mi. Mauris euismod urna ut purus mollis auctor. Curabitur volutpat, sapien tempor sodales tincidunt, ligula dui ornare magna, id pulvinar dolor orci eget eros. Vestibulum vel lectus a ligula ullamcorper facilisis. Donec erat nunc, varius a dignissim sit amet, rhoncus quis metus.

Phasellus quis velit quam. Nulla sed laoreet augue. Curabitur convallis ante at neque hendrerit vitae tristique nibh tempus. Suspendisse erat sem, vulputate nec feugiat quis, lacinia non neque. Maecenas eu blandit eros. Curabitur ac tortor vitae diam molestie convallis ac in metus. Sed id eleifend elit. Suspendisse mi elit, placerat non suscipit quis, venenatis eu nunc. Urabitur faucibus sollicitudin mollis. Nunc est odio, tempor ut malesuada non, consequat sed orci.

Cras ut lacus nisl, nec ornare mi. Mauris euismod urna ut purus mollis auctor. Curabitur volutpat, sapien tempor sodales tincidunt, ligula dui ornare magna, id pulvinar dolor orci eget eros. Vestibulum vel lectus a ligula ullamcorper facilisis. Donec erat nunc, varius a dignissim sit amet, rhoncus quis metus.

YAY! CORE MATTER CONQUERED.

The decisions you make for your margins, tabs, line spacing, and primary/complementary fonts should be kept consistent throughout your book.

You can choose to create your book in 3 separate files (front, core, back) to be combined later. If you choose to go this route, you can save each section as a PDF and submit them to us to be combined, for a fee. Alternatively, you can now go backwards and insert a new section at the front of your book to accommodate your front matter.

BOOK BLOCK

Formatting Front Matter

LAYOUT OVERVIEW

Until you've made a book, you don't really think about what pages go where. It's important to remember that, with the exception of the very first page, a book is laid out as a spread.

This means that even-numbered pages always fall to the left and odd-numbered pages always fall to the right. Sometimes people will start their book off with a blank page, to act as a buffer between the book's cover and the book's interior. Other people make the cover page the very first page.

Often, important elements will be placed on odd pages, which fall to the right, as this is considered the more prominent page. If you look at any number of the books on your shelf at home, you'll likely find that the cover page, table of contents, and chapter headers start on odd (right-hand pages) and you never even noticed!

Previewing Your Layout

In MS Word

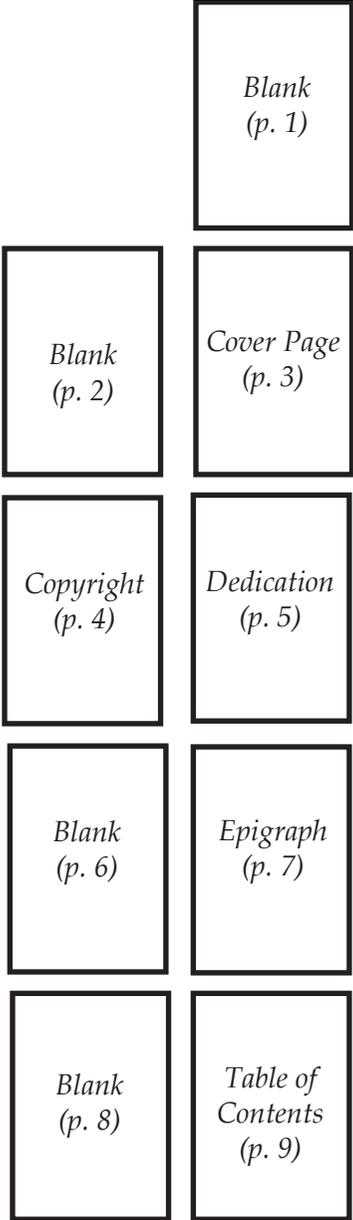
There is no easy way to view your book as spreads in Word. You can choose to view your pages as they will individually print by going to *View* ⇒ *Print Layout*. You can also choose to zoom in and out, or view pages side by side. However, when viewing pages side by side, you must keep in mind that Word does not show page 1 as a cover page. *Thus, page 1 will inaccurately show on the left hand side, and will cause all odd pages to appear on the left and even on the right.* In reality, when your book prints, all odd pages will print on the right and even on the left. If you absolutely want to preview your book in Word as accurate spreads, you can insert a blank page as page 1, view the pages side by side, and then delete the blank page prior to converting to PDF and submitting your file.

