

Book Cover Design Checklist

- ☐ Does the cover image work to pull attention?
 - ☐ Is the most important element of the cover recognizable at thumbnail (online search results) size?
 - ☐ Is there one principal focal point on the cover?
 - ☐ Does the cover communicate how the reader will feel when reading the book?
- ☐ Do the typography and image work together?
 - ☐ Are you using an appropriate font for your genre?
 - ☐ Have you limited yourself to only one or two fonts?
 - ☐ Is there any awkward dead space?
 - ☐ Does the type run up against the edges of the image, or is there enough space between the words and the edge to act as a frame?
 - ☐ Does the type cover up any important areas of the image?
 - ☐ Can you read the title with no trouble?
 - ☐ Do the shapes of the words and letters in the title font lead to any unfortunate accidental readings?
 - ☐ Is your byline large enough to be easily seen?



- ☐ Can you easily rearrange the image and typography for an audiobook cover?
- ☐ Can a reader identify the genres and sub-genres of the book from the cover alone?
 - ☐ Does the cover hint at tropes and themes in the story? (Note: some of these may be the same as sub-genres)
 - ☐ Can a reader identify the mood of the book?
 - ☐ Can a reader identify the location, culture and time period of the story (if applicable)?
- ☐ Does the cover resemble recently published and high-selling books in the genre? Is it following current trends and not appearing old-fashioned?
 - ☐ Does the cover also stand out in a good way if you put it into a grid with other books in the genre?
- ☐ Have you shown the cover to a person who reads the genre and asked “Would you pick up this book and read the description?”

