PICTUREBOOK TEMPLATES

Users' Guide

Welcome to the Picturebook Templates Series

We hope these templates will be a useful tool for you as you design children's books.

What You'll Need to Know to Use the Templates

These templates were designed using Adobe InDesign software. To use the templates, you will need the InDesign application. You can find a free seven-day trial of Adobe InDesign here: https://www.adobe.com/products/indesign/free-trial-download.html

You will also need to have working knowledge of the InDesign software. To brush up on your InDesign skills, there are many tutorials on the Adobe website: https://creativecloud.adobe.com/cc/learn/app/indesign
You can find many tutorials and answers to questions by searching Google.

The InDesign skills you will need include:
— Creating text boxes, selecting and sizing typography
— Creating image boxes and importing images
— Creating color palettes
— Knowledge of Parent Pages
— Knowledge of Layers
— Knowledge of Character and Paragraph Styles
— Some skills in type manipulation for book cover
— Basic understanding of preparing files for offset printing

Naming Your InDesign Files and Assets

InDesign Files

Please name your files using a clear system, such as the following:
COUNTRY NAME ABBREVIATION_BOOK TITLE_language(s)
For example:
SN_MARY GOES TO SCHOOL_fra
If the book is in more than one language:
SN_MARY GOES TO SCHOOL_fre_wol

Country name abbreviations: please use two letter international country codes.
International country codes can be found here:
https://www.nationsonline.org/oneworld/country_code_list.htm

Language abbreviations: please use ISO 639-3 codes to specify the language(s). ISO
codes can be found here:
https://iso639-3.sil.org/code_tables/639/data

Illustration Files and Other Assets

Illustrations should be named as follows:
book title_illustration #
For example:
marygoestoschool_1, marygoestoschool_2, etc.

Other assets, such as logos, author photos, etc., can be named accordingly:
company logo, author photo_1, author photo—2, etc.

Selecting Your Templates

There are two Picturebook templates to choose from:
PICTUREBOOK_VERTICAL_210x297
PICTUREBOOK_HORIZONTAL_297x210

PICTUREBOOK_VERTICAL_210x297

PICTUREBOOK_HORIZONTAL_297x210

Choosing a Font Family

The recommended font families for the Picturebook Templates are **Andika**, **Balsamiq, and Quicksand**. Choose one font family only per book, to create a harmonious design. These fonts are free, and can be downloaded from **https://fonts.google.com**

ABCDEFGHIJKLMNOPQR*STUVWXYZ* abcdefghijklmnopqr*stuvwxyz*
ABCDEFGHIJKLMNOPQR*STUVWXYZ* abcdefghijklmnopqr*stuvwxyz*
You're braver than you believe, stronger than you seem, **and smarter than you think.**
Andika Regular, Regular Italic, Bold and Bold Italic

ABCDEFGHIJKLMNOPQR*STUVWXYZ* abcdefghijklmnopqr*stuvwxyz*
ABCDEFGHIJKLMNOPQR*STUVWXYZ* abcdefghijklmnopqr*stuvwxyz*
You're braver than you believe, stronger than you seem, **and smarter than you think.**
Balsamiq Sans Regular, Regular Italic, Bold and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
You're braver than you believe, **stronger than you seem, and smarter than you think.**
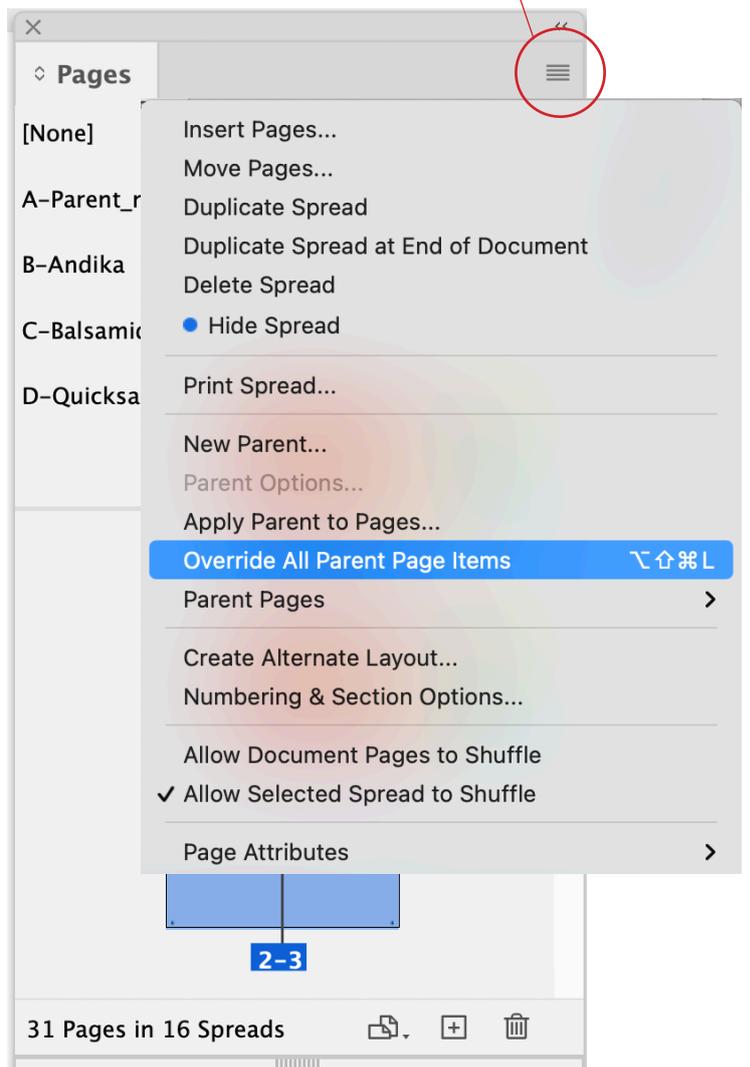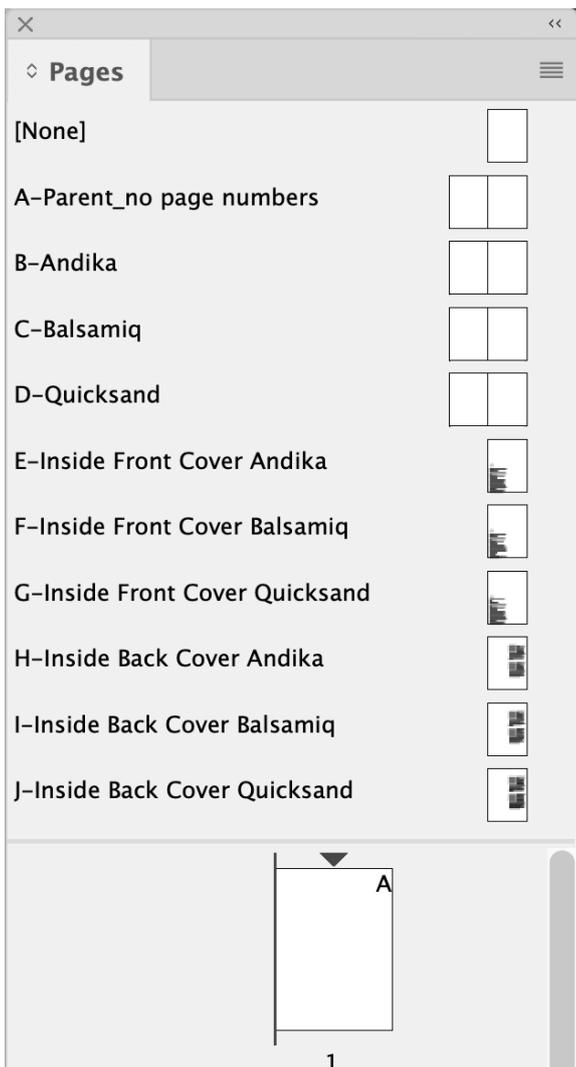Quicksand Regular, Semi Bold and Bold

