

PRINTED MAPS OF LANCASHIRE: the first 200 Years



Book design case study: Lancaster University

"We are extremely proud of the finished product and the sales figures speak for themselves. We are very happy to recommend Badger Press."

Dr Sam Riches, Lancaster University



Lancaster University decided on Badger Press to manage their ambitious and challenging publication project. Their latest title, Printed Maps of Lancashire, is now one of their best sellers.

Lancaster University is ranked in the top ten UK universities and are respected publishers of a diverse range of academic works. Their latest publication required meticulous attention to detail and expert typographic skills.

Speaking about the university's relationship with Badger Press, Dr Sam Riches says:

"We knew that Printed Maps of Lancashire would be a challenging project to see through to completion, even though we have a long track record of producing books on the history of North West England. The design of the book would be a crucial element in its attractiveness, and we needed both full-page and part-page images to be integrated into the text in a way which assisted the reader to follow the logic of the discussion and also appreciate the aesthetic qualities of the maps themselves. We approached a number of designers and printers with this project and were particularly impressed by the response

we got from Badger Press. Their design insights were invaluable, and their attention to detail and personalised service exceeded our expectations. We are extremely proud of the finished product, and the sales figures speak for themselves as it is outperforming other recent titles from our imprint by some margin. We are very happy to recommend their services."



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