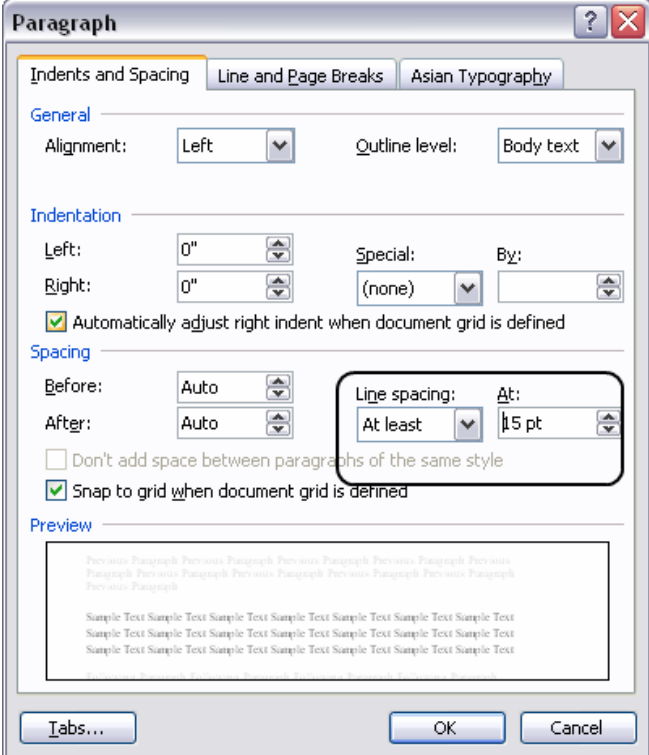
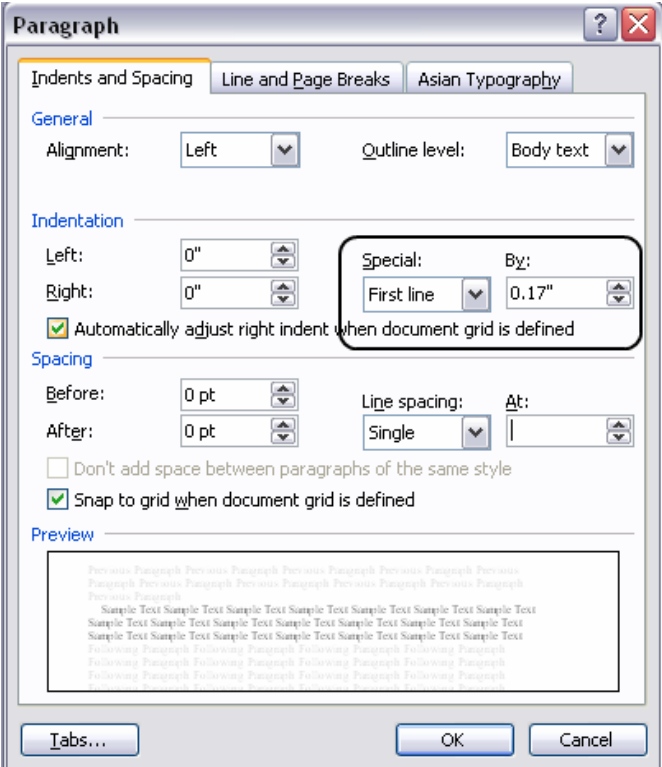


**Guidelines for Formatting of Content within the Book**

Text	<ul style="list-style-type: none"> <li>▪ 12-point Times News Roman for general content</li> <li>▪ 14-point Helvetica for Chapter Headings</li> <li>▪ 12-point Helvetica for Chapter Sub-Headings</li> </ul>
Paragraphs	Justified
<p>Leading, <i>pronounced like lead, the metal, is the space between lines of text. It is also called spacing, as in single-spaced, double-spaced, etc.</i></p>	<ul style="list-style-type: none"> <li>▪ “At least” 15 points for 12-point content</li> </ul>  <ul style="list-style-type: none"> <li>▪ “At least” 45-point leading for Chapter Headings and 30-point for Sub-Headings (or Section Headings)</li> </ul>
Headers and Footers	<ul style="list-style-type: none"> <li>▪ No footers except when page no. is placed as footer on the first page of each chapter</li> <li>▪ Headers may include             <ul style="list-style-type: none"> <li>- Page nos. on outside margin</li> <li>- Chapter title on right hand pages</li> <li>- Book title on left hand pages</li> <li>- Content in Helvetica (or any sans-serif font) preferably</li> <li>- One space between header and text</li> </ul> </li> </ul>

# Guidelines for Book Development

Indent	12-point (0.17") for 12-point content 
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## Guidelines for Book Development

### Guidelines for Layout of Book

#### Covers & spine

Covers/Spine Location	Page Name	Sample Content
Front of book	Front Cover	Graphic, book title, subtitle (if any), author name(s)
Inside front cover		Usually blank; optional to include ISBN or UPC (Universal Product Code) numbers and bar codes
Vertical spine	Spine	Title, Author(s), Publisher logo (if available)
Inside back cover		Blank
Back of book	Back Cover	<ul style="list-style-type: none"><li>▪ Brief description of book's content (blurb)</li><li>▪ Author photo &amp; qualifications (optional, but <i>highly recommended</i>)</li><li>▪ Book review/testimonials (definitely include if available)</li><li>▪ ISBN + bar code (will be printed if available; be sure to leave sufficient white space)</li></ul>