Font Size

Font size will depend on how much text you have on each page. If possible, keep the font size consistent throughout the book. However, the font size may increase or decrease to fit your text comfortably on each page without interfering with the illustrations. 32 point text is recommended, as shown below in Andika.

You're braver than you believe, stronger than you seem,

— A. A. Milne

Using Parent Pages

There is a parent page created for each of the three recommended fonts, Andika, Balsamiq, and Quicksand. These parent pages include text pages with page numbers, as well as inside front and back covers, each in the selected font. There is also a "Parent_no page numbers" parent page with no page numbers. Use this parent page for your front and back covers.

Important Note: When parent pages are opened, all items on the pages will be **locked**. To **unlock** the items, highlight the pages you would like to unlock in the pages panel, and choose "Override All Parent Page Items" from the panel menu. Now all items on the pages will be unlocked.

Pages
[None]
A–Parent_no page numbers
B–Andika
C–Balsamiq
D–Quicksand
E–Inside Front Cover Andika
F–Inside Front Cover Balsamiq
G–Inside Front Cover Quicksand
H–Inside Back Cover Andika
I–Inside Back Cover Balsamiq
J–Inside Back Cover Quicksand

A
1

Pages
[None]
A–Parent_n
B–Andika
C–Balsamic
D–Quicksa

Insert Pages...
Move Pages...
Duplicate Spread
Duplicate Spread at End of Document
Delete Spread
● Hide Spread

Print Spread...

New Parent...
Parent Options...
Apply Parent to Pages...
Override All Parent Page Items ⌥⇧⌘L
Parent Pages   ›

Create Alternate Layout...
Numbering & Section Options...

Allow Document Pages to Shuffle
✓ Allow Selected Spread to Shuffle

Page Attributes   ›

2–3

31 Pages in 16 Spreads

Using Parent Pages (continued)

Both the vertical and horizontal templates have blue **page margins** and red **bleed margins**.

All full-page or full-spread bleed images must extend to the outer red **bleed margin**.

Typography should not go outside of the blue **page margins**.

Bleed margin

Page margins
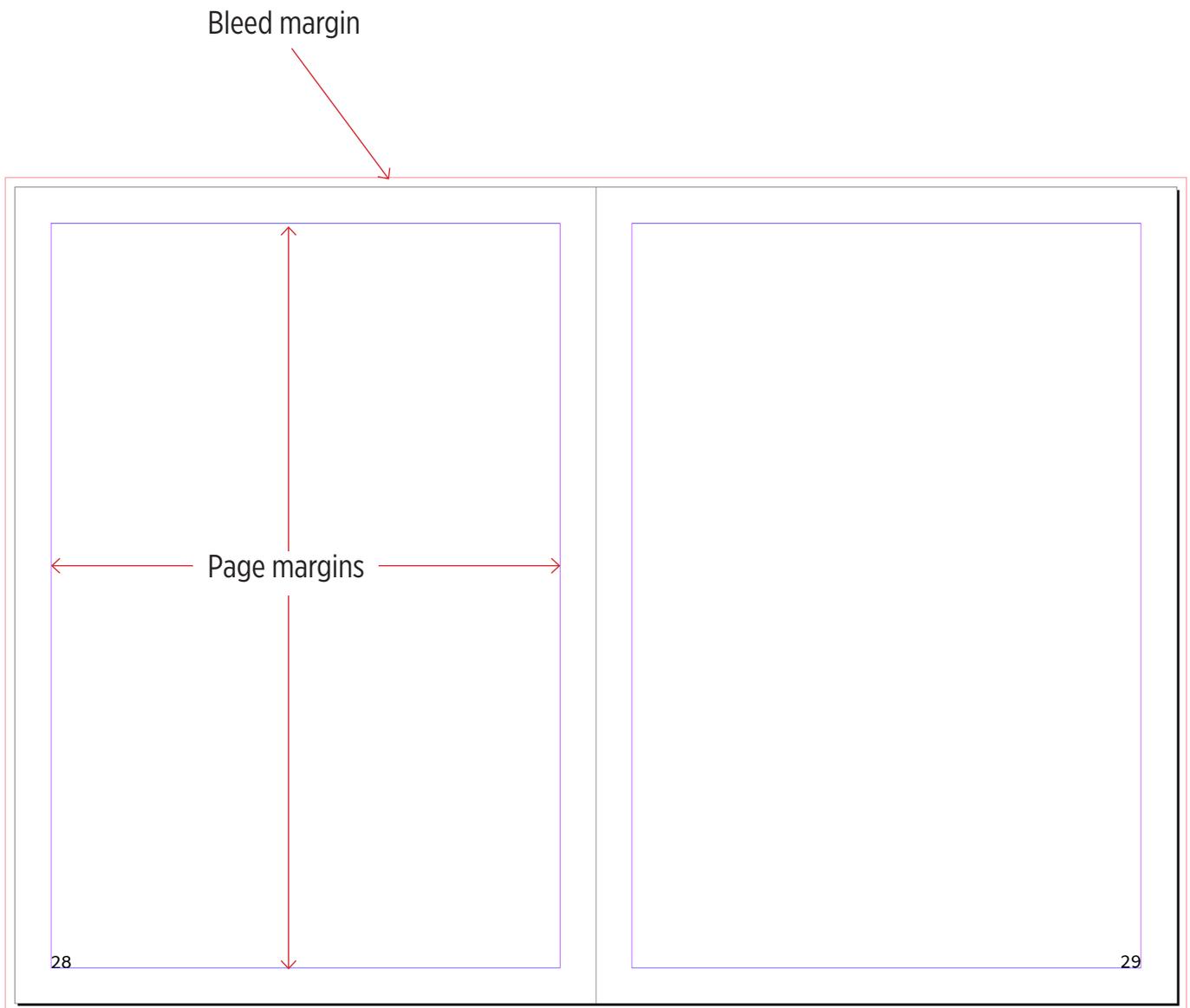
Using Layers for Text and Multiple Languages

