

# Designing Success:

The Ultimate Ebook  
Cover Guide

LOGO  
POPPIN

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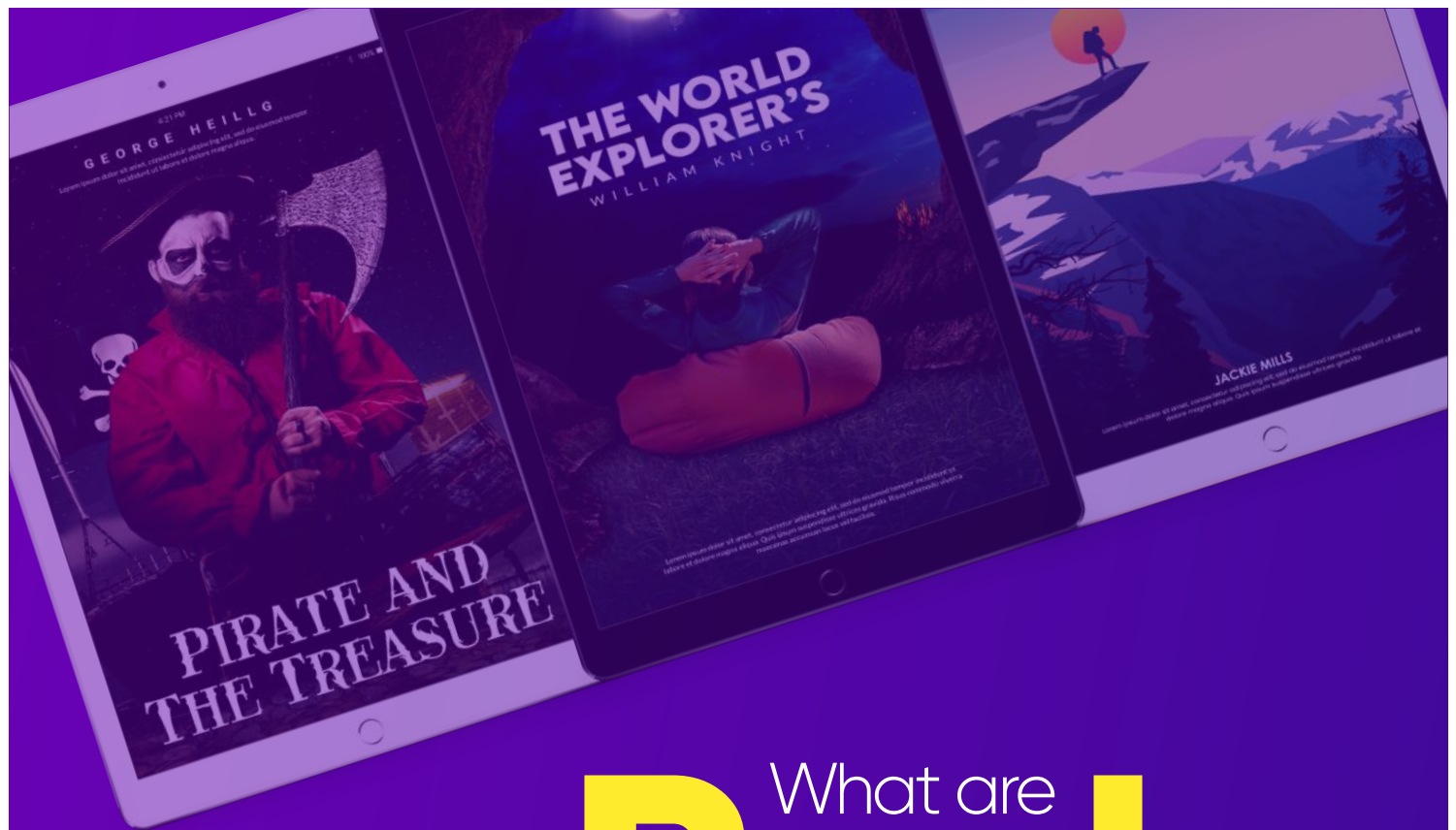
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# What is an eBook?

An eBook is a simple non-editable digital book that can only be read on electronic devices like tablets, computers, smartphones, etc. These books are published digitally in the same style as the conventional books. Their writing tone and format is similar to what we see in normal books, containing the same colors, images and themes precisely.