## Guidelines for Book Development

### Front matter

Front Matter Location	Page Name	Sample Content
1st page on the right (R) after inside front cover	Blank	If used as promo, include testimonials, reviews, or endorsements for the book; may also list author's other books. Otherwise, leave Blank
L page	Copyright Page	<p>Notice of Copyright consists of these parts:</p> <p>Copyright 200X by [Author(s) Name] All rights reserved. No part of this book may be reproduced by any means whatsoever, either electronic or mechanical; including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the aforementioned copyright holder.</p> <p>ISBN X-XXX-XXXXX-X</p> <p>[Date of copyright = when work reduced to tangible form] [Published &amp; printed dates may be the same]</p> <p>Printed and Published by CinnamonTeal Print and Publishing, India <a href="http://www.cinnamonteal.in">http://www.cinnamonteal.in</a></p> <p>NOTE: When text &amp; photographs (or other content) have different copyright owners, list them individually:</p> <p>Text copyright 200X by [Author(s) Name] Photographs copyright 200X by [Photographer(s) Name]</p>
R page	Full Title Page	Display full title, subtitle (if any), & name of the author(s), editor or compiler of collection, photos, etc. (if any)
L page facing full title page		Blank; may include author's other works
R page	Dedication Page	Short statement thanking an individual or group of individuals for their help or support
L page		Blank
R page	Acknowledgements	List of everyone who helped the author produce the book Optional; otherwise skip ahead to Table of Contents
L page		Blank

## Guidelines for Book Development

R page	Table of Contents (TOC)	Lists the book's contents, arranged by chapter. Can also break down by chapter section and subsection(s)
L page	TOC continued if needed  Otherwise BLANK	If TOC spans more than one additional page, continue to end on either L or R page.  If end on L, start Chapter 1 on next R page.  If end on R page, insert BLANK L page, then start Chapter 1 on next R page
R page  if included, continue with l/r pagination until first open r page, then start chapter 1  if <i>not</i> included, go ahead & start body of the book with chapter 1	ALL ARE OPTIONAL  Foreword Preface Introduction List of Abbreviations List of Illustrations Disclaimers	ALL ARE OPTIONAL:  Foreword: Testimonial or introduction by someone other than the author  Preface: Explanation of the origins & history of the book written by the book's author(s)  Introduction: Short summary or explanation of the book  List of Abbreviations: List of the abbreviations contained in the book  List of Illustrations: List of all illustrations, figures or diagrams, with page numbers of where they're found in the book  Disclaimers: Short conditional statement about the use of the book. Included to provide a small amount of legal protection to the author

## Guidelines for Book Development

### Body text

BODY MATTER LOCATION	PAGE NAME	SAMPLE CONTENT
R page	Chapter One  Can be spelled out OR displayed in numerals	Name of the chapter & body text of chapter. May be divided into subsections that display subheads.  Succeeding L & R pages display continuous content of Chapter 1 until end
L or R page	Succeeding Chapters	Convention dictates that each new Chapter STARTS on an R page, even if that means the preceding L page is BLANK.  <i>However</i> , it is perfectly acceptable to continue L/R pagination throughout the remaining body text of your book <i>without</i> forcing an R page start for each new chapter.  The primary reason for not forcing R page starts for each new chapter is to save paper.

## Guidelines for Book Development

### Back matter

Back Matter Location	Page Name	Sample Content
<p>R page</p> <p>if included, &amp; chapters were <i>not</i> forced into r page starts, continue with l/r pagination until end</p> <p>if chapters force r page starts, use same pagination for all sections of back matter</p>	<p>ALL ARE OPTIONAL</p> <p>End Notes</p> <p>Appendix</p> <p>Glossary</p> <p>Bibliography</p> <p>Works Cited</p> <p>Index</p> <p>Author Bio</p> <p>Order Blank</p>	<p>ALL ARE OPTIONAL:</p> <p>End Notes: Additional information about a statement made in the text &amp; usually referenced by a number</p> <p>Appendix: Collection of important information &amp; other resources</p> <p>Glossary: List of terms found in the book &amp; their definitions</p> <p>Bibliography: List of books, articles &amp; other resources the author used in writing the book</p> <p>Works Cited: List of books, articles &amp; other resources the author cited in the text of the book</p> <p>Index: List of key words &amp; associated page numbers designed to help the reader find important information inside the book. The Index should not list chapters, but rather terms &amp; concepts found within chapters. Indexing is a combination of skill &amp; intuition. Usually the last section in a book.</p> <p>Author(s) Bio: Short author biography (possibly including photo) is usually included in all books other than a mass-market paperback <i>Do not include</i> in back matter if also displayed on back cover.</p> <p>Order Form: Blank, left-hand page at the end of the book that can be used to order additional copies</p>