The text on your pages should be on a separate layer, not on the Illustration layer. This allows you to add multiple language versions of your book in one InDesign file.

If your book will be published in **only one language**, you will need only one text layer, as shown above. Your text layers should be named with the name of the language you are using.
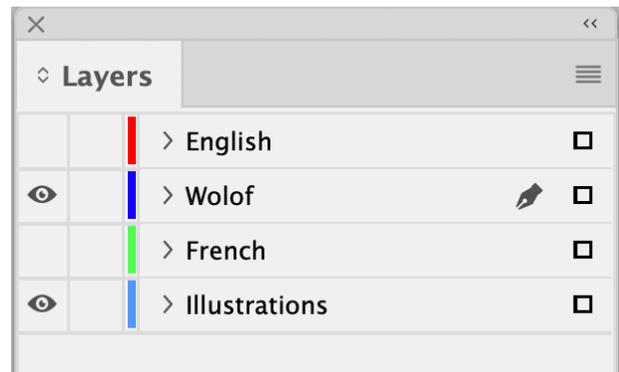
If your book will be published in **several languages**, create a layer for each language, and name them accordingly. You can hide the languages you are not using by clicking off the "eye" icon in the left column.

Text Color for Books with Multiple Languages Versions

If your book is going to be printed in more than one language, it is important to use only **100% black text on all interior pages**. Please do not use text in any other colors, as this will increase printing costs. **You may use colored text for front and back covers.**

If your book is being printed in one language only, you may use colored text and white (knockout) text.

Designing Interior Spreads

The design of your interior spreads will contain illustrations and text. Here are some samples of interior spreads, illustrating a variety of layout possibilities.

Full-spread bleed illustration

La garza mete su largo pico para sacar peces, caracoles o algún cangrejo.

Las redondas piedras del lecho sirven de protección a las larvas y caracoles.

Full-spread illustration with borders

Podía ser y hacer lo que quisiera. Volvió a su casa para contarle a sus amigos.

Full-page bleed illustrations next to spot illustrations

Jogoo ananiona mimi.

Ninamuona rafiki yangu.

Tunacheza kwa furaha.

