

# HURTWOOD

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## Tailored Books Guide

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   @hurtwoodbooks



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# What is a Tailored Book?

A Hurtwood Tailored Book is a beautiful blank canvas for you to make your own, the ultimate presentation for your projects.

From the grandest coffee-table books to an exquisite monograph on art, design, or photography. Create your own editions from our carefully curated formats.

True luxury, genuinely archival and British made using the finest materials and techniques, your book will last for generations.

*If you need any clarity, advice or guidance please call us on 0203 773 4713 or email us at [hello@hurtwood.co.uk](mailto:hello@hurtwood.co.uk)*





A RANDOM WALK



## What's Included?

We believe it's all about the underwear, get that right and the rest of the outfit slips on like a dream.

Our Tailored books begin as beautiful editions printed on archival pages, before being hand bound in linen with co-ordinating endpapers – the 'gold standard' of book binding. Naturally all our Tailored books come with head and tail bands (a book isn't 'dressed' without them!). Silver or gold foil blocking to the front and spine completes the look.

This elegant structure is the basis for all our books. What happens next is up to you. Go out as you are or get even more dressed up with our range of extras and accessories.

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## How does it work?

Get in touch and start a conversation.

We'll give expert advice on what we think will work best for your own unique content.

We send you a detailed specification and a quote for your book.

You decide if you would like to go ahead.

We help you every step of the way to produce a book to be proud of.

## Prices

A single 'Classic' Tailored Book begins at £495. Additional copies ordered at the same time can reduce this cost per book substantially.

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## Your Choices

There is a menu of carefully crafted choices:

Five elegant sizes.

Twelve colours.

Three different extents.

Design Options.

Extras.

Choose from the options on the following pages,  
all carefully selected to complement your work.

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**1. Large**  
**300 x 300mm**



**2. Portrait**  
**300 x 235mm**



**3. Landscape**  
**235 x 300mm**



**4. Classic**  
**210 x 235mm**



**5. Royal**  
**235 x 156mm**

## Five Sizes

### 1. Large (300mm square)

A sumptuous format with square pages crying out for your ideas and images. This is a book that won't look out of place on the grandest of stages.

### 2. Portrait (300 x 235mm)

Turn the Landscape on its side and you have a perfect Portrait format. The easy opening of our Tailored Books makes light work of any double page spreads.

### 3. Landscape 235 x 300mm

Ideal for landscape-led photography. Slightly taller than A4, the squarer format feels generous and energising.

### 4. Classic (235 x 210mm)

Our original size, and one that as a 'tall square' beautifully suits almost every genre. Big enough to make the most of your work, but small enough to sit easily on any book shelf.

### 5. Royal (235 x 156mm)

This little book makes the ideal text-led volume. Perfect for memoirs and storytelling.

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## Twelve Colours

*(book linens)*



Solo



Elbe



Tiber



Plate



Exe



Colville



Chobi



Niagara



Doon



Copper



Senegal



Silver

## Three Extents

*(number of pages)*

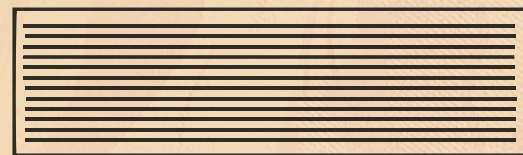
**Slim: 36 – 72 pages**



**Ample: 84 – 132 pages**



**Generous: 144 – 192 pages**



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## Design Options

Send us your own designs.  
*Call us to discuss.*

*or*

Choose a Contemporary or Traditional style from our own quintessential book designs created for us by our team of classic book designers.  
*Please allow an additional cost of £400.*

*or*

Commission a completely bespoke design from our carefully chosen book designers.  
*Prices on application.*

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## Extras

Choose a different paper for the pages.

Choose from an extended range of linens.

Add a printed debossed label.

Book jacket.

Alternative coverings such as leather, special effect papers, and other finishes.

Add in metallic and special pages.

Bespoke endpapers.

Ribbon markers.

Bespoke foiling.