In Adobe Acrobat Pro (not the free version of Adobe Reader)

Go to *View* ⇒ *Page Display*. Select *Two-Up Continuous* and check *Show Cover-Page During Two-Up*.

LAYOUT FROM START TO FINISH

Using what we know from our **LAYOUT OVERVIEW** and considering traditional elements found in a book's front matter, the beginning of your book may look like this:



NOTE: Typically blank pages do not have numbers or headers. If you're having trouble removing these elements from your blank pages, just let us know!

<i>Blank</i> (p. 10)	<i>Chapter 1</i> (p. 11)
<i>Blank</i> (p. 12)	<i>Begin Text</i> <i>for Ch. 1</i> (p. 13)
<i>Ch. 1 Text</i> (p. 14)	<i>Ch. 1 Text</i> (p. 15)
<i>Blank</i> (p. 16)	<i>Begin Text</i> <i>for Ch. 2</i> (p. 17)
<i>Ch. 2 Text</i> (p. 18)	<i>Ch. 2 Text</i> (p. 19)

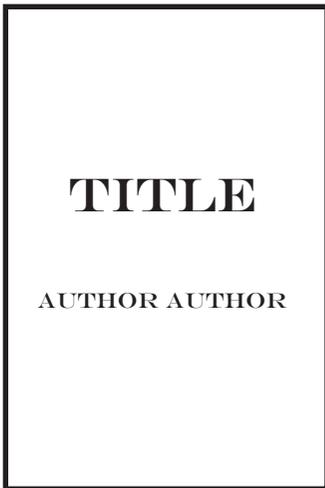
(Core Matter Begins. Page numbers and headers also begin here.)

etc.

COVER PAGE

A cover page is intended to provide some basic book information (i.e. title, author, subtitle). It is a simple element which gives the impression that the interior pages are a whole, complete work.

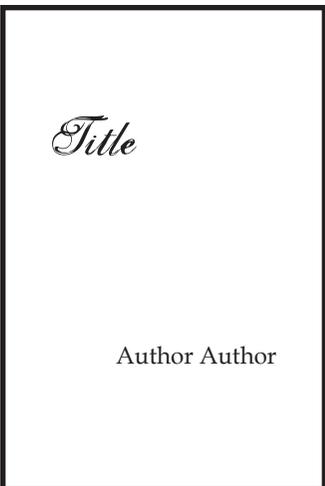
Some people include an illustration or fancy typeface on their cover page, but this certainly isn't necessary. We recommend using the same margins, line spacing, and fonts as found throughout the book. Feel free to experiment with font size, bold words, or italics!



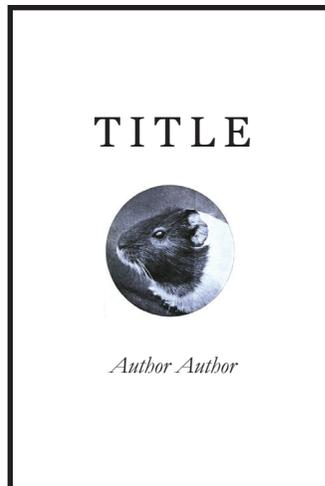
Example 1: Same font, two sizes



Example 2: Sans Serif / Serif Mix



*Example 3: Offset type,
Ornamental & Serif fonts*



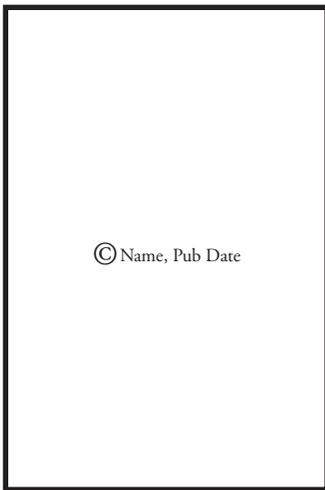
*Example 4: Image with Serif fonts
(All caps and italics)*