Tunaimba pamoja.
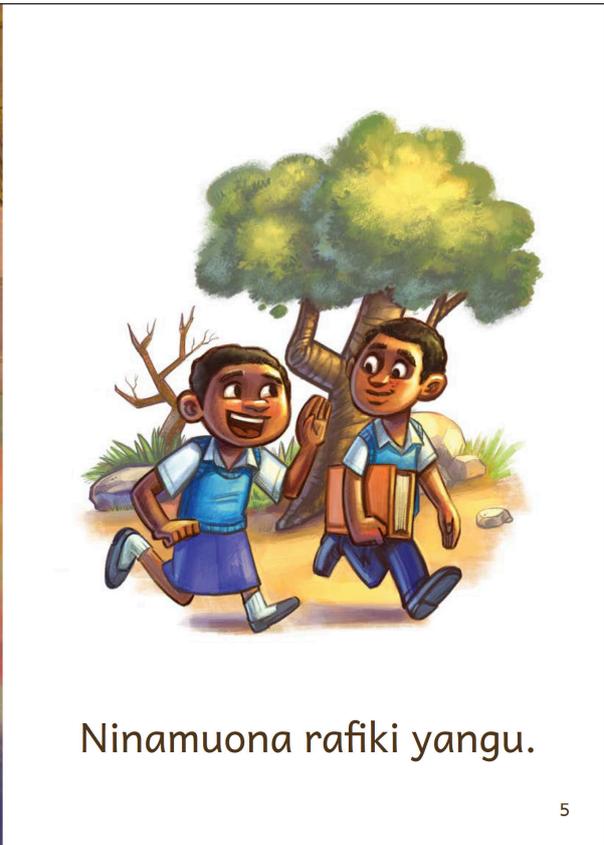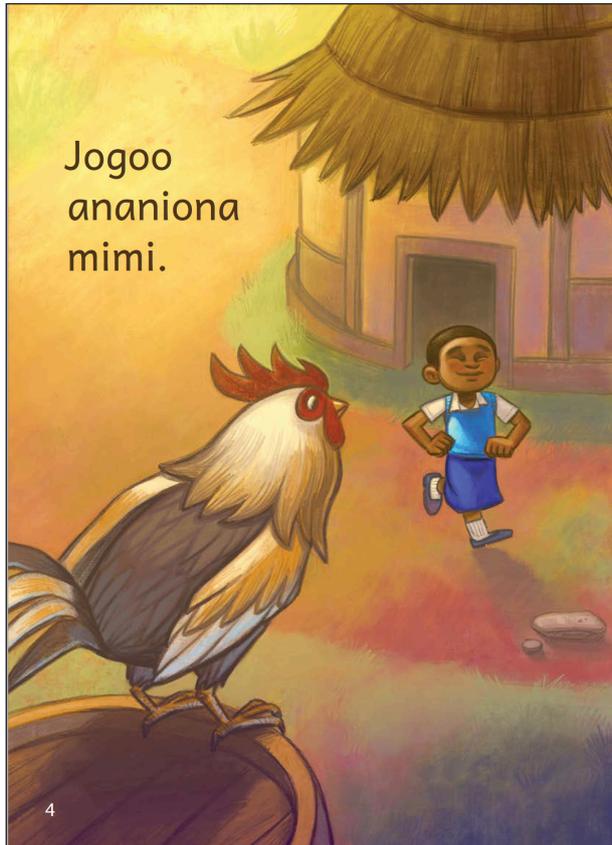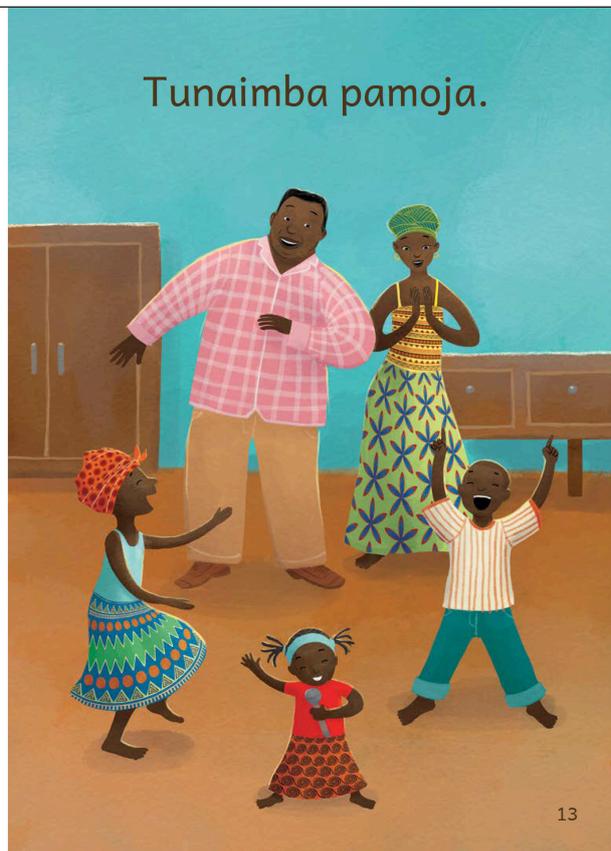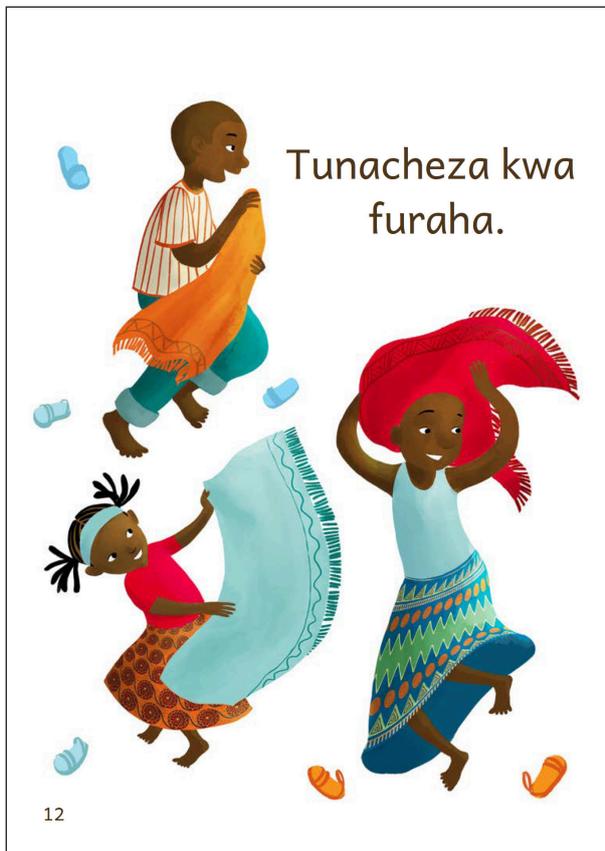
Full-page bleed illustrations next to spot illustrations in a shape

Jogoo anaruka juu.

4

Jogoo anatua chini.

5

Tunachuma maembe.

Tunaosha maembe.

6

7
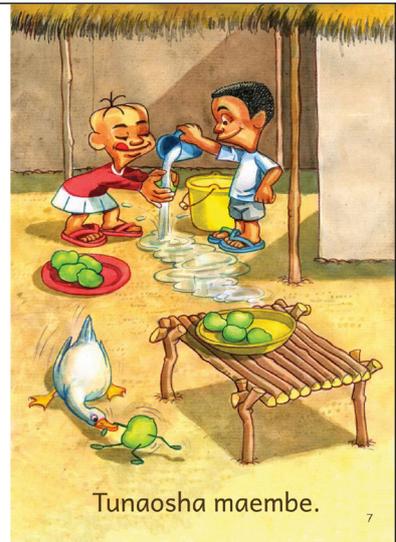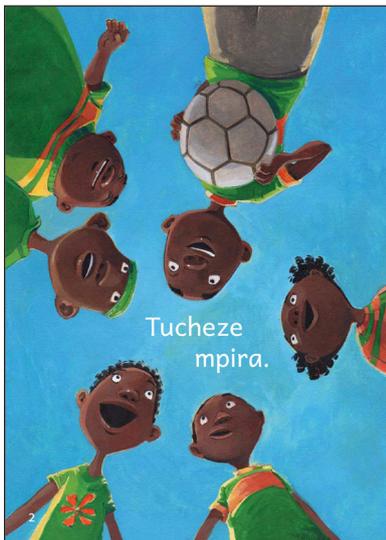
Tucheze mpira.

2

Kipesa ana mbio.

3
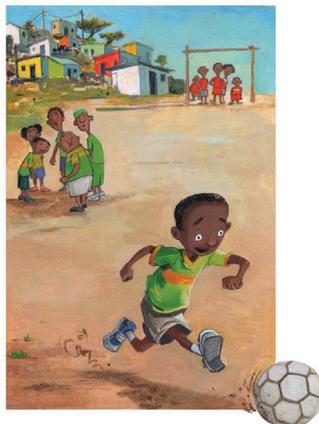
Multiple spot illustrations per spread

Javi tiene que hacer sus
deberes en orden.

Piensa qué debe hacer primero.

Debo poner la lana en la gaveta para
poder barrer.

17

Hizo tantas bromas que quedó exhausto.

Cuando se acostó algo le incomodaba...

16

17

No está en
ningún lado.

¡No puedo rendirme!

12

13

Centered black text over light colors

No aparece,
y nadie sabe donde está.

14

15

Flush-left white text (knock-out) over dark colors (single-language books only)

Todas las mañanas
comienza su día.

