

SOCIAL ALTERNATIVES

SOCIAL ALTERNATIVES COVER DESIGN GUIDE

Social Alternatives is a not-for-profit journal publishing 4 times a year. Although the bulk of each issue contains theoretical articles on important social issues we also publish cover images and photographs. We are unable to pay for images and rely on the generosity of graphic designers, photographers and other creative artists. Please read these guidelines carefully before submitting your work to *Social Alternatives*.

Submission

Contributions can be submitted by email to jill@socialalternatives.com

- Final approval of material for a cover is the right of the Editor or assigned Guest Editor and the editorial collective. Submission of work does not guarantee publication.
- Please be aware that by contributing a piece you give *Social Alternatives* the right to use the material in any matter deemed appropriate by the collective and may include use on the website or in promotional material.

Cover Publishing Process

- Contributor is notified of the topic of the issue.
- The contributor provides an electronic version of the cover along with a 40 word biographic paragraph and contact details to appear on the inside cover of the journal.
- The contribution is then subject to approval by the collective and the contributor may be asked to make any necessary changes.
- The desktop publisher submits the cover to the printer for hard copy proof.
- Final adjustments are made and the cover is printed and bound with the text.
- Contributor is supplied with a complimentary copy of the issue along with the cover un-bound for portfolios etc.

Design Requirements

- The cover is to be designed using only two Pantone Spot colours; permission is required for special 3-4 or CMYK colour additions.
- Supplied as an uncompressed file and a format readable (and editable) by the desktop publisher such as: CS Illustrator or InDesign.
- Raster file types are less desirable but can be accepted in eps or tiff (use jpg only if the quality is substantial).

- The cover is to be designed as a wrap around Width 420mm x Height 297mm, plus 5mm bleed (430mm x 307mm).
- A *Social Alternatives* CS3 Illustrator cover template can be provided upon request and is recommended.
- The cover must include the title 'Social Alternatives', the issue number (e.g. Issue 22 Number 3) and the price of the journal.
- The *Social Alternatives* Vector Logo Header must be used and can be provided upon request. All other fonts are left to the designer's discretion.
- Cover design work is to be submitted to the desktop publisher at least one month prior to the journal print deadline.