COPYRIGHT PAGE

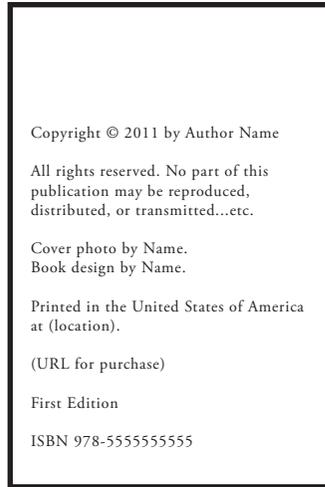
Like the cover page, the copyright page is a simple, yet important element to any book. The single most important element to this page is (surprise!) the copyright declaration. This includes your name, the year of first publication of the work, and either the word “copyright,” the abbreviation “copr.,” or the copyright symbol ©.

In addition to the copyright, this page often also includes: your reservation of rights (a description of what permissions you allow to others), printing/ordering information, publisher information (if applicable), trademark notices, the edition, the ISBN, and credits to book designers, proofreaders, editors, or artists.

If you prefer, we are happy to create a copyright page for you. (Please note that there may be a fee, dependent on which setup package you’ve chosen.)



Example 1: Simple Copyright

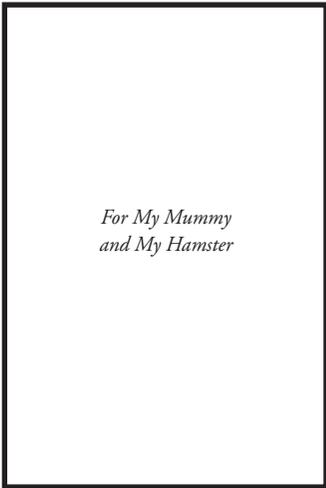


Example 2: Copyright plus Publication Information

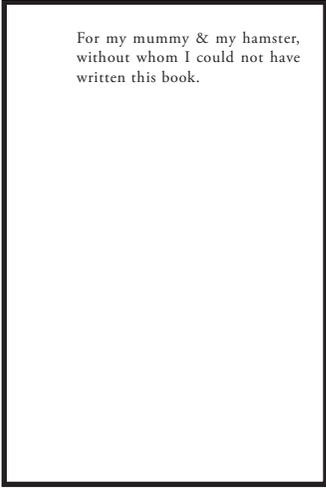
DEDICATION PAGE

A dedication page is a great way to pay tribute to a person (or persons) who has played an important or influential role in your life, or the life of your book. Some people write dedications to their parents, partners, pets, friends, or mentors. Many others opt to not include a dedication. Either way, dedications are best when kept simple and brief.

We recommend using the same margins, line spacing, and fonts as found throughout the book. Traditionally, dedications are italicized.



