Cover Design Brief Template:

Title: Thorn City
Author: Pam Statz
Trim Size:
Genre:

Synopsis:
Include a brief synopsis of the work here to help guide designers.

Main Themes:
List the main themes that could be represented on the cover.
- Self loathing
- Haunted past
- Strained relationships (familial and romantic)
- Self improvement
- Acceptance
- Forgiveness
- Rebuilding
- Found family
- Class differences

Key Visual Elements:
List the top visual elements that appear in the work that can help represent the themes on the cover.
- Portland
- Mount Hood (watercolor?)
    - Mt. Hood & Lost Lake
- Red high heel
- Airstream trailer
- Food truck
- Five firs logo/actual trees
- Participation award
- Construction cranes
- The Lost Lake Academy
- Portland skyline after earthquake
- Martini with olives
- Tuna melt
- Flower bouquet
- Gold dress

Minor Visual Elements:

List some minor elements that appear in the work.
- Thorns/Roses
- Neon martini glass that's on the hill
- Neon rose sign
- map/blueprint of Park Blocks/Portland
- Bright orange/yellow Lambo/cars AND/OR Bent license plate "SUE ME"
- Bikes/bike shop
- Blue prints (apartments/construction/high rise)

Potential Color Palette:
List potential colors, combinations, and types of colors (pastel, bright, etc.) that best fit the team's vision for the cover.
- red, olive green, gold
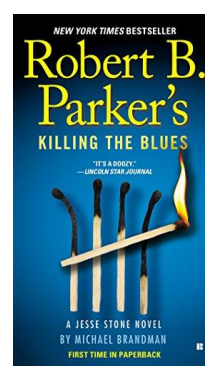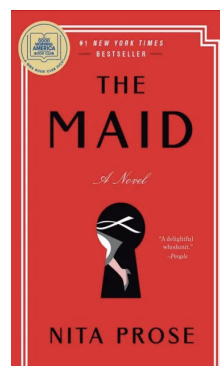- Midnight colors like dark purple and blue
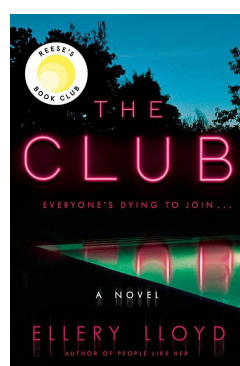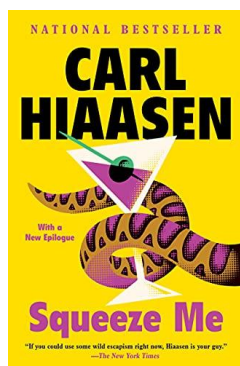- Neon sign colors (gold/green)

#875480	#E8C117	#D400B4	#77D4CD	#055C56
#14FF1D	#D6B615	#CC3B06	#500266	#093B73

Color palette row 1: #73558A · #EB9B17 · #7801D6 · #78D69E · #055E29

Color palette row 2: #FF1FA1 · #673251 · #992DCC · #D2CF63 · #FFE21F

Color palette row 3: #AAFF0F · #FFA814 · #CC0216 · #190466 · #077370

What kind of design considerations fit the *genre* of this book?
- Fonts: Script, but not too swirly (neon sign?) or sans serif
- Photographic or Illustrated: illustrated
- Typography-heavy or Image-heavy: image heavy
- Tone: dark humor

Additional Thoughts:
Incorporate contrasts (things are not what they seem. Ex: school looks reputable, but isn't)

Types of covers to consider:

Things to avoid:
Provide examples of the types of covers or cover trends to veer away from, and an explanation why. Please include images of published covers to illustrate what trends to avoid.
- Foliage (avoiding fantasy interpretations)
- Dull colors
- "Handwritten" and serif fonts
- Figures of people
- Anything sexual/sensual (present, but not the focus of the story)
- Avoid anything Christmas

Examples of covers to avoid:

Timeline: Spring 2023
- Call Out:
- Round 1 due:
- Round 2 due:
- Round 3 due:
- Round 4 (semi-finals) due:
- Exec Vote:
- Cover Finalization:

Author Note: My biggest input about the cover is that going with an illustration vs photographic elements is going to best communicate the book's mix of mystery and humour. So - the Anthony Horowitz, Ellie Griffiths covers in particular. Going with something similar to the *Extreme Vetting* cover design will absolutely not match the style of *Thorn City*.