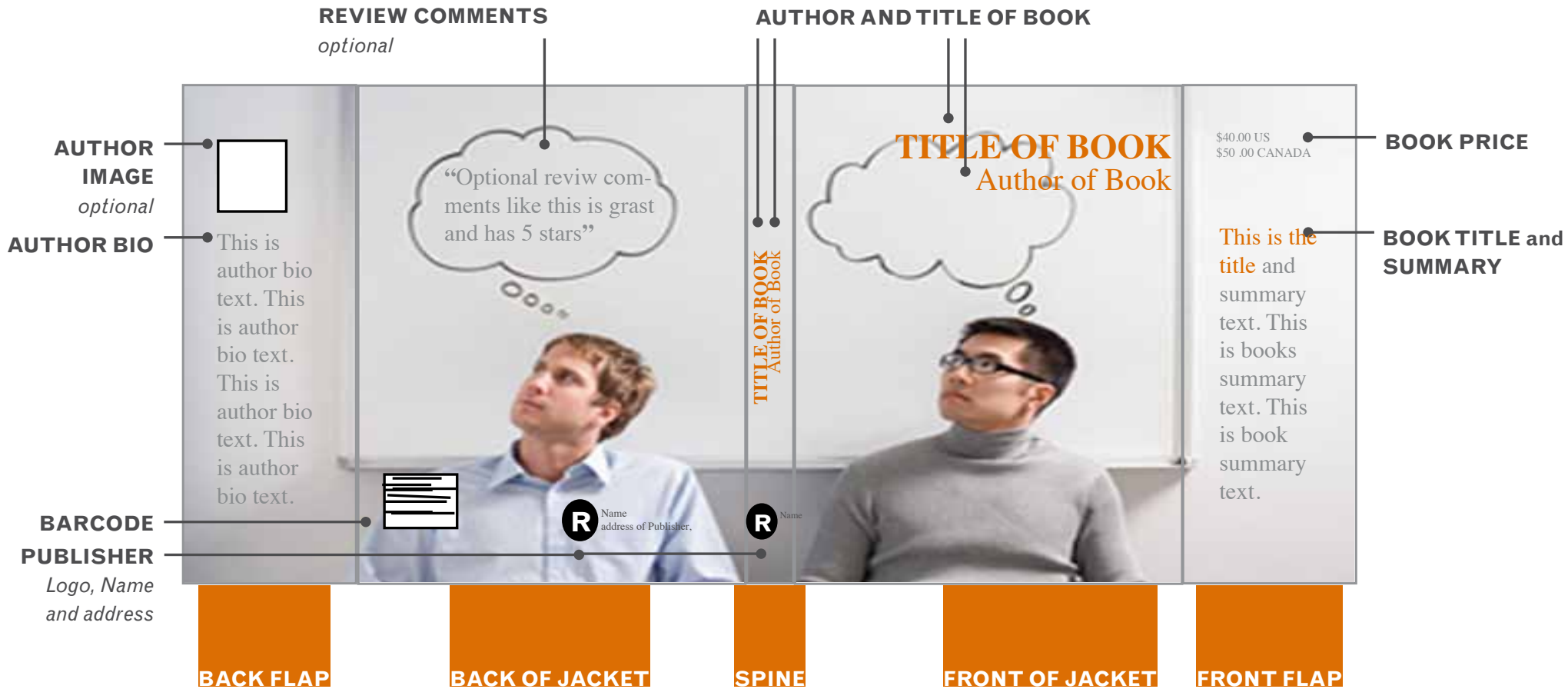


ANATOMY & COMPONENTS OF A BOOK

Book Jacket: Anatomy & Components



Where the Sleeve folds over to the back of the book to brace the book. Back flap general houses text of the *Author Biography* and *optional Author Image*.

Back of the book when it is closed. Generally houses *Barcode, Publisher logo, Publisher Name* and *Address*, and *optional quotes* or *excerpts*.

Where the back of the book bend and meet. Generally houses *Title of Book*, and Complete *Author Name*, *Publisher Logo* and *Publisher Name*.

Front of the book when it is closed. Generally houses *Title of Book*, and *Complete Author Name*.

Where the Sleeve folds over to the front of the book to brace the book. Front flap general houses the *Price of the Book* (US and Canada, the *Book Title* and *Summary*.