Example 1: Centered, Italicized Dedication

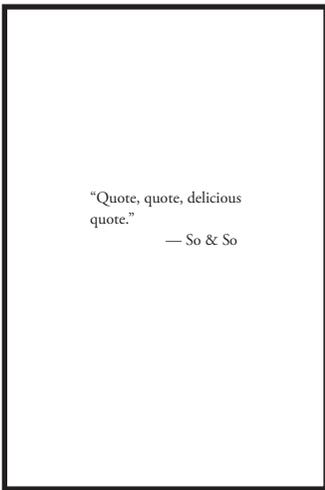


Example 2: Experimental Dedication, Offset, Non-Italics

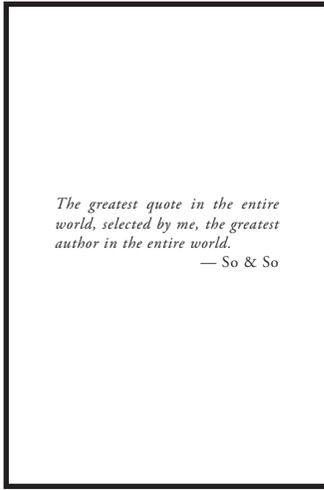
EPIGRAPH

An epigraph is a phrase, quotation, or poem set at the beginning of the book. An epigraph typically refers to the coming text in some way—whether as a preface, summary, or link to other literary works. Often, the function of the epigraph is to whet the appetite for what is to come, invite comparison to other texts in the literary canon, or highlight a crucial theme. When selecting an epigraph you will want to be sure you are not violating any copyrights as a result of its use.

Again, we recommend using the same margins, line spacing, and fonts as found throughout the book. While there are no set formatting rules, epigraphs are often italicized or encased by quotes.



Example 1: Center Epigraph in Quotes



Example 2: Centered Epigraph, in Italics

TABLE OF CONTENTS

Whether or not your book requires a table of contents (TOC) depends entirely on its content. Most nonfiction books, poetry books, short story collections, compilations, and sectioned novels include a TOC.

There are no templates for TOCs, although we recommend using similar formatting as to that found throughout the book. If you're not sure what will look best, you may want to browse your bookshelf (or ours!) to take a look at what other designers have done.

A word of caution—before submitting your files, always double check to make sure your page numbers are correct in the table of contents. Often, we create the table of contents, but wait until the very end of the book design process to fill in the corresponding page numbers. That way we can move our pages around, insert new pages, and delete pages without having to worry about changing the table of contents every time.

TABLE OF CONTENTS	
Introduction.....	8
Chapter 1.....	12
Chapter 2.....	28
Chapter 3.....	42
Chapter 4.....	67
Chapter 5.....	85
Chapter 6.....	98
Chapter 7.....	113

Example 1: Fully justified TOC with All-Caps Header

<i>Table of Contents</i>	
Introduction	8
Chapter One	12
Chapter Two	28
Chapter Three	42
Chapter Four	67

Example 2: Centered with Fancy Header

BOOK BLOCK

Formatting Back Matter

EPILOGUE

An epilogue is typically used in a work of fiction, and is meant to bring closure to the work. It is presented from within the story and is most often written in the same voice as the narrator or another character from the main bulk of the book. An epilogue is the opposite of the prologue (which serves as an introductory portion of the story, meant to draw the reader into the work).

The epilogue is typically formatted in the same manner as the preceding chapters.

AFTERWORD

An afterword is not part of the narrative text. It generally presents the genesis of the book—how it came into being and how it was developed. It may be written by the author and may include thanks or acknowledgment to those who assisted in the book's creation and publication. Alternatively, it may be written by someone other than the author as an enriching commentary on the text.

The afterword is typically formatted in the same manner as the preceding chapters.

GLOSSARY & INDEX

A glossary is a reference tool found at the end of a book. It consists of a set of definitions for words used in the main body of the text. For works of fiction, the entries primarily focus on characters and settings.

An index is also a reference tool found at the end of a book. It essentially functions as a list of keywords with corresponding page numbers so that the reader may quickly locate their topic of interest within the main body of the text. This is most common in nonfiction or textbook-style works.

The glossary and index are most often formatted in alphabetical columns. Font is typically kept consistent throughout these elements and should be the same font and font size as the main body of the text. Often, keywords will be in bold or italics.

B I B L I O G R A P H Y

A bibliography provides a list of sources which were used in the research of the book. This is most commonly found in research papers, theses, and nonfiction books. Bibliographies should be formatted according to MLA or Chicago Manual of Style regulations.

Margins, fonts, and font sizes should match the main body of the text. Line spacing may vary slightly from the main body, dependent on which style manual you are referencing.

