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How the cover gets made

• "I like the portrait, but she looks really... somber."





This has the virtues of hiding her face and still being somber. And we've misspelled her name twice now."

• "Funny. Is she supposed to be Warren Beatty in Heaven Can Wait?"





"She's happy! And surrounded by weird icons."

The Yahoo font is fun."
"Why don't we try it with a purple background?"





• "I think it's good if we commit to the purple." "OK, But it's ... very purple."