These eBooks are precisely loved by those who want to read books on digital devices. Today, you can find millions of eBooks published online containing a variety of topics and stories. They are considered a perfect alternative to physical books because they can be accessed and read online anywhere.





# What are **eBook** Covers?

When it comes to define eBook covers, you can simply understand it as a Main Front Cover of the book. These Covers highlight all the important information such as Book Name, Author Name and More others. The designing of these covers is considered important because they always come first into the notice of readers. It helps to give a first strong impression that precisely builds the interest of readers. These eBook covers are designed with a mixed balance of text and images, so that the overall content can look attractive.

# The Importance Of eBook Covers

The main cover of an eBook is always considered important because it helps to build a first positive impression about the book. Some of the main reasons why designers pay high attention to eBook covers are:

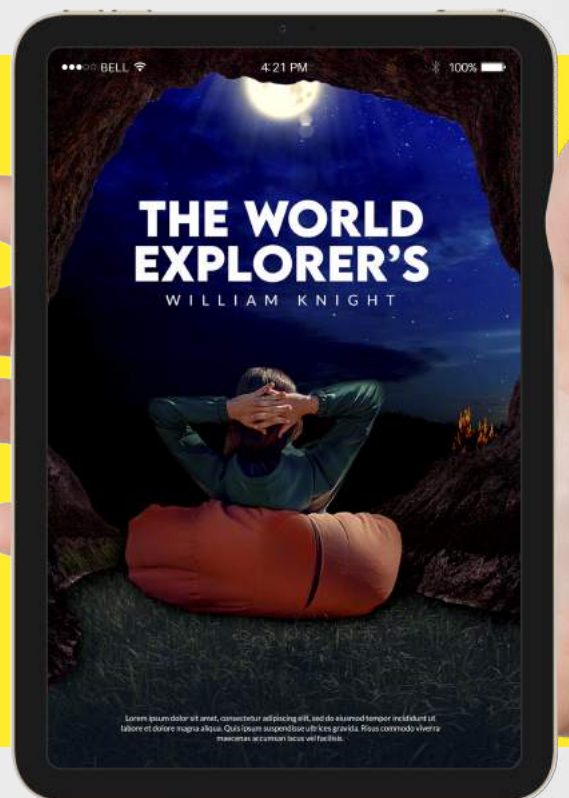
- It works like a main identity of the book defining all the important details.
- A catchy eBook cover always helps to build a first strong impression.
- A compelling eBook cover can grab the readers' attention at the first glance.
- An eBook cover showcases a summarized concept of the book content.
- A creative cover design can give an eBook a strong edge over others.



# What Makes a Good ebook Covers?

It is always advised to create a catchy eBook cover that can grab everyone's attention. The covers play an important role in elevating the identity of eBooks. To make a good cover design, you need to remember some important points.

- Keep a Perfect Balance of Text and images on the cover of eBooks.
- Always use creative visuals that can instantly grab readers' attention.
- Use interactive theme on the covers to describe something about the inside story.
- Create clean cover designs while keeping the whitespace in check.



# Do's & Don't Of Cover Design

Being a Designer, You need to know about some important do's and don'ts while creating eBooks covers. These points are important because it helps you to avoid mistakes and design covers as per the needed requirements.

- Always create an eBook cover design with a definite set of theme in mind.
- Never copy the entire design idea of any other eBook cover.
- Always design eBook covers cleanly by keeping a separation between text and pictures.
- Never use extra text based content on the front of eBook covers.
- Always define the name of the eBook boldly on the covers, so that it can get attention.

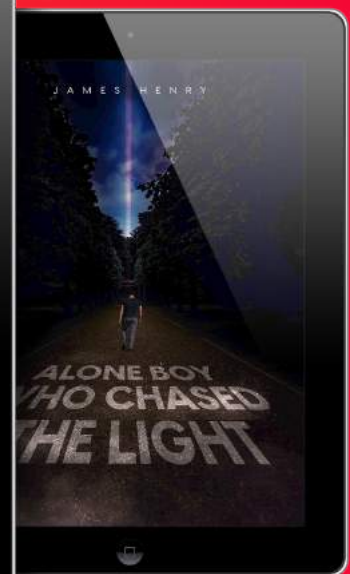
# The Importance Of Genre



ADVENTURE



THRILLER



NARRATIVE

While designing an eBook cover, you must need to know about the genre to which it is related. It helps you to get the right ideas that can properly define the concept of the eBook. If you will not understand the background or genre of the eBook, then you could struggle to create a right cover design.

