

# THE ANATOMY OF A COMIC BOOK COVER

## PRICE/LOGO

The price of the comic, issue number, and the publisher's logo used to be consistently displayed in the upper-left corner. Today, the price and barcode are often located in the lower-left corner for newsstand editions, while the logo moves depending on the cover art.

## CORNER BOX

Corner boxes sit in the cover's top-left corner and contain an illustration of the issue's main characters. Steve Ditko designed the first corner box for *Amazing Spider-Man* #2 (1963) to take advantage of the cover's dynamic live area—or the piece of cover real estate that readers could see on the racks. Today, corner boxes are no longer necessary because shops rack comic books so that readers can see the full cover. However, the element occasionally appears as a throwback to early book design.

## COVER ART

Art is the most important element on a cover and occupies the majority of the page. It is designed to be dynamic and communicate the story at a glance.



## LOGO

A logo is a comic book's visual calling card. It's positioned at the top of the cover and is designed so readers can quickly identify the comic's title while browsing.

## COVER LINE

Writers use cover line text to create a sense of excitement and intrigue. Early Marvel comics used cover lines frequently, but today they are less common.

## COVER LETTERING

Cover lettering is designed to excite readers and pique their curiosity. When creating cover text, letterers often enhance the same graphical elements they use on the interior with eye-catching flourishes. Word balloons have thicker outlines, and text is designed as bold display lettering. "Cover lettering has to grab attention and intrigue potential buyers enough to make the sale. It needs to be well-crafted, bold, and energetic," says letterer Todd Klein. "It must complement the cover art and enhance the words of the text, like a good promo announcer enhances the visuals in a movie preview. It's acting with lettering."