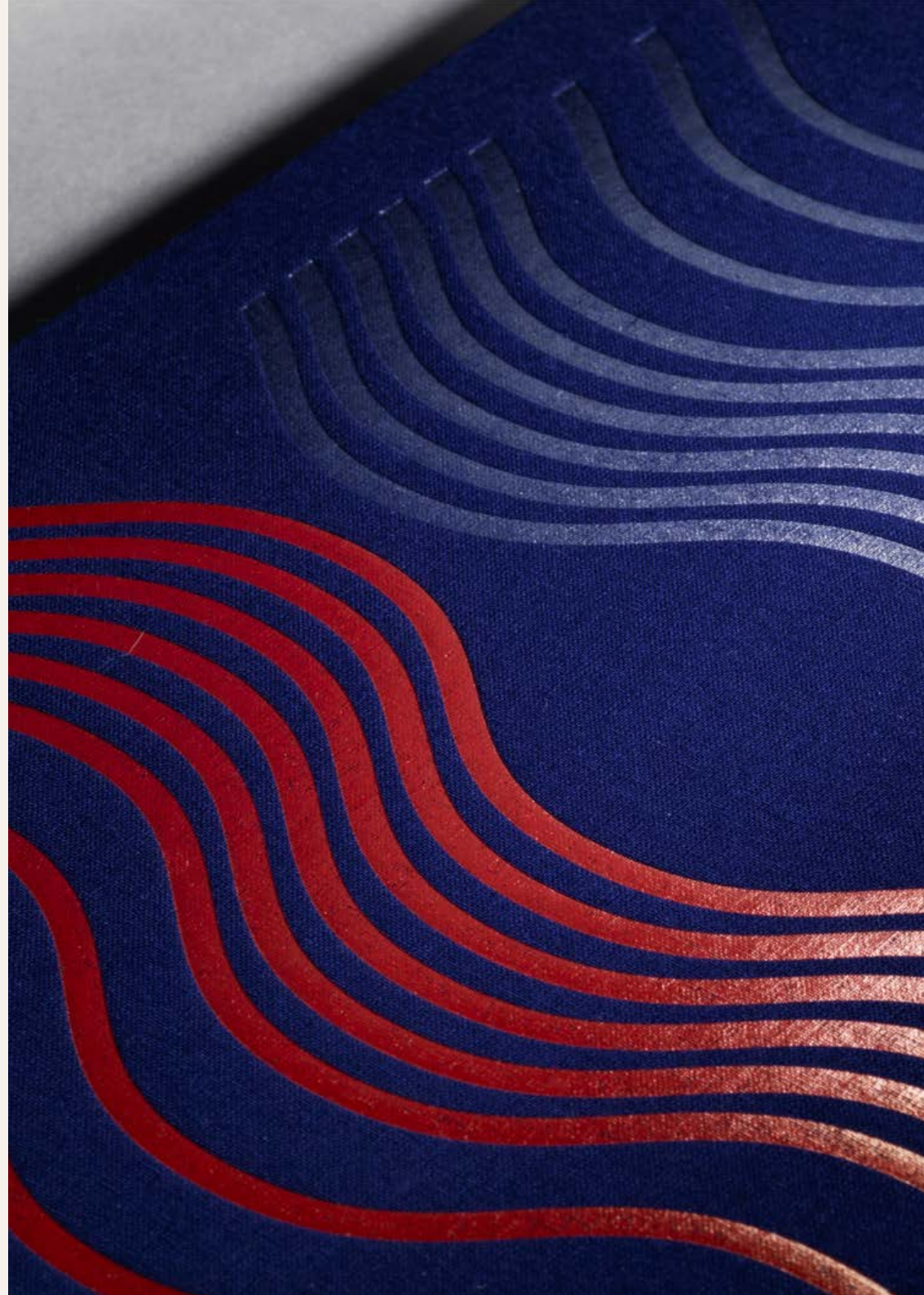
Presentation box or slipcase.

Additional PDF proofs (*two are included*).

Expedited delivery options.

[View our portfolio for more inspiration](#)

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## From Better to Best

*Our tips for preparing your content for a book*

Curate, curate, curate your content. It's time consuming, but it's worth it!

Limit the number of images, remember less is more and select only the best. We recommend 60–100 images as a good starting point.

Make it feel 'bookish'. Don't rush into the images, but take your time with a title and introduction. Good books are well 'paced'.

Check your image resolution and send us high resolution JPEGs or, even better, TIFF files.

Send your text in a *Word* or *Pages* document.

If we are designing your book then document your running order, but don't worry we will look carefully at your work and place in the most aesthetic and complimentary way.

Talk to us if you need help organising your content to have it 'book ready'.

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## FAQs

### **Why are Hurtwood Tailored Books expensive?**

We use the highest quality sustainable materials combined with the best book making methods. At every stage of the process your content is overseen by one of our experienced team. From digital artistry to hand binding, your book is treated to the best care and attention. And you will always have someone to talk to about the progress of your book.

### **I only want one book, can I have that?**

Yes. We dreamt up the idea of Tailored books so that anyone could have a little bit of our Hurtwood trademark quality. You can have one book or you can have lots of books.

### **I only have a small amount of content, can I still make a proper book with a spine?**

We recommend a minimum of 36 pages for our Tailored books. Talk to us if you have fewer.

### **How long does it take to make my book?**

We recommend you allow three to six weeks for the process from start to finish. From your final approval of the PDF proof the book itself will take 15 working days.

### **How are these books different to on-line print on demand?**

For us it's all about quality and longevity combined with years of experience making art and photography books. Print on demand books often have an unsatisfactory print quality and their price and quick turnaround means poorly constructed short-lived binding.

### **Can I design my book?**

Yes, of course. We can give as much advice as you need and provide input as required.

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**How do I supply my own design work?**

We prefer packaged InDesign files but can work with many different formats. Please call to discuss.

**Can you design my book for me?**

Yes, you can choose from our own page designs or choose a bespoke design. Call us for advice.

**Can I choose a different size?**

Yes, but this will have an impact on the cost. Get in touch with us if you have a specific size in mind.

**Do the pages have to be in the paper you specify?**

We recommend Mohawk Superfine paper both for of its wonderful image reproduction but also because it is archival. You can choose a different paper, but this will impact the price.

**How do I know if my images are high enough resolution?**

Talk to us about your work. We will let you know if there's a problem with your images.

**Do you work with international clients?**

Yes! We are proudly British but are delighted to work with clients from across the globe and have done so for many years – from San Francisco to Sydney and beyond...

**Where can I see your work?**

Please look at our [portfolio](#) page for some lovely examples of our favourite pieces and inspiration. Or visit us in our London studio.

**Help! I don't know where to start with my project.**

We can assist you. We have over 40 years experience making unique and custom books of all shapes and sizes. There is nothing a cup of tea and a chat cannot sort out!

**Can I talk to you?**

Always! We would love to discuss your project – please call us on 020 3773 4713