So, it is quite important to first understand the genre and then create a cover design according to it. This is one of those key factors that you should always remember, as it helps to keep your designing process focused on the right path.



# Step 1:

## Self Questions

Before starting the design process, there are a few questions you need to ask yourself. This is considered important because it helps to clear some design concepts right at the beginning. These questions are quite simple, so make sure to clear your head by finding their right answers.

- Who is the author of the eBook and what type of topics he/she usually writes about?
- What type of genre eBook has and whether it has a established style or not?
- Who will be the readers of this eBook or describe the target audience?
- How much lengthy the eBook will be?
- Does the eBook includes real world events or it has a theoretical story?
- Which type of pictures and visual content will be used in the eBook?

# Step 2:

## Research Or Look For eBook Cover Design Ideas & Inspiration

Starting the second phase, you need to look for those resources that can give you some sort of design inspirations. This is important because working with an idea is termed crucial for eBook cover designing. It helps you to stay focused and create perfection in the design as per the needed requirements.

Some of the best platforms where you can find engaging ideas for eBook covers include:

- Pinterest
- Amazon
- Behance
- Envato
- Freepik
- Dribbble
- Shutterstock

# Step 3:

## Understand the Elements of a Cover

Before starting the design process, you must need to understand the important elements of an eBook cover. This understanding helps you to manage every element with perfection. It reduces mistakes in design, and helps to portray a strong image through the visuals of the eBook cover. Some of the important elements that require high attention include:

- Color theme of the eBook cover.
- Typography of the content used on front cover.
- Images and art used in the cover design.
- Overall formatting style of the eBook cover.

# Step 4:

## eBook Cover Design Size

It is also very important to have a proper understanding of the size of eBook covers. A lot of times, designers do not know about this basic fact, which is why they create covers with inappropriate sizes. Generally, the standard size of an eBook cover starts from **1500** to **1800** pixels. These dimensions can change a bit depending on your custom requirements.

If you will look at the recommended height/width ratio of Kindle Direct Publishing (KDP), you'll notice that the platform suggests a ratio of **1:1.6**. The format suggested for eBook covers are **TIFF** and **JPEG**, while **DPI** size is recommended to be **300 DPI**

# Step 5:

## Choose Graphics, Fonts and Colors

Next up, you need to choose the graphics, fonts and colors very wisely for the eBook cover. As defined earlier, all of these things are key elements of cover designing. They should be picked carefully keeping in view the core theme of the eBook cover design. Some important points you need to remember while selecting them are:

- Colors combination should be picked keeping the genre of eBook in mind.
- The font family should be bold and it should highlight the content strongly.
- Try to use minimum graphical content or particular shape/art for the covers.
- Keep a perfect whitespace balance between all the elements, so that the design looks clean.



# Step 6:

## Create an eBook Cover Design

Now that you have understood all the important points, let's start designing the eBook cover. In this phase, you will need to use all the technical and analytical expertise to create a catchy design. It is best recommended to work with a picture in mind that is your actual inspiration. This will help you to get correct ideas that fit suitable for eBook cover designing.

Meanwhile, also remember to check the designs of competitors while designing the eBook cover. This technique is pretty helpful, as it lets you know what type of covers others are designing. It will assist you to bring some uniqueness in the design, so that your eBook cover can get an exceptional look.

# Step 7:

## Feedback

Once you have completed the design, try to get feedback from other people. It will let you know what others are thinking about this cover, and whether it looks good to them or not. This feedback is quite crucial because it helps you to find out various mistakes in the design. It gives you an overall design analysis from the perspective of other people, so that you can resolve all the mistakes timely using the correct methods.