C O L O P H O N

If present, a colophon is typically the very last element found in a book. It provides a brief description of the book's production, including edition information, place of printing, font/typesetting history, and book design information.

Margins, line spacing, and font settings should remain the same as the main body of text.

C O V E R

Basics

GO AHEAD . . . JUDGE A BOOK BY ITS COVER

Like it or not, we tend to judge books by their covers. When we pick up a book, it's the first thing we see and, in general, we want it to WOW us. A good book cover will make us feel that we *absolutely must* take a look inside. A good book cover will also give us some sense of what the book is about and what feeling the content evokes.

● **Front Cover**

This is the face of your book. 99% of the time, the front cover includes the title and author's name. Additional elements may include: a subtitle, endorsement, or publisher's name/logo. Some book covers include an arresting image, while others rely on typographical design or a simple mix of colors. The front cover should, in part, prepare the reader for the content. You will want to choose a typeface and image that evokes both the subject matter and tone of your work.

● **Spine**

The spine usually includes the book's title, author's first and last names, and the publisher's name/logo (if applicable). The text should be rotated so that when the book is placed on the table, with the cover facing up, the text reads left to right.

● **Back Cover**

The back cover is a great place to introduce your book in greater detail. It often includes a blurb, which acts somewhat like a movie trailer, giving a loose overview of the initial plot, main characters, tone, and genre. It may also include an author photo/bio, barcode/ISBN, and any reputable endorsements.

You can create your cover in whatever program you like so long as it can ultimately be converted into a PDF. Often, the hardest part is combining all three elements into a single file. If you are having trouble, you can send us each individual element and we can combine them for you. *(Please note that there may be an additional charge for this, dependent on which setup package you purchase.)*

LAYOUT OVERVIEW

Remember: the book's cover is a *completely separate file* from the book block. The book's cover should not be the first and last pages of the book block.

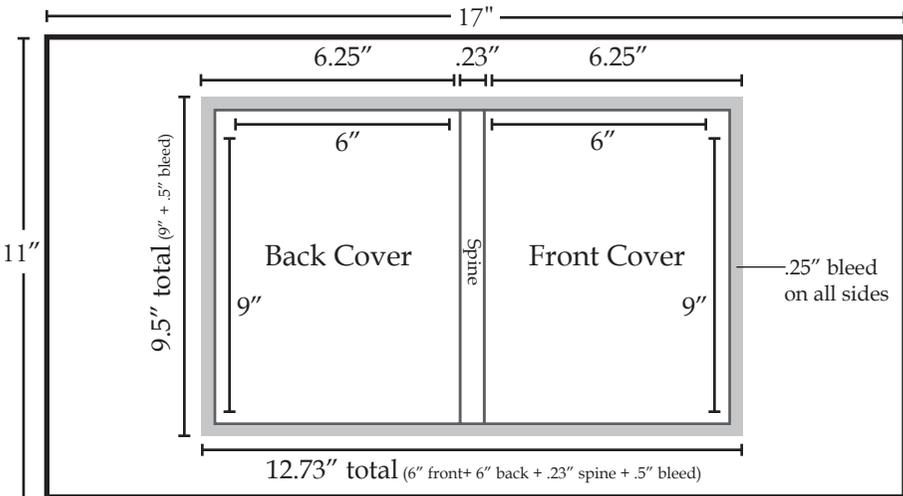
The cover will print in its entirety (back, spine, front) on a single sheet of landscape-oriented 17" x 11" paper. This paper will then wrap around the book block, and the excess will be trimmed off. Ultimately, the components of your cover include:

- **Front Cover:** The front cover should be the same size as your trim size plus bleed room.
- **Back Cover:** The back cover should be the same size as your trim size plus bleed room.
- **Spine:** The spine should be the same height as your trim height plus bleed room. The spine width depends on the number of pages in your book. To calculate your spine width use the following formula:

$$\# \text{ of pages} \div 434 = \text{spine width in inches}$$

- **Bleed:** During the printing/binding process, covers can shift slightly. To allow for this shifting, we recommend that you extend your cover image by .13" to .25" *on all sides of the combined cover*.
- **Page Background:** All covers should be centered on a landscape 17" x 11" page.

