

# JD&J Design LLC

## Terms of Service

### How long will my book cover design take?

The consultation process involves us gathering as much detail about your book and its concept as is possible, this is from the dimensions, page count and printer/publication service being used to the actual theme of the book and your expectations for the design. Once we have all the necessary information from you we will confirm the starting date of the project and plan to have the draft designs ready for you in 5 working days for our **Platinum** package, 6 working days for our **Premier** package, 7 working days for our **Professional** package and 7 working days for the **Essential** package. (Monday-Friday excluding bank holidays).

The Essentials package comes with SEVEN hours of Photoshop work on your book cover designs initial drafts, if your designs require more than this your designer will make you aware prior to the start of the project, any hours over the initial SEVEN will be charged at rate of \$25 per hour.

### What information should I have ready?

We'll need details such as the physical size of your book (if you're having it printed), who you're using to publish & print your book, if you want a barcode then we'll need the book's ISBN code from you too. Try not to worry too much as we will discuss the exact details with you when you get in touch, we'll also send you a PDF brief form which will have all of the info needed in a bit more detail too.

### Do you need a deposit?

As with the majority of professional book design services we require a deposit of 30% to secure each project, **the deposit is non-refundable**. We also issue you with our terms & conditions to ensure that you understand how the process works and that you are happy with it.

### How many drafts will I get?

This depends upon your chosen package, The Essentials Package comes with two drafts, the Professional with three drafts, the Premier with three drafts and the Platinum Package comes with four drafts. From these draft designs we work to create the one book cover that you'll be proud of. If you are publishing your book in separate locations and want to have different book cover designs for each imprint, please ask us for further details.

### How many revisions will I get?

We want you to be completely happy with the book cover design we create for you, this is why we offer one round of revisions in our Essentials Package, three rounds of revisions in our Professional Package and Unlimited revisions in both of our Premier and Platinum packages. With our Premier and Platinum packages we will make as many revisions as you'd like up until the book cover design has been completed and delivered to you. With our Essentials and Professional packages there is a fee of \$25 per additional hour for any additional rounds of revisions outside of the package (this fee will be added to your final invoice). Please see 'Use of commissioned art work' for restrictions upon revisions with commissioned art/designs.

### Use of commissioned art work

Where any commissioned art work is created for the book cover, such as exclusive illustrations, paintings, drawings and commissioned Art Work (this is rare but your designer will make you aware of this prior to the project starting) the project will be limited to focusing in on one concept draft with up to two rounds of revisions only, this is due to the cost implications of working with illustrators/painters/artists and keeping the overall cost to a reasonable level for all parties.

### When and how do you take full payment?

Once you approve the design/s you agree to finalize the project and pay the remaining balance, once the invoice for the balance has been paid we will then send you your high res designs, payment is due within seven (7) days of receipt of the invoice, late payment of balances will be charged at a rate of 1% interest on the balance owed per day until paid, overdue balances of more than 30 days will be forwarded to collections.

We take payment using the security of PayPal as it is trusted by millions of users world-wide, and don't worry, you do not need to have a Paypal account to make a payment.

### Do you use stock imagery?

We will always try to create our own imagery prior to using any stock images, however sometimes it will be the most cost effective way of creating your book cover design. It's worth remembering that all stock images used (unless specified) will come with a non-exclusive license.

### The Free Barcode - What do I need?

For the barcode we will need your ISBN number from you, once we have this we will get a barcode made for the back of your cover. Some print/publishing services (such as KDP) will generate an ISBN and place this within the design of your cover for you, in these cases we will create the book cover design to work with the placement of the barcode via this print service.

### **Can I use my own images \ art work in the cover design?**

Yes you can, as long as you ensure that any image, art work or logo that you want in your finished cover is of print quality (at least 300dpi when adjusted to the actual size needed). Due to the nature of copyright you must also have the legal right to use the image, art work or logo too. If you do supply us with an image it should be in CMYK color, 300dpi and as a JPEG file. We recommend you let us take care of the font used within your design as large selections of fonts are copyrighted as well.

### **Imagery you provide to JD&J Design LLC**

You confirm that all images you supply to us have the correct license to be used within your book cover and you have the permission & right to use them within the design or book cover. JD&J Design LLC takes no responsibility for images you provide us with.

### **What is CMYK and will it make a difference to my design?**

Many book publishers and printers will produce your book using the CMYK color model (Cyan, Magenta, Yellow and Black), this is where four plates with those colors are used to print your book. The CMYK color model is smaller than that of RGB (which is used on your computer, tablet, smartphone and many other digital devices), so you may see some color shift when a design has been printed. In addition, some printers will also require that any design uses a maximum of 240% ink levels, this can also shift the color further.

### **What if I don't know what I want on the cover?**

Our consultation process is focused on gathering as much information about your book and (most importantly) the concept of your book. We will package together several different drafts and fine tune them to give you alternative options.