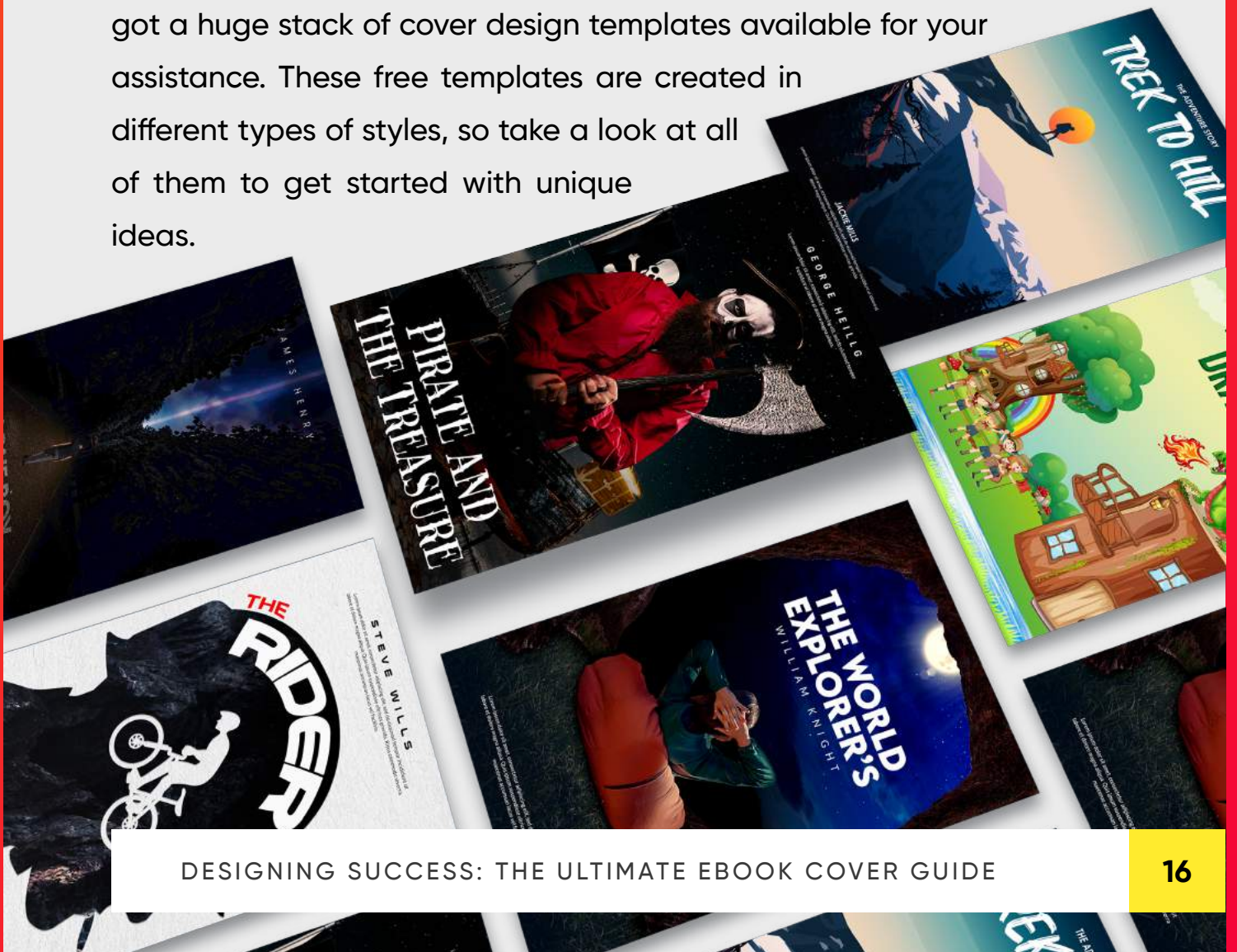


View Templates From Our

# Portfolio

Being a beginner, you could face several difficulties while creating a cover design for an eBook. It is therefore best recommended to consult from a resource that could give you quality suggestions related to cover designing.

Luckily, you can get plenty of inspiration from Logo Poppin, as we have got a huge stack of cover design templates available for your assistance. These free templates are created in different types of styles, so take a look at all of them to get started with unique ideas.



# Contact

## Logo Poppin To Get a Creative eBook Cover

If you are looking for an agency that could help you to design catchy eBook covers, contact us today. Our experts have got plenty of experience in eBook cover designing and our wide range of portfolio precisely illustrates that fact. So, get in touch with us now, as we can assist you to design unique covers that can give your eBooks a stand-apart presence among all.

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