This is an example of the cover layout for a 6" x 9", 200-page book:



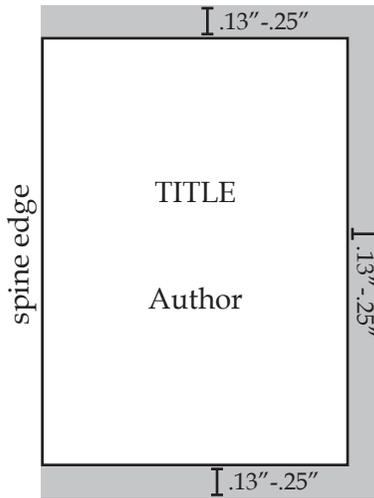
BOOK COVER

Primary Elements

FRONT COVER DESIGN & LAYOUT

Size

Your front cover should be the same size as your trim size with .13" to .25" bleed room on all exterior edges. The only edge that is not an exterior edge is the left edge, where the front cover will attach to the spine.



DIY in MS Word

Go to *File* ⇨ *Page Setup* or *Page Layout*. Change the paper size to your book's trim size plus the bleed room. You will most likely need to create a custom size as your desired trim size isn't likely to be a default page size. Once you've chosen your page size either click *OK* or *Apply to Whole Document*.

Please Note

Make sure that you keep your bleed room in mind when arranging your cover elements. Remember that bleed room is intended as a buffer zone, the majority of which will be trimmed off during the printing process. Do not place important elements (such as barcodes or text) inside the bleed room. Center text or images *within the trim dimensions*.

Make sure that all cover images meet the print resolution requirements (see page 10).

SPINE DESIGN & LAYOUT

Size

Your spine will be the same height as your trim height plus bleed room. Bleed room for the spine is on the *top and bottom edges only*. The right and left edges will attach to the front and back cover so they do not require bleed room.

Spine width is calculated according to the number of pages in your book. To calculate your spine width in inches, use the following formula:

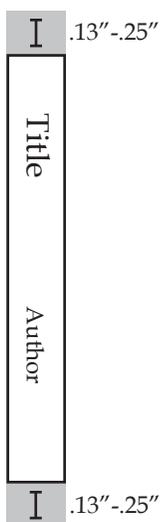
$$\# \text{ of pages} \div 434 = \text{spine width in inches}$$

$$\text{Example: } 200 \text{ pages} \div 434 = .461" \text{ spine width}$$

Page count

A page equals one page in your PDF. This means one piece of paper counts as two pages. Your total page count should include all interior pages—front matter + core matter + back matter. Blank pages, pages with images, and pages with text count equally and should all be included in your total page count.

For books that are 40-50 pages, we recommend not including spine text, as the type will need to be very small to fit onto such a slim spine. For books that are 51-100 pages, we recommend keeping the spine design and fonts fairly simple, as the type face will still be quite small. When it comes to the spine, legibility is key.



Design

Spines typically include the title, author's name, and publisher's logo, if applicable. You can choose to extend your cover image to include the spine, make the spine a different color, play with fonts—whatever you want!

What is most important is that the text is rotated 90° clockwise. This means that when your book lies flat with the cover facing up, the spine should read from left to right.

It is also important to keep in mind that the spine may shift slightly during the binding process. To avoid spine text overflowing onto the front or back cover, we suggest leaving some buffer room between the text and the edge of the spine.

SPINE DESIGN & LAYOUT (CONT.)

DIY in MS Word

There are multiple ways to create a spine in MS Word.

Option One

Probably the easiest way is to create a custom page size as if the book lays flat. Go to *File* ⇒ *Page Setup* or *Page Layout*. Change the paper size so that the width matches the spine height plus bleed room, and the height matches the spine width. Then simply enter your text. Remember not to enter text into the bleed room.