Saliendo de
casa con gran alegría.

4

5

Text on a transparent white area. This is helpful when the illustrations have too much contrast for the text to be fully legible.

Sisimite queda de amor cundido cuando el chuchito le da un gemido.

Y regresa al monte nublado con el perro saltando de lado a lado.

14

15

Playful text to reflect the spirit of the illustration.

Los niños lo arreglan con una cuerda, pero se revienta,

usan plastilina, pero no aguanta.

12

13

Designing the Book Cover

A good book cover must be eye-catching and inviting. This can be achieved by using bright colors, enticing illustrations, and fun typography to capture the spirit of the story. For young readers, be certain that the cover title is large and legible.

Use the "Parent_no page numbers" parent page for the cover. The cover should include the **author's name** and the **illustrator's name**. If the text was translated, please include the **translator's name** as well.

Designer Tip: Even though the cover is the first part of your book, try designing it *after* the interior pages are completed. By designing the interior pages first, you will become familiar with the story and the illustrations. You'll have mastered the use of the color palette, and you will have created the mood and spirit of the book. With the interior pages completed, the cover will be fun and easy to design.

Let's Play Football!

Illustrated by Jeffrey Ebbeler

Room to Read
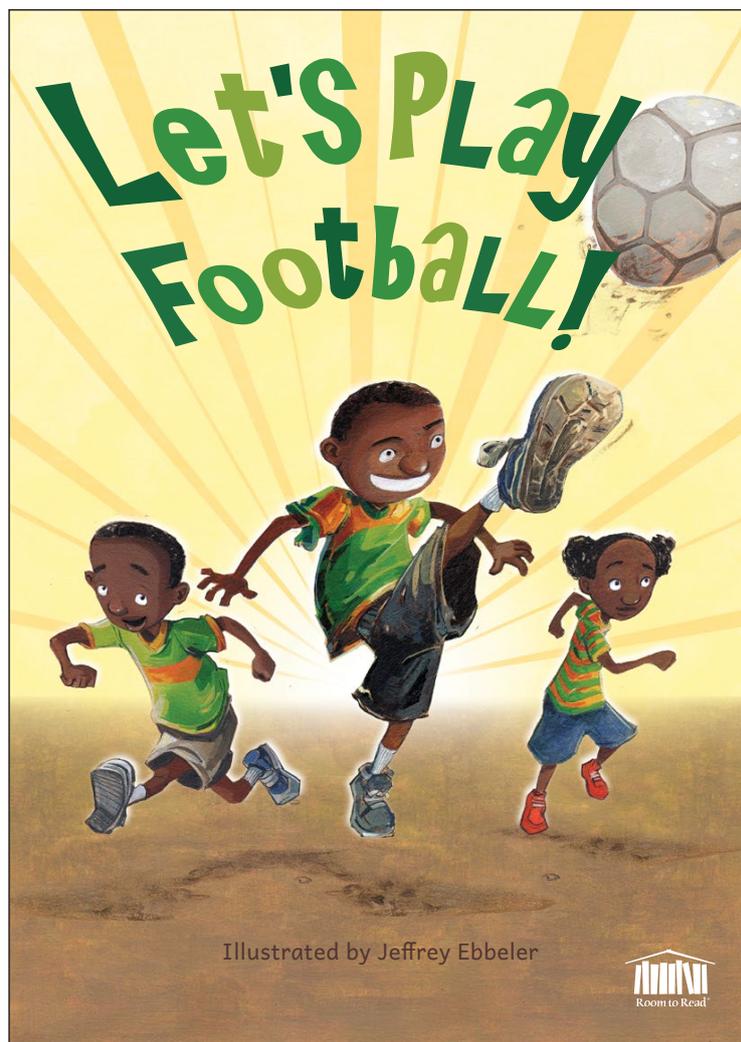
Choosing the Cover Font

Choose a font that reflects the spirit of the story and illustrations. Get creative by using drop shadows, outlines, multiple colors, etc. Try putting your title on a curve, or changing the sizes of words and letters. The title treatment is a great way to create excitement.

The following fonts are recommended to use for your covers. All fonts are free and can be downloaded from **https://fonts.google.com**

Lilita
AaBbCcDdEeFfGgHhIiJjKkLl

Rampart One
AaBbCcDdEeFfGgHhIiJjKk

Gluten
AaBbCcDdEeFfGgHhIiJjKk

Pompiere
AaBbCcDdEeFfGgHhIiJjKkLlMm

Vast Shadow
AaBbCcDdEeFfGgHh

LUCKIEST GUY
ABCDEFGHIJKLMMNNOPQR

Mogra
AaBbCcDdEeFfGgHhIiJjK

Mountains of Christmas
AaBbCcDdEeFfGgHhIiJjKkLlM

Itim
AaBbCcDdEeFfGgHhIiJjKk

Titan One
AaBbCcDdEeFfGgHhIiJjKk

Book Cover Title Design Samples for Inspiration

The following samples illustrate some simple type manipulations to make your title design fun and interesting.
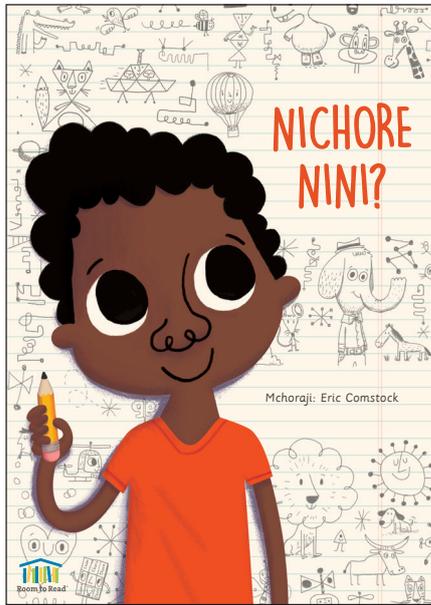
Creating the Title Page

The title page is the first page of the book—a bridge between the cover and the story—setting the stage for the excitement to follow. The title page should be similar to the cover, but the title, illustrations, author, illustrator and translator names are smaller.
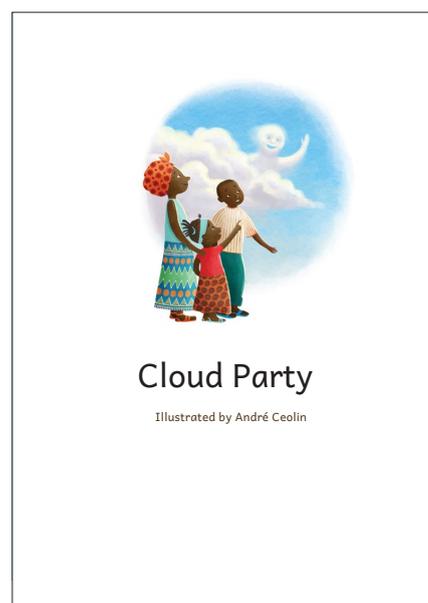
If your book will be published in **multiple languages**, the text on the title page must be **black**.


