Guidelines for creating thesis covers using Adobe Illustrator
1. **Decide which publisher will print your thesis**

Choose the appropriate Adobe Illustrator template (the BSI has created templates for *Ridderprint* and *Ipskamp Drukkers*).
2 Calculate what the spine width will become

Depending on the number of pages and kind of paper. Ask the publisher to help you with this.

Aantal pagina’s: 160
Papiersoort: 90 grs Biotop
Bindwijze: Perfect bind
Rugdikte: 10mm
3

Adjust the width of the Artboard to the right size

170 mm + spine width + 170 mm

Don’t modify the book size of a BSI thesis. Its dimensions always have to be 170 x 240 mm.
Front: position of the standard graphic elements

The logo (BSI + magnifying glass) should be *aligned to the right bleeding area*. The vertical position is fixed.
Spine: position of the standard graphic elements

The position of the big magnifying glass is fixed. This is how it looks on different spines sizes.
Back: position of the standard graphic elements

The BSI name + RU logo (grouped) should be 10 mm from the top and left of the back.
Insert the title of the thesis, using these specifications

On the back a subtitle is not allowed

**Font**: Arial Bold, CAPITALS

**Font size**: 8,5 pt

**Tracking** (letter-spacing): 200

**Font-color**: RU Red, BSI Warm Gray or White (see pre-defined swatches). Choose one color (a mix of multiple is not allowed)

**Align**: left (10 mm from the top, position is already set)
Insert the author name, using these specifications

**Font:** Arial, Title Case  
**Font size:** 8,5 pt  
**Tracking** (letter-spacing): 50  
**Font-color:** RU Red, BSI Warm Gray or White (same as the title)  
**Align:** right  
(position is already set)
Adjust the year. take the year in which your thesis defence will take place
Design your cover (and invitation/bookmark)
Layer order

Always leave the layer ‘BSI Standard Graphic Elements’ on top of all other layers
12 Third party logos

If relevant, add logo(s) of other parties in the white space of the magnifying glass beneath the RU logo. This is only allowed when these parties were involved in your project substantially.
**Bleed**

Make sure to extend your artwork to the bleed area, if elements run to the edge of a page.
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**Colors and images**

Make sure you use CMYK colors (*not* RGB) for all elements (graphics and images)
Examples
When finished, save as PDF file for the publisher

Make sure you use the preset ‘Press Quality’ and check the boxes ‘Trim Marks’ and ‘Use Document Bleed Settings’ under the tab ‘Marks and Bleeds’.