



# Archange Ink

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## Our Design Philosophy

Cover design is a key element of your book's success—it's also one of the most subjective. There are many factors that go into creating a great cover. This is why we only work with a top-level designer who has created scores of book covers, including international best-sellers. We want your book to succeed, and a *huge* part of that lies in having an eye-catching professionally created design.

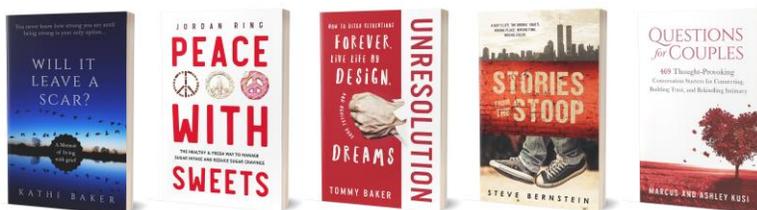
**Are we a good fit?** Our ideal client has seen our portfolio, and they value both our technical know-how and market insight. He or she wants a professional quality cover without the fuss. Working with us means you trust our experience and expertise and allow us to take the reins with the creative decisions. And with our combined 10+ years of experience, you can trust these decisions and concepts are not done casually.

If you're looking for a "Photoshop Editor" to take commands and "create" a design out of your vision, no hard feelings, but we're not the designer for you. If you have quality images you'd like to use, we're happy to review and advise beforehand if we're able to work with them, but to put our name on a cover design means we need to create it or collaborate consensually with the author.

We're not always perfect, and we do include minor revisions in our design fee, but like any creative expression, there are always adjustments that *could* be made. And a drawn-out process of back and forth revisions is costly in time, money, energy, and resources. Therefore, custom work or revisions beyond our discretion will incur additional costs starting at \$150/hour.

Streamlining in this way keeps the process more fun, efficient, and cost-effective. It's not for everyone, and we get that. Some folks want a very hands-on approach, and there are some great designers out there who specialize in that. Please watch our [YouTube video](#) for more from Rob on this subject.

Thank you for choosing Archange Ink!



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COVER DESIGN BY  ARCHANGEL INK

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