

COVER AND SPINE ESSENTIALS

Front cover

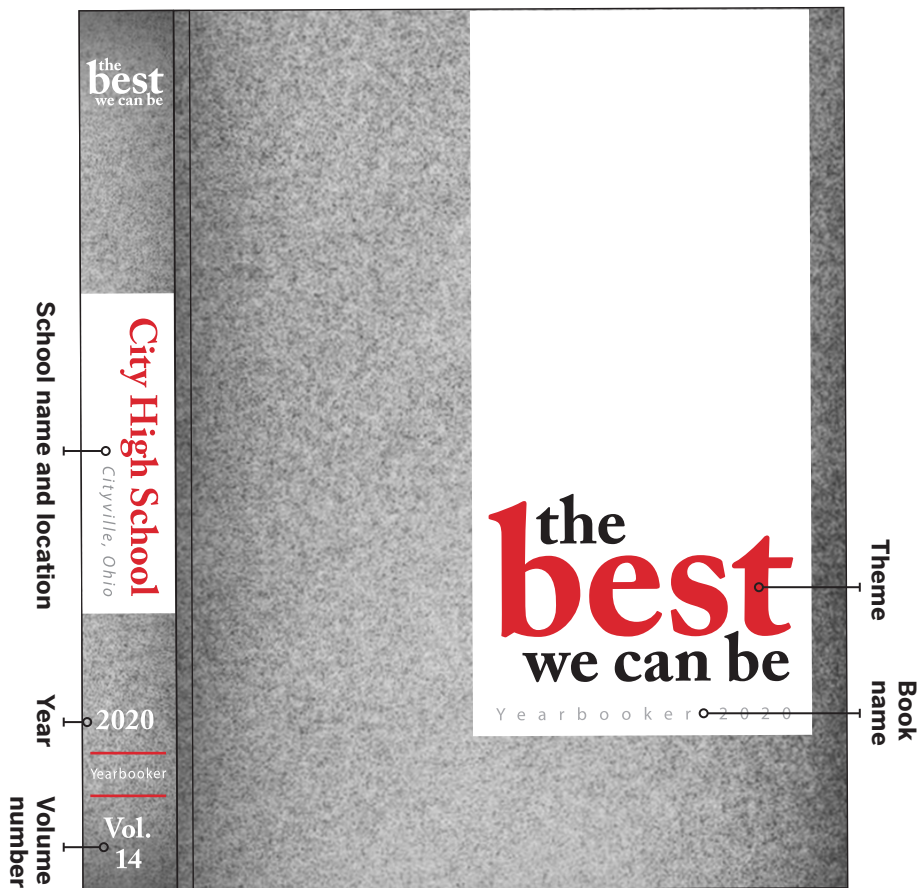
- ▶ Theme
- ▶ Book name
- ▶ Year

Spine

- ▶ Theme
- ▶ School name
- ▶ City and state
- ▶ Book name
- ▶ Year
- ▶ Volume number

A yearbook cover combines visual and verbal elements to make a great first impression on students who can't wait to get their hands on their book. The theme should be presented on the cover and then find its way throughout the pages, connecting concepts and events of the year.

Working on the yearbook cover is often one of the first things a staff will do after they have decided their theme. Making the cover is exciting, as it is the first thing the reader will see when the book arrives. Staffs want a cover that pops and reflects the school year. Make sure your cover is attractive and easy to understand as it presents the theme to the reader. Try to make it different than past covers so it stands out, though many staffs try to feature school colors at least once every four years.



Here is the cover for the 2020 “Yearbook.” Notice all the pertinent information is included on the book cover and spine. Some schools also include their book name and theme on the spine. The theme of this book is “The Best We Can Be.”

COVER TREATMENTS

There’s a lot you can do to your cover. Here are some of the major treatments you might consider as you design your cover:

- ▶ Lithography
- ▶ Silk screening
- ▶ Embossing
- ▶ Debossing
- ▶ Graining
- ▶ Lamination/UV coating
- ▶ Foil
- ▶ Quarter-binding
- ▶ Die cuts

Your adviser as well as yearbook representative will help you determine what will work best within your budget.

INSPIRATION

See hundreds of cover examples online at herff.ly/showcase