### **What if I'm not happy with the drafts?**

We always do our best to work with the author/publisher to ensure we capture the concept of your work, however, if you're not completely happy with the first set of drafts we can create another set for you. If by this point you're still not happy, then (with no further cost from ourselves) we can end the project for you, should you wish. JD&J Design LLC also reserve the right to terminate any project with no additional fee from us to the client.

### **What is the comprehensive market research completed by JD&J?**

Included with all of our packages is the research that we will complete regarding your book cover, this will focus on the latest trends within your genre, the specifics behind your individual design and research of elements to be placed within the cover, (this is for JD&J Design LLC alone).

### **How many 3D images/Posters will I get with the package I've chosen?**

Our Professional, Premier and Platinum packages come with versions of your book in 3D, the file formats will be JPEG and PNG (PNG files come without a background) the Professional package comes with three 3D images, the Premier comes with four and the Platinum comes with five 3D images. Packages which have the banner designs included will have banners designed for use with Twitter, Facebook and a digital image for use with Instagram. You can choose from our additional services to add these elements if not already included.

### **What's included with the Royalty free stock images?**

We obtain our chargeable stock images for you from 123RF alone, this will be anything from one to four separate images on a standard non-exclusive commercial license, so that we can create a design that is unique and based around the individual concept. The initial license for stock imagery used in Printed Books (both front cover and interior if needed) will cover your book for up to half a million sales (either free or charged sales), once you go past this you'll need to let us know so that we can extend the license for you (at no further cost to yourself). In some cases where the project requires any one-off commissioned art work or imagery, there may be additional charges to the client, your designer will always advise you of any commissioned art work prior.

### **How do you promote my book to your social media followers? - Subject to chosen package**

Once your book design is completed and then uploaded to the publisher there may be a small wait of four to five days prior to going live, once your book is available to buy let us know and we'll send out a post to our many social network followers (Facebook & Twitter which totals more than 12,500+ followers currently - this is of course subject to change and we make no guarantee of sales as a result of these posts). In this we'll include an image of your book and most importantly a link back to where the viewer can buy their copy. This is subject to your chosen package. (Please note that there are some exceptions to this with regards to books which cover sensitive topics, these may be excluded from promotion via our social media channels).

### **What is required for an eBook conversion?**

To convert your existing eBook cover into a printed book design we will need the image file as a JPEG at a resolution of 300 dpi or preferably the original Photoshop file, if the resolution is not 300 dpi we may have to resize the file. Where possible we will try and use the same font for the book as long as there is the license to do so, if not then we will match a font to use within the design. We require that you have the copyright to be able to use all artwork in the design and it's conversion to do so.

## **The final drafts of your book covers and materials**

When we send you the final draft of your book cover and all other materials it is your responsibility to check them to ensure that you are happy with the design and any copy, if you do find any issues the onus is upon the client/you to notify JD&J so that we can correct it for you prior to releasing the final completed design/s. JD&J Design LLC will not be held liable for any errors with the design, such as color, layout or type (be that in type layout, spelling errors or grammatical errors) once paid for design has been delivered. Changes/alterations which are made after you have accepted the design/s may be liable to additional charges

You also confirm that any materials, fonts or images given by yourself to JD&J Design LLC are yours to legally do so, and that you have the correct license for them to be used within your design (regardless of sales/imprints/viewing figures achieved). You confirm that you also have the legal right to represent the book, manuscript or author for which the book cover or materials are being designed for.

## **How will I get my designs?**

Once the final invoice is paid we will send the High Res completed designs to you via WeTransfer (unless specified otherwise), this is due to the large file sizes that book covers and promotional materials tend to have. Once we send the files you will receive an email with a link in, by following the link it will then allow you to download your files direct to your computer, it will also send us a receipt to let us know that you have successfully downloaded your files.

## **How long does JD&J keep my files?**

Once we've created your book cover design and/or any other promotional designs, we will send you the necessary files ready for you to use, this is normally done using a file transfer service (as the files are normally large in size and too big for just one email), after this we will keep your files stored for up to 12 months only.

## **What if I have revisions at a later date?**

Small revisions (such as updating the pack page copy to your cover) will normally be completed free of charge, however, there may be a fee for other revisions requested once the book cover is completed, this will be based upon how much work you require. Please note, in some cases where you are still waiting on a confirmed page count when the project is finalized, we will adjust the spine width of your cover at a later date free of charge.

## **Imagery you provide to JD&J Design LLC**

You confirm that all images you supply to us have the correct license to be used within your book cover and you have the permission & right to use them within the design or book cover. JD&J Design LLC takes no responsibility for images you provide us with.

## **Use of designs by JD&J Design LLC**

We reserve the right to use your completed book cover and any materials created by JD&J Design LLC within our own portfolio and marketing materials, be that online or in printed form.

## **Credit statement**

All books where any form of stock imagery has been used within the design must have "Book cover designed by JD&J with stock imagery provided by [Contributor's Name] © 123RF.com" to conform to licensing agreements.