You can then save your spine as a PDF or JPEG and use Adobe Acrobat or your imaging software to rotate the entire spine 90° clockwise. If you use this method and have trouble rotating your spine, we're always here to help!

Option Two

Alternatively, you can create your spine as it will appear vertically on the shelf. Go to *File* ⇒ *Page Setup* or *Page Layout*. Change the paper size so that height of the document matches the spine height plus bleed room, and the width matches the spine width.

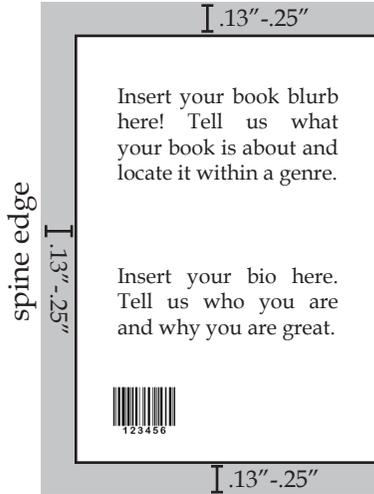
Then Go to *File* ⇒ *Insert* ⇒ *Text Box*. Type your spine text into the textbox and use the *Change Text Direction* tool (typically found in the Text Box toolbar) to rotate the text. You can also go to *File* ⇒ *Text Direction* if you are having trouble locating the toolbar.

You can then highlight the text to change the font and font size. You can also go to *Format* ⇒ *Textbox* to put a frame around the text box, fill in with color, etc. Remember not to enter text into the bleed room.

BACK COVER DESIGN & LAYOUT

Size

Your front cover should be the same size as your trim size with .13" to .25" bleed room on all exterior edges. The only edge that is not an exterior edge is the right edge, where the front cover will attach to the spine.



DIY in MS Word

Go to *File* ⇒ *Page Setup* or *Page Layout*. Change the paper size to your book's trim size plus the bleed room. You will most likely need to create a custom size as your desired trim size isn't likely to be a default page size. Once you've chosen your page size either click *OK* or *Apply to Whole Document*.

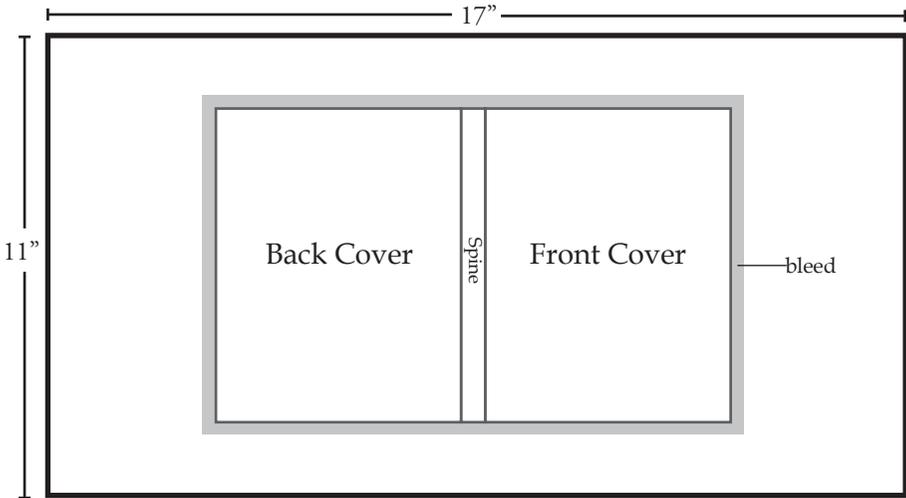
Please Note

Make sure that you keep your bleed room in mind when arranging your back cover elements. Remember that bleed room is intended as a buffer zone, the majority of which will be trimmed off during the printing process. Do not place important elements (such as barcodes or text) inside the bleed room. Center text or images *within the trim dimensions*.

Make sure that all back cover images meet the print resolution requirements (see page 10).

