

**The Way to Happiness Foundation International**  
**Executive Directive**  
**October 10, 2003**  
**Re-revised October 4, 2005**

Sales Personnel  
Manufacturing Personnel  
VP Promotion & Manufacturing  
Custom Cover Customers

## **CUSTOM COVER DESIGN INFORMATION**

**INFORMATION:** There are two types of Custom TWTH Covers.

1. **BASIC CUSTOM COVER:** Standard Rolling Hills cover (or other pre-existing cover) with customer logo and contact information on the back cover. Extra charges apply if extra logo work is necessary to make the logo suitable for printing.
2. **PREMIUM CUSTOM COVER (Designed by customer):** A full custom cover design can be created by the customer and presented to TWTH in a print-ready format. (We can refer the customer to one of our graphic designers if needed.)

The following attachments provide essential information needed by both the customer and TWTH in order to create such covers quickly, efficiently and to the satisfaction of all.

Dennis Schlieve  
Approved by Issue Authority  
TWTH Fdn Int

# ATTACHMENT #1

## THE BASIC CUSTOM COVER

Standard Rolling Hills cover (or other pre-existing cover) with customer logo and contact information on the back cover. Extra charges apply if extra logo work is necessary to make the logo suitable for printing.

**The customer is to provide the following information for the back cover exactly as it should appear and send it to: [info@twth.org](mailto:info@twth.org).**

Logo on back?	
<b>IMPORTANT NOTE:</b> The logo should be in one of the following formats: <ul style="list-style-type: none"><li>• 1<sup>st</sup> choice = eps</li><li>• 2<sup>nd</sup> choice = PhotoShop</li><li>• 3<sup>rd</sup> choice = PDF</li></ul>	
Name of group?	
Full address?	
Phone number?	
Fax number?	
Web site address?	
Email address?	

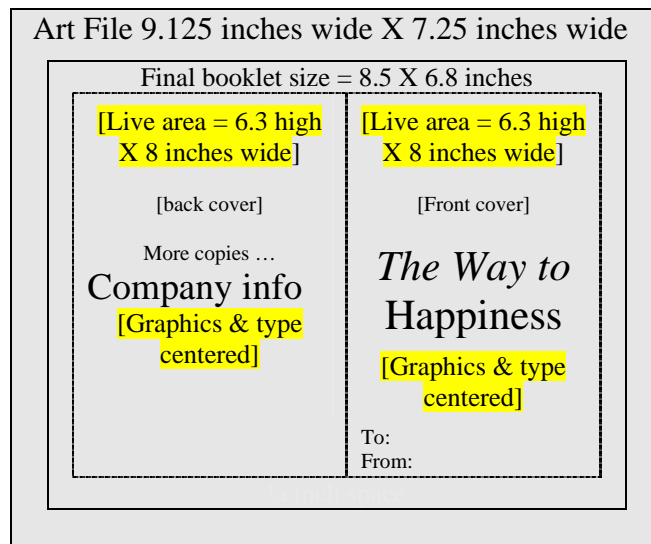
## ATTACHMENT #2

### **THE PREMIUM CUSTOM COVER** **(Designed by customer)**

The following is the information a customer must have if the customer is going to design his or her own cover:

#### **a. SIZE:**

1. “Art file” = 9.125 inches X 7.25 inches
  2. Final booklet size = 8.5 X 6.8 inches
  3. “Live Area” = 6.3 inches X 8 inches. This is the area of the page that contains type and graphics and must not be beyond 6.3 inches X 8 inches.
- Important Note: The background color of the booklet should extend throughout the entire art file, i.e. 9.125 X 7.25 inches.
  - Important Note: Design and text should be centered to the actual size of the booklet, i.e. 8.5 X 6.8 inches.



#### **b. FORMAT:** (File should be presented in print-ready format):

- 1<sup>st</sup> choice = PhotoShop 6.0 document; layered graphics; include a file of fonts used.
- 2<sup>nd</sup> choice = Illustrator 10.0 document with fonts or fonts converted to paths.
- 3<sup>rd</sup> choice = Hi resolution PDF

#### **c. FRONT COVER (The front cover must contain the “TO” and “FROM”):**

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

**d. BACK COVER LAYOUT – MUST CONTAIN THE FOLLOWING TEXT**

1. [TOP]

MORE COPIES OF THIS BOOK MAY BE OBTAINED FROM:

2. [followed by]

The contact info (and any logo) on the sponsoring company, group or individual if the booklet is a reprint or custom cover. This space would be left blank on any cover that is not a custom cover.

3. [followed by]

or

The Way to Happiness Foundation International

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Glendale, CA 91205

(800) 255-7906 or (818) 254-0600



®

Fax: (818) 254-0555

Email: [info@twth.org](mailto:info@twth.org) Web site: [www.thewaytohappiness.org](http://www.thewaytohappiness.org)

4. [followed by bottom text]

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