



THEME / COVERAGE

UNIFY YOUR YEARBOOK WITH A THEME

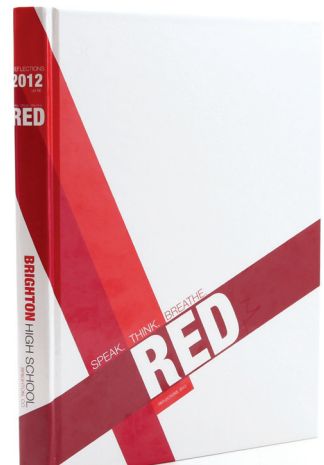
It's one of the first decisions you make as a staff — and one of the most important. Your book's unifier sets the tone for every aspect of the publication. You should be able to hear that tone as well as see it. With ample consideration, your theme will prescribe answers to questions about color palettes, fonts and graphics. It will help you determine a logical book plan and will suggest coverage strategies. The best of themes are so well-thought that unknowing readers often repeat the verbals when referencing the volume.

Here are four examples of how a theme was carried from the cover, to the ensheets and throughout the pages of the book.

SPEAK. THINK. BREATHE. RED

REFLECTIONS, BRIGHTON HIGH SCHOOL, BRIGHTON, CO

A powerful school pride theme comes to life in a three-section book that seeks to explain the varied ways the students and the greater community support the school. Beginning on the cover, the staff introduced their ideas with distinctive visuals; the varied shades of school-color red, the diagonal bars and the single font appear consistently on every component of the theme package, so there was no question when the readers came to "another one of those pages." Content pages repeated the color and the font, but looked very different because the diagonal bars were absent as layers of coverage provided details. An extended opening with nearly identical spreads for each section (Speak, Think and Breathe) was followed by a final opener that pulled the package together. The dividers also utilized the same components, but the location of the single photo moved from the top and left of the color bars to the bottom and right, which is how the closing worked as well.



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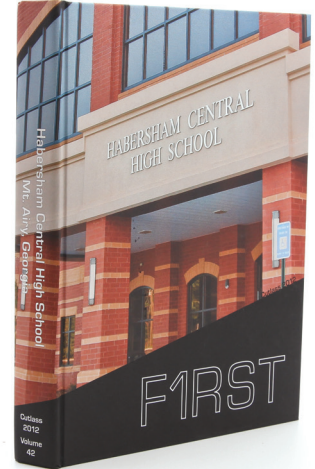




FIRST

CUTLASS, HABERSHAM CENTRAL HS, MT. AIRY, GA

It's probably NOT what you're thinking. Not a book from a brand-new school; it's the story of an existing school that got an all-new building. Knowing they wanted to build upon the first year in the new facility, an observant staff noted there were a lot of related words that included the letter i — making it easy to enhance the message by using the numeral 1 instead. On the endsheets, traditional sections, titled 1NAUGURAL, PR1MARY, PREM1ER, IN1TIAL and ORD1NAL, flow from an oversized one which creates the strong diagonal repeated throughout. While the combination of the squared headline type and the handwritten script symbolize the rigors/preciseness of construction and the more personal aspects that turn the building into a school community, the colors imply the fresh/new aspects of the school and year. In addition to selecting a pair of shades that were echoed from each divider dominant, the colors later became a powerful visual identifier for each section.