Let's Play Football!

Illustrated by Jeffrey Ebbeler
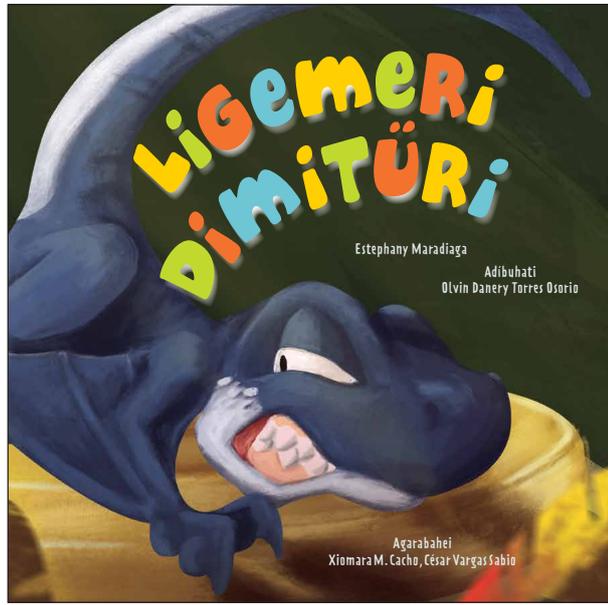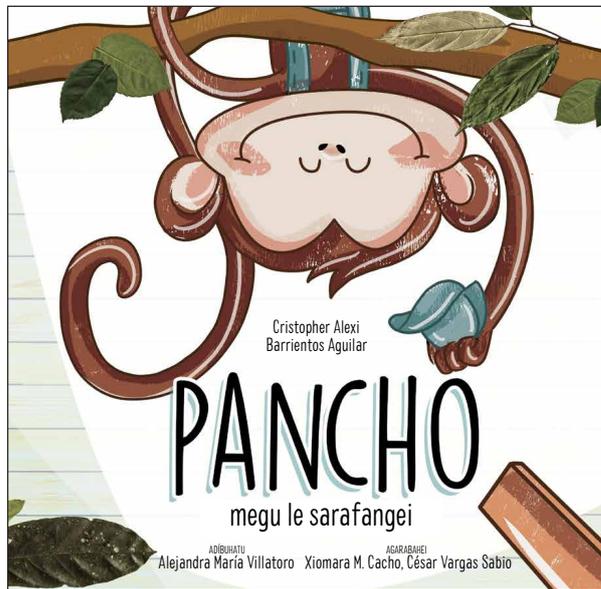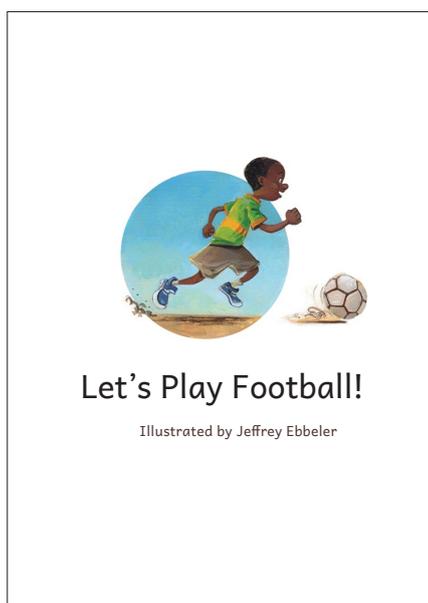
Let's Play Football © Room to Read, 2021

Meal Time!

Illustrated by Ziyue Chen
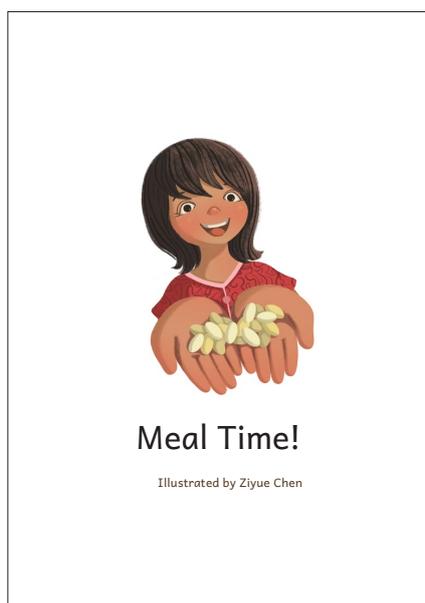
Meal Time © Room to Read, 2021
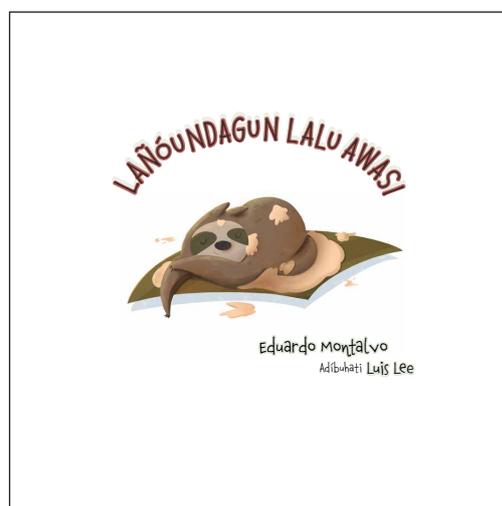

Cloud Party

Illustrated by André Ceolin

Cloud Party © Room to Read, 2021

If your book will be published in **only one language**, you may choose any color for the text on the title page.