FULL COVER ASSEMBLY

Ultimately, your front cover, back cover, and spine will need to be combined into one image. This image will then be centered on a 17" x 11" landscape page.



Assembling the cover elements into one document can be tricky when using a word processing program, such as MS Word or Mac Pages. If you are knowledgeable and have access to the software, we recommend using Photoshop, InDesign, or Quark for cover assembly. If you are completely stumped, save each cover element as a separate JPEG, PDF, or TIFF file and we will combine them for you. *(Please note there may be an extra fee for cover assembly dependent on which set-up package you choose.)*

DIY in MS Word

There are several ways to assemble your cover in MS Word. This method is simply one example. After creating your front cover, spine, and back cover separately, save each as a PDF. (See SAVING AS PDF and EMBEDDING FONTS.)

Next, go to *File* ⇒ *Page Setup* or *Page Layout*. Change the paper size to 17" x 11". You may need to create a custom size as your desired trim size isn't likely to be a default page size. Once you've chosen your page size either click *OK* or *Apply to Whole Document*. Once you have your new blank document, go to *Insert* ⇒ *Picture* ⇒ *From File*. Select your back cover PDF. Next, *without inserting any spaces*, do the same for the spine, followed by the front cover. Once you have everything in place, go to *Edit* ⇒ *Select All* and then center the images. Your cover should now be complete!

FINAL CHECKLISTS

Book Block & Cover

C O N G R A T U L A T I O N S !

If you've made it this far, you've nearly completed the creation of your book.

Everyone—novice and professional book designers alike—make mistakes when formatting a new book. To make sure your book looks its very best and will print properly, please review the following checklists.

PRE - SUBMISSION CHECKLIST

BOOK BLOCK

- _____ **My pages are the same size as the size that I want my book to be.**
Common mistake: Pages are formatted at 8.5" x 11" or as spreads.

- _____ **All of my pages are the same size.**
Common mistake: Different pages are different sizes within the book.

- _____ **All of my fonts are embedded.**
Common mistake: Saving to PDF without embedding all fonts.

- _____ **My book falls within the parameters for page length.**
Common mistake: Submitting a book that is too long or too short. (Books must be between 40 and 800 pages.)

- _____ **My book falls within the parameters for trim size.**
Common mistake: Submitting a book that is too big or too small. (Books must be between 4.5"W x 5"H and 8.25"W x 10.5"H.)

- _____ **My margins are wide enough.**
Common mistake: Margins are too small, causing content to be lost in the spine.

- _____ **My pages are arranged so the important elements fall on the right.**
Common mistake: Not inserting blank pages, resulting in important elements falling to the left and right.

- _____ **Any images are set at 300 DPI.**
Common mistake: Using low-resolution images, resulting in fuzzy print quality.

- _____ **My files are saved as PDFs.**
Common mistake: Submitting files in MS Word or other formats.

PRE - SUBMISSION CHECKLIST

COVER

- _____ **My cover includes the back cover, spine, and front cover.**
Common mistake: Only submitting the front cover and/or back cover.

- _____ **My cover is centered on a 17" x 11" page.**
Common mistake: Submitting a cover without the 17" x 11" background.
Note: If you've calculated your cover and it does not fit on a 17" x 11" page, then your trim size is too large for the number of pages you've included.

- _____ **All of my fonts are embedded.**
Common mistake: Saving to PDF without embedding all fonts.

- _____ **My spine has been correctly calculated.**
Common mistake: Submitting spines which have not been measured using the spine formula.

- _____ **My cover is appropriately designed for my trim size.**
Common mistake: Submitting covers whose dimensions do not match the intended trim size.

- _____ **Important design elements are within a printable area.**
Common mistake: Design elements placed too close to the edge or in the bleed room.

- _____ **My images are set at 300 DPI.**
Common mistake: Using low-resolution images, resulting in fuzzy print quality.

- _____ **My files are saved as PDFs.**
Common mistake: Submitting files in MS Word or other formats.

**QUESTIONS?
CONTACT US!**

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