VERSO [LEFT PAGE]

RECTO [RIGHT PAGE]

CHAPTER TITLE HEAD
SECTION SUBTITLE

*optional if Lead In/Intro Text
is not on following Folio.*

**USE OF COLOR, IMAGE
OR GRAPHIC**

*optional
but often left blank*

TITLE OF CHAPTER
Subhead of the Part Chap

2
CHAPTER

CHAPTER NUMBER



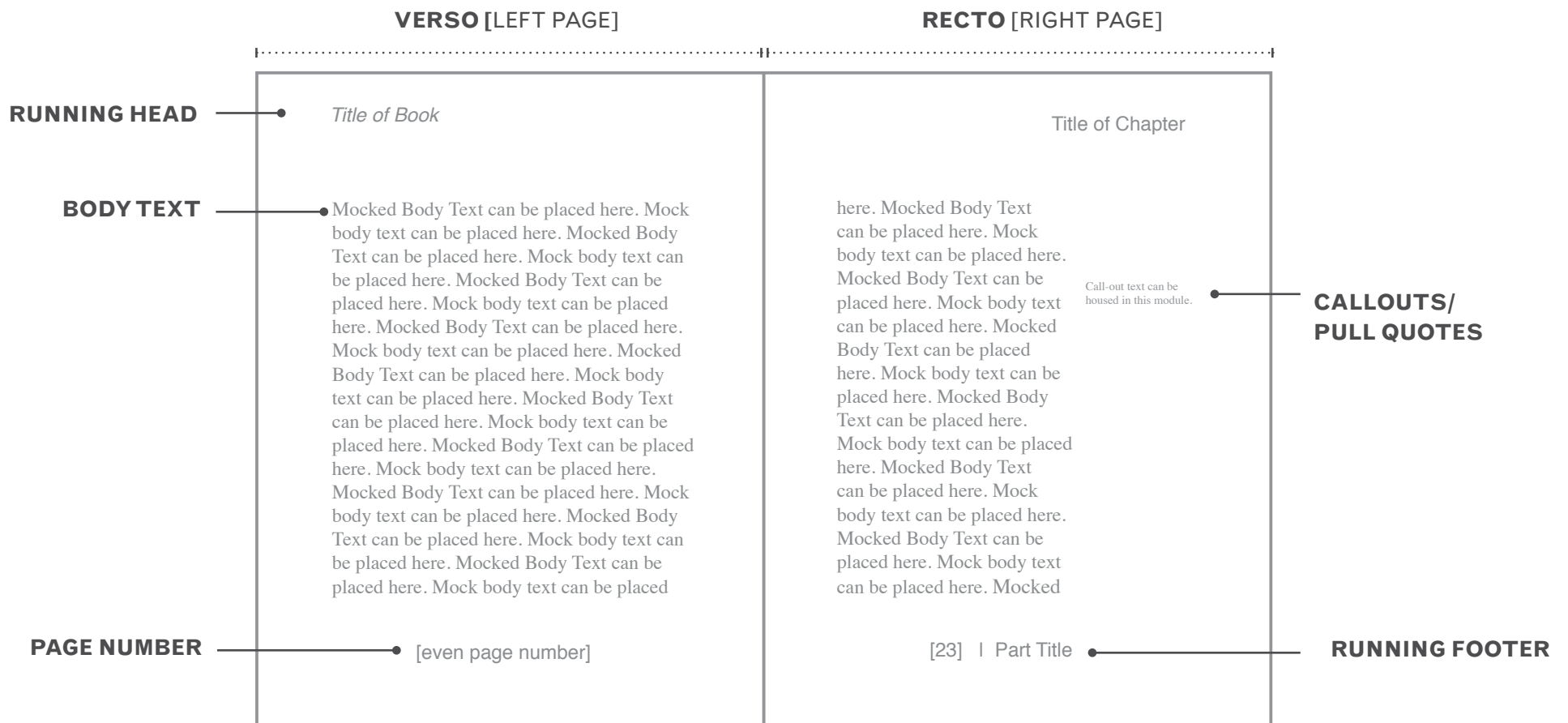
**OPTIONAL IMAGE
OR GRAPHIC**

Mocked Body Text can be placed here. Mock body text can be placed here. Mocked Body is Text can be placed here. Mock body text can be placed here. Mocked. Mocked Body Text is here

**LEAD IN OR INTRO
TEXT** *optional or can
begin on following
spread.*

Anatomy of Chapter Spread.

Chapter Title Folios are a break in the story and a chance for the reader to put down the book. The style and layout of your chapter title pages can be designed to draw the reader back into your storyline. Chapter titles, drop capital letters, or a font change of the first words or letters of the beginning paragraph can be used to add to the style of these pages. Unique illustrations for each chapter add a certain style and flavor to the book and make it easier for readers to find the place where they left off reading.



Anatomy of a Text Spread.

HEADER & FOOTER PLACEMENT

<i>Left</i>	<i>Right</i>
Book Title	Part Title
Book Title	Chapter Title
Author Name	Chapter Title
Part & Part Title	Chapter Title
Even Page Numbers	Odd Page Numbers

CHOICES

- Running and Footer Header Content to include
- Top or Bottom placement of Content
- Vertical or Horizontal Orientation
- Written, Arabic or Roman Page Numbers

CONSISTENCY

Content must be consistent across the publication, in orientation, placement and style treatment.