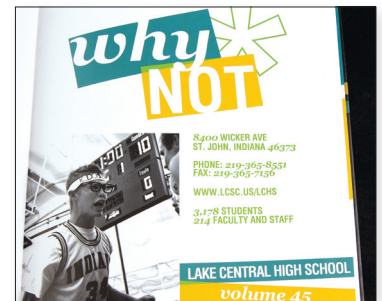
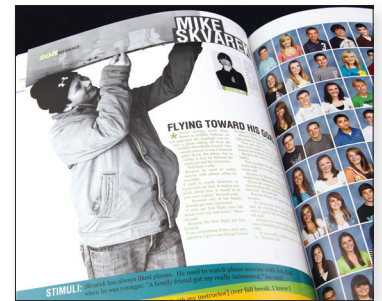
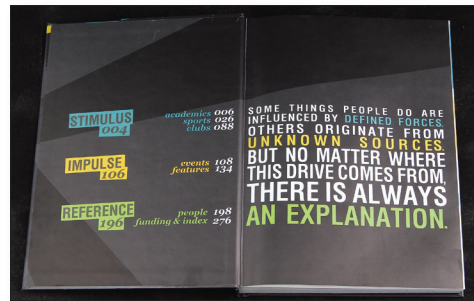
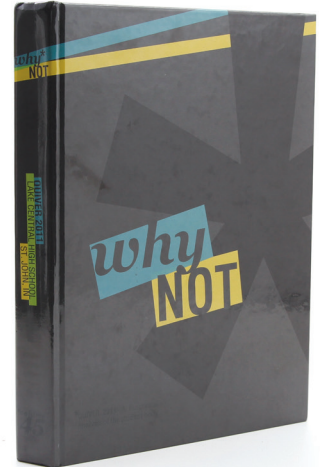




WHY NOT

QUIVER, LAKE CENTRAL HIGH SCHOOL, ST. JOHN, IN

Alongside a huge asterisk, colorful bars and the main heading on the cover's front flap, readers find the impetus behind the theme: "A functional analysis of the student body." The first theme copy appears as cool type-as-art on the endsheet, which reinforces the black on gray asterisk, the color palette, the use of all-caps sans serif paired with a curvy seriffed accent while introducing the new book plan. Traditional sections are grouped together to create three sections that join forces to explain why the year came together as it did. Deciding that it would be hard (if not impossible) to predict or measure the effects of a new principal, new superintendent, new athletic director, new classes and new policies, the editors and staff chose to examine the hows and whys instead. All thematic pages in the colorful volume remain true to the three introduced on the cover, but pick-up colors accent layered coverage spreads featuring the same distinctive font pair and diagonal influences.

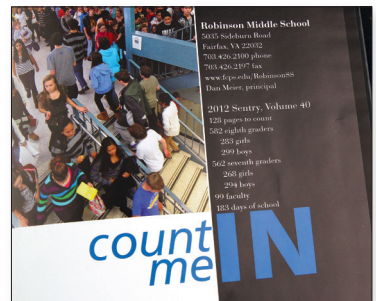
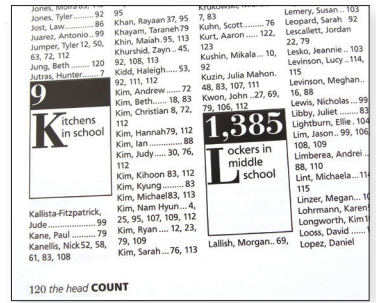
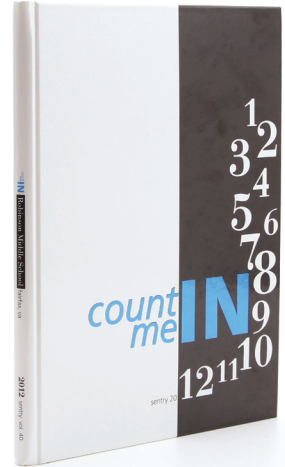




COUNT ME IN

SENTRY, ROBINSON MIDDLE SCHOOL, FAIRFAX, VA

Using both numerals and an array of phrases containing the word “count,” the staff created a tight theme package that unified the book and offered lots of coverage possibilities. The classic cover featured a quarterbound look with brilliant blue foil as an accent to the artful flow of serif digits. Always a textbook example of reader services, the contents listing features clever word plays, diminutive labels for traditional sections and sizable page numbers echoing the numeric display on the cover. Even the title page was modified to substantiate the theme; the school population is broken down even more to include additional counts and both a page tally and the number of school days in the year appear as well. The opening and closing each included carefully crafted copy that led readers through the count from the cover, highlighting each number in both the contrasting font and thematic blue. Even the index featured school-specific counts as starters for each subsection!



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