Javiba Alidiha

Elisa Susana García Salinas
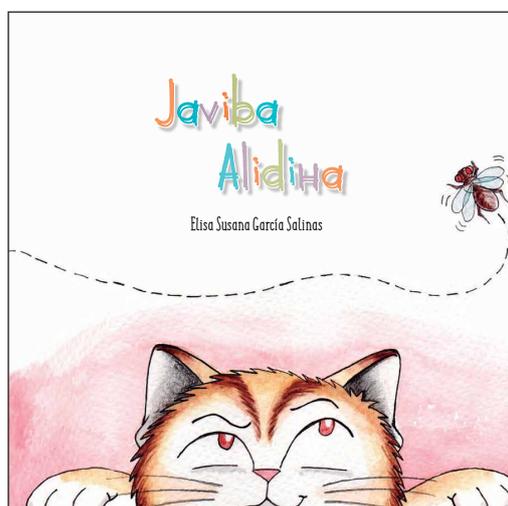
Javi is in Charge © Room to Read, 2021

LAÑÓUNDAGUN LALU AWASI

Eduardo Montalvo
Adibuhati Luis Lee

Lalo Kneads Dough © Room to Read, 2021

Copyright Information on the Inside Front Cover

Use the "Inside Front Cover" parent page for copyright information. The text for your inside front cover will be delivered by the publisher.
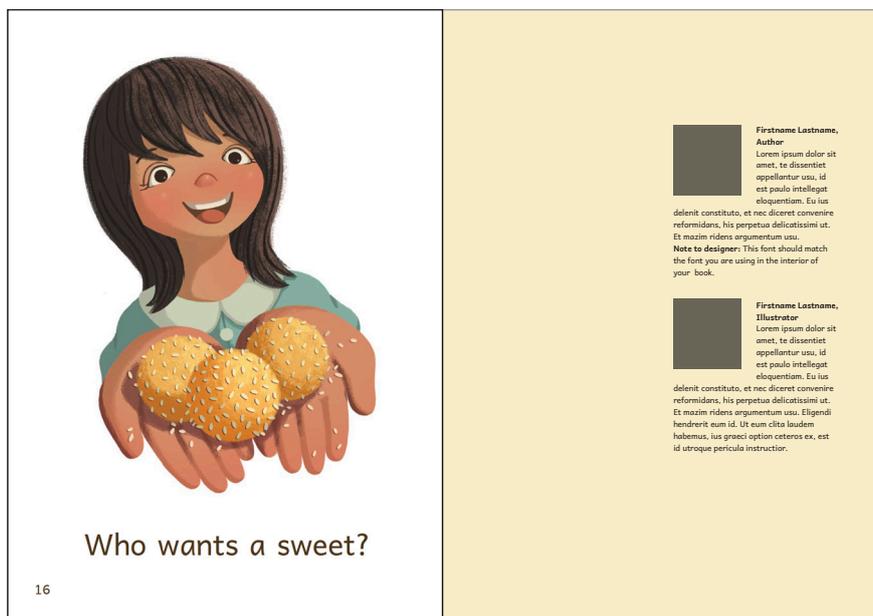
The inside front cover may include a logo, address, and website link of the copyright owner. Publishers may also include logos of funders, a mission statement, or dedication, as well as the names of the editor, designer, printer, or others involved in the creation of the book. The text can go over white, a solid color, or an extension of the title page illustration.

Meal Time!

Illustrated by Ziyue Chen

Cloud Party

Illustrated by ShiShi Nguyen
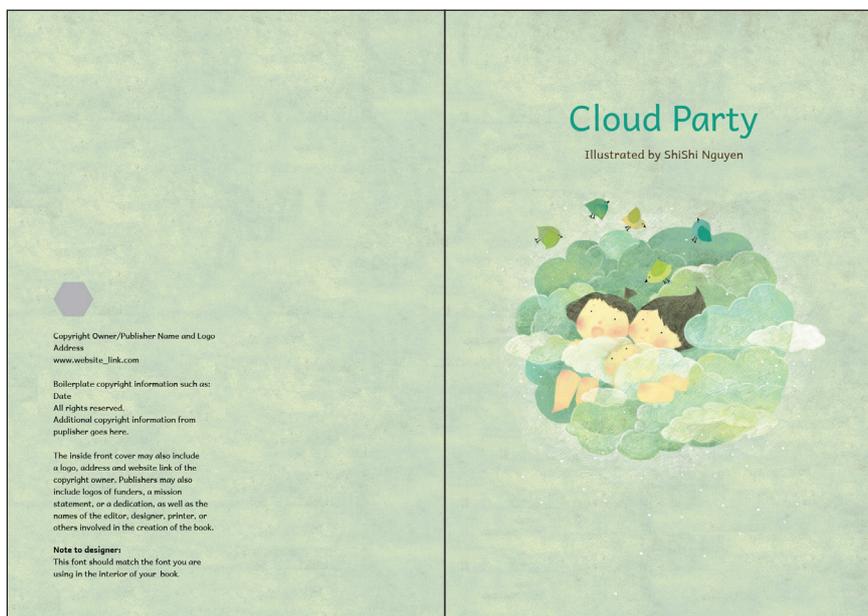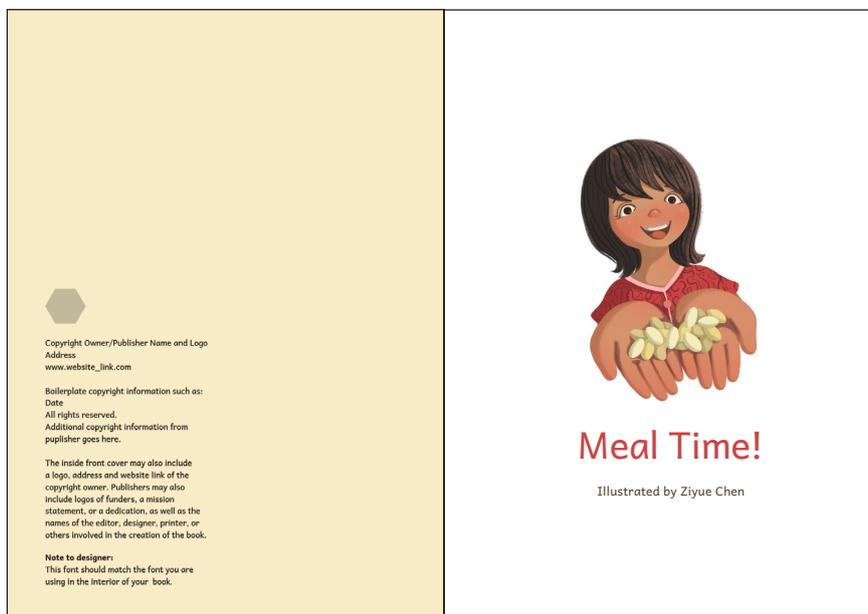
Inside Back Cover with Author/Illustrator Biography

Use the "Inside Back Cover" parent page for the author and illustrator photos and brief biographies.

The biography text and images can go over white, a solid color, or an extension of the illustration on the last page.
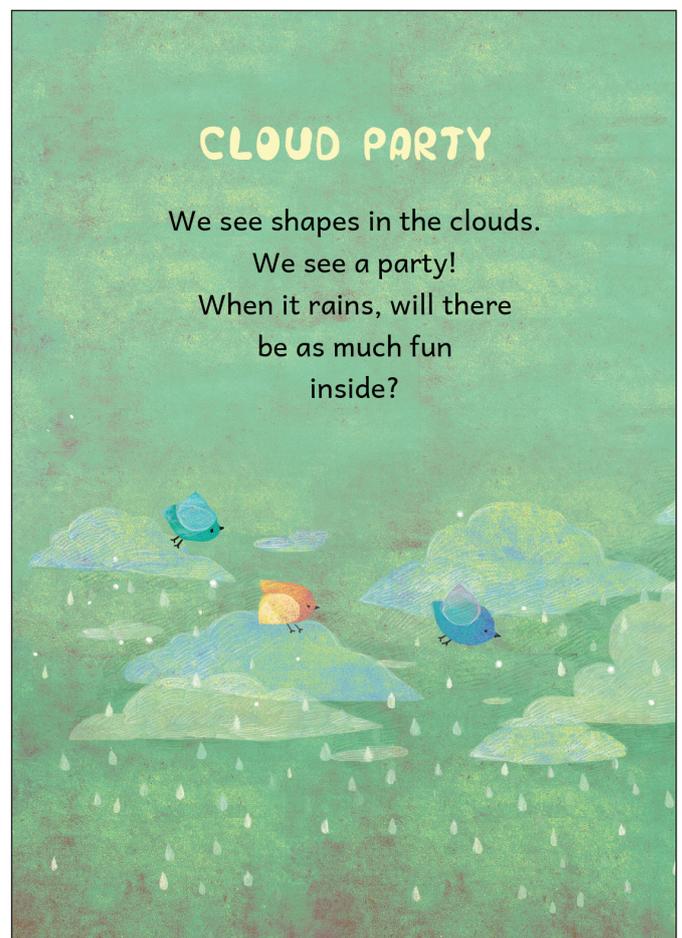

Firstname Lastname, Author
Lorem ipsum dolor sit amet, te dissentiet appellantur usu, id est paulo intellegat eloquentiam. Eu ius delenit constituto, et nec diceret convenire reformidans, his perpetua delicatissimi ut. Et mazim ridens argumentum usu.
Note to designer: This font should match the font you are using in the interior of your book.

Firstname Lastname, Illustrator
Lorem ipsum dolor sit amet, te dissentiet appellantur usu, id est paulo intellegat eloquentiam. Eu ius delenit constituto, et nec diceret convenire reformidans, his perpetua delicatissimi ut. Et mazim ridens argumentum usu. Eligendi hendrerit eum id. Ut eum clita laudem habemus, ius graeci option ceteros ex, est id utroque pericula instructior.

Who wants a sweet?

16

Meal Time © Room to Read, 2021

Firstname Lastname, Author
Lorem ipsum dolor sit amet, te dissentiet appellantur usu, id est paulo intellegat eloquentiam. Eu ius delenit constituto, et nec diceret convenire reformidans, his perpetua delicatissimi ut. Et mazim ridens argumentum usu.
Note to designer: This font should match the font you are using in the interior of your book.

Firstname Lastname, Illustrator
Lorem ipsum dolor sit amet, te dissentiet appellantur usu, id est paulo intellegat eloquentiam. Eu ius delenit constituto, et nec diceret convenire reformidans, his perpetua delicatissimi ut. Et mazim ridens argumentum usu. Eligendi hendrerit eum id. Ut eum clita laudem habemus, ius graeci option ceteros ex, est id utroque pericula instructior.

16

Cloud Party © Room to Read, 2021

Back Cover Book Synopsis

Use the "Parent_no page numbers" parent page for the back cover. The back cover is ideal for a spot illustration and a short synopsis of the book, as shown in the examples below. The synopsis can go over white, a solid color, a texture, or an illustration.

Meal Time!

A young girl planted a seed.
Can she turn a seed into
a meal?

CLOUD PARTY

We see shapes in the clouds.
We see a party!
When it rains, will there
be as much fun
inside?

Acknowledgments

The 100 First Children's Books Templates

The 100 First Children's Books guideline offers recommendations for "first collection" of children's literature. It is intended for Read@Home and other early reading programs involved in the development and/or selection of books to support children's pre-reading and early reading skills.

To support the development of the books suggested in the guideline, Read@Home has also created a series of InDesign templates for designers. Each template contains two parts:
- An InDesign Master Template in the proper trim size, with pre-created parent pages for ease of use.
- A PDF Users' Guide to aid designers working with the templates.

The following templates are available:

First Book Template
- These are square books. The square size mimics the format of most board books for this age group.

Picturebook Template
- This template is fairly large, in order to give space for interesting images and engaging design.
- This template can be used for fiction or nonfiction.
- It is available in both portrait and landscape trims.

Leveled Reader - Fiction Template
- This template is available only in portrait trim, and at a smaller size than a picturebook.
- The size is standard for leveled readers in the children's book industry.

Leveled Reader - Nonfiction Template
- This template includes nonfiction features such as a table of contents, captions, sidebars, and bibliographies.

Comic Template
- This template includes panel layouts for sequential storytelling.
- Its user guide also includes more detailed information about developing comic books, as their process is more complex than standard narrative books.

Important Notes

All links connect to the Early Literacy Resource Network. You can also search "100 First Children's Books" on the site to find a webpage containing all the relevant resources.

The trim sizes for these templates were selected by Blue Tree Group.
- They are based on cost-effectiveness for offset print runs of 10k+, on coated paper for the brightest color reproduction.
- Print runs between 2500 and 10k are generally printed in a sheet machine with no cut-off feed, thus trim size also plays a minor role in cost.
    - Print runs under 2500 are generally most affordable when printed digitally on-demand, thus trim size is a less critical cost factor.

Suggestions about procurement, cover and paper weight, and other helpful topics are available at Early